

CURRICULUM VITAE

PERMANENT RESIDENTIAL ADDRESS

Dr. Mohd Iqbal Khan

Pathanpora, Nowlari Pattan, Baramulla

193121

Jammu & Kashmir, India

E-Mail: ikhan7073@gmail.com

Mobile: +917006803195



QUALIFICATIONS AND ACHIEVEMENTS:

- **Ph.D.** (Marketing,Advertising) **Full Time** (Under the guidance of DR AMIT BANERJI, Associate Professor & Head, **Department of Management Studies, Maulana Azad National Institute of Technology, Bhopal) India.2014**
- **M.B.A.** (Marketing & HR) **Full Time**, From **Uttar-Pradesh Technical University, Lucknow India** (State Technical University) in year 2009.
- **B.SC. Full Time**, from **University of Kashmir india** (State University) in year 2007.

PRESENT POSITION:

- Presently Working as **Assistant Professor (Contractual)** in department of Management Studies, **Islamic University of Science & Technology, Awantipora, Jammu & Kashmir, India.**

PREVIOUS POSITIONS:

- Worked as Assistant Professor in School of Business Studies, **Islamic University of Science & Technology, Awantipora,(State University) Jammu & Kashmir**, for academic session 2015-2020
- Worked as Lecturer in Department of Business Administration at **North Campus University of Kashmir, Jammu & Kashmir**, during academic session 2014-15.
- Worked as Full Time Ph.D Scholar and teaching Assistant in the Department of Management Studies, **Maulana Azad National Institute of Technology MANIT, BHOPAL** (Since March-2011 to March-2014).
- Worked as Assistant Manager Marketing & Sales for **Brand & More MAPP LTD (DELHI)** (Since February 2009 to February 2011).
(Worked as R&D Manager for Patent, bearing Patent registration number (231848) for Mobile Media Advertising Division, **Brand & More MAPP LTD (DELHI)** under supervision of Dr Hazeeb Rehman Padiyth (Director Brand & More MAPP LTD).
- Worked as Management Trainee in **Jammu & Kashmir Cements LTD** a Govt of J&K Undertaking from May 2008 to August 2008.

SUMMARY OF SKILLS

- Excellent administrative, R&D management and organizational skills.
- Strong interpersonal and leadership qualities. .
- Excellent presentation skill.

AREAS OF INTEREST:

- Marketing Management, Enterpreneurship Management, Health Management, Retail Management, Sales & Distribution Management, Human Resource Management, Organization Behaviour, Service Marketing, Strategic Management, Economics. Tourism Management.

PUBLICATION OF PAPERS/ARTICLES-(JOURNALS/BOOKS/CHAPTERS):

A Paper Titled Healthcare Management in India: Some Issues and Challenges, **Mohd Iqbal Khan**, Amit Banerji published in **Journal of Health Management, Sage India** January-March (16.1) 2014 Issue.

A Paper Titled “Language in Advertising A study of change in Post liberalized India.” Amit Banerji, **Mohd Iqbal Khan**, Mudasir ahad, published in spring issue 2013. **International Journal of Integrated Marketing Communications (Racom Communications USA)**.

A Paper Titled “Cloning in Indian Advertising, Getting two for the price of one” Amit Banerji, **Mohd Iqbal Khan**, Mudasir ahad, published by **Indian Journal of Marketing**. Volume 43, Number 3, March 2013.

A Paper Titled Advertising Markets In Post Liberalized India), **Mohd Iqbal Khan** published in International Journal of Creative Research Thoughts (IJCRT) © 2014 IJCRT | Volume 3, Issue 2 February 2013 | ISSN: 2320-2882. **UGC Approved Journal No: 49023 (18)**.

A Paper Titled “A study of consumption of consumer durables in rural india with specific reference to backward states (*part i*)” Amit Banerji, Mudasir ahad, **Mohd Iqbal Khan**, , published in Journal of International Business Research Volume 14, Number 1, 2015 **Allied Academics USA**. **Print ISSN 1544-0222 Online ISSN 1544-0230**

A Paper Titled “A study of consumption of consumer durables in rural india with specific reference to backward states (*part 2*)” Amit Banerji, , Mudasir ahad, **Mohd Iqbal Khan** published in Journal of International Business Research Volume 14, Number 1, 2015 **Allied Academics USA**. **Print ISSN 1544-0222 Online ISSN 1544-0230**

A Paper Titled, “*New Face of Globalized India*” **Mohd Iqbal Khan**, published in SS International Journal of Business and Management Research in March Issues 2014. **ISSN: 2231 - 4970**

A Paper Titled “*Green Marketing in India*” **Mohd Iqbal Khan**, published in SS International Journal of Economics and Management in March Issues 2014. **ISSN: 2231 – 4962**

A Paper Titled Advertising Markets In Post Liberalized Russia And Korea), **Mohd Iqbal Khan** published in International Journal of Creative Research Thoughts (IJCRT) © 2018 IJCRT | Volume 6, Issue 1 February 2018 | ISSN: 2320-2882. **UGC Approved Journal No: 49023 (18).**

A Paper Titled Changing Media, Changing Audience In Post Liberalized India. (1991-2019), **Mohd Iqbal Khan** published in International Journal of Creative Research Thoughts (IJCRT) © 2018 IJCRT | Volume 6, Issue 1 March 2018 | ISSN: 2320-2882. **UGC Approved Journal No: 49023 (18).**

A Paper Titled “*Advertising and its Social responsibility in Post-liberalized India*” published in book ‘*Mapping Business Excellence through vision values and vibrant practices published by EXCEL BOOKS New Delhi, India ISBN:978-93-5062-254-4*’.

A paper titled “*Sustainable Advertising and sustainable development in India*” published in Book Sustainable Management Practices, Issue , Volume 1, Published by Createspace Independent Publishing Platform USA 2017, I ISSN No:9797944796499.pp no 23-37.

A Paper Titled “*Role of Integrated Marketing Communication in Post Liberalized Indian Business*” published in Conference Proceedings of ICSSR Sponsored Two-Days National Seminar on Innovative Management Practices for Sustainable Development and Global Competitiveness held on 08-09, October 2015 at Pondicherry University, India with ISBN **999-93-8062-284-4**

A Paper Titled Rural Consumption of emerging economies(Comparision of selected consumer durables) Amit Banerji,Mudasir Ahad and **Mohd Iqbal khan**, published in journal of Business Administration Page 21-43(Volume 10) year 2014 ISSN NO: 0975-6825.

A Paper Titled Rural Consumption of emerging economies(Comparision of selected consumer durables) Amit Banerji,Mudasir Ahad and **Mohd Iqbal khan**, published in journal of Business Administration Page 21-43(Volume 10) year 2014 ISSN NO: 0975-6825.

A Paper Titled “*Advertising The "New" India In Post- Liberalization Era*” **Mohd Iqbal Khan** accepted for publication by European Journal of Business and Management.USA

BOOKS PUBLISHED,

Published Book Titled **Indian Advertising Born in 1905, Mohd Iqbal Khan**, published by Lap Lambert Publishers Germany, ISBN-13: 978-3-659-16702-7,ISBN-10: 3659167029, EAN:9783659167027

Published Book Titled **Advertising in China, Russia, Korea, India & Pakistan**. Published by Createspace

Publishing, Amazon USA, ISBN - ISBN: 978-1644635804, ISBN-10: 154463580x.

Published Book Titled **Corporate Blue Ocean Strategies: Business Strategy and Leadership**, ISBN-13: 978-1545416433 ISBN-10: 1545416435. Publishers: Amazon USA. Published June 2017

PROJECTS

- An Exploratory Study On E-Waste Management System And Its Implementation: A Case Study Of Srinagar City Approved by Islamic University of Science & Technology (Funding Agency Entrepreneurship Development Cell & Design Innovation Centre IUST). **Funding Amount 4 Lakhs**
- Project on Advertisement on Bus Shelters, Traffic Booths & Vehicles of J&K State Road Transport Corporation, submitted to Entrepreneurship development Cell, IUST Awantipora Kashmir. (Status: Accepted, Working on Objection raised by Municipal Corporation Srinagar for Noc regarding advertisement norms.

GUEST LECTURES:

Guest Lecture on “**BLUE OCEAN STRATEGY**” in Govt. Polytechnic for Women (**GPW**), Bemina, Srinagar (J&K) in one week short term training programme on 'Advances in Modern Management Practices' (O. Plan No. ID70) from 12-16 October, 2015 Conducted By Entrepreneurship Development and Industrial Coordination (EDIC) department of **NITTTR, Chandigarh**.

ADMINISTRATIVE EXPERIENCE

Programme Co-ordinator MBA & BBA 2yrs. 2015 onwards

Faculty incharge Summer Training & research projects (SOM) Islamic University of Science & Technology for BBA Final Semester 2016-2017.

Repoteur, Sustainable Marketing Session, at International Conference on Sustainable Development and Technological Innovation organized by School of Business Studies, Islamic University of Science and Technology, J&K India.

Repoteur, Financial Aspects of Sustainable Development session, at International Conference on Sustainable Development and Technological Innovation organized by School of Business Studies, Islamic University of Science and Technology, J&K India.

Repoteur, Technology & Sustainable Development session, at International Conference on Sustainable Development and Technological Innovation organized by School of Business Studies, Islamic University of Science and Technology, J&K India.

Repoteur, ICT & Sustainable Development session, at International Conference on Sustainable Development and Technological Innovation organized by School of Business Studies, Islamic University of Science and Technology, J&K India.

WORKSHOPS:

Attended 2 weeks workshop on (*WHS791x: Technical Communication for Scientists and Engineers*) Nov-Dec 2015, a course of study offered by IITBombayX, an online learning initiative of Indian Institute of Technology Bombay.

SEMINARS/CONFERENCES- PAPERS PRESENTED:

Presented a paper titled “*Advertising and Its social responsibility in post liberalized*” India in seventh PIMR International Conference held at Prestige Institute of Management and Research Indore.

Presented a paper titled “*Globalization and its impact on India*” in National Seminar on Recent Trends in Commerce and Management held at Shri Atal Bihari Vajpayee Government arts and commerce college Indore M.P.

Presented a paper titled “*Changing audience and Media in post liberalized India*” in National Conference on Media & Communication held at Jaipuria Institute of Management & Technology Jaipur.

Presented a paper titled: *Role of Integrated Marketing Communication in Post Liberalized Indian Business* in Two-Days National Seminar on Innovative Management Practices for Sustainable Development and Global Competitiveness held on 08-09, October 2015 at Pondicherry University

Presented a paper titled “*Sustainable Advertising and sustainable development in India*” in International Conference held at Islamic University of Science and Technology on 23-24 Dec 2015.

Presented a paper titled “*knowledge Sharing an important tool for sustainable development of Organization, A case study of islamic university of science and technology*” in International Conference held at Islamic University of Science and Technology on 23-24 Dec 2015.

Presented a paper (coauthor)titled “*insurance sector in India*” in International Conference held at Islamic University of Science and Technology on 23-24 Dec 2015.

Attended International Conference on “*Leadership in business and Management for sustainable Global Economy*” (LBMSG-2012). Department of Management studies, Indian Institute of Management Studies Indian Institute of Technology Delhi.

Attended National Conference on “**Business Management and Information Technology: Challenges & Strategies for global competitiveness**” held at Maharashtra Institute of Technology, Pune (NCBMIT-2012).

Attended 65th *All India commerce conference of Indian Commerce Association*, k.p.b hinduja college of commerce, Mumbai

PERSONAL DETAILS:

Name: Dr. Mohd Iqbal Khan

Date of Birth: 10-03-1986

Father's Name: Mohd Aslam Khan

Hobbies: Gardening and Swimming.

Languages Known: English, Kashmiri, Urdu, Arabic

ADDRESS FOR COMMUNICATION:

Assistant Professor, Department of Business Studies, Islamic
University of Science and Technology, Awantipora-192122,
Jammu & Kashmir, India

Mobile: +917006803195,

E-Mail: ikhan7073@gmail.com.

Marital Status: Unmarried

REFERENCES:**1. Dr. Amit Banerji**

Associate Professor, Maulana Azad National Institute of Technology Bhopal India.

Mobile: +917869301936,

E-Mail: amitbanerji123@gmail.com

2. Mohd Ashraf Parry

Assistant Professor, SBS (IUST)

Islamic University of Science & Technology

Awantipora

9906415415

ma.parry@islamicuniversity.edu.in