

Makhmora Hamid Shah

H.No 11, Lane-2, Umer Colony-B, Lal Bazar Srinagar 190011

E-mail: makhmorahamid@gmail.com

Cell No: 7006516013

Professional Profile

A dedicated and with a highly successful background in teaching Management skills, possesses excellent interpersonal, communication and negotiation skills and the ability to develop and maintain mutually beneficial internal and external relationships. Enjoys being part of, as well as managing, motivating and training, a successful and productive team, and thrives in highly pressurised and challenging working environments.

Education and Qualifications

- Distinction in matriculation from Mallionson girl's school.
- Distinction in higher secondary from Mallionson girl's school.
- First class Bachelor's degree in science with Biochemistry from Kashmir university
- MBA from 'The business School University of Kashmir.
- Qualified UGC-National Eligibility Test (NET) 2012
- Ph.D. from Islamic University of Science and Technology.

Work Experience

- Lecturer (contractual), School of Business Studies, Islamic University of Science & Technology.(16-4-2009 to 31-01-2010)
- Lecturer (contractual), School of Business Studies, Islamic University of Science & Technology.(8-3-2010 to 2-01-2012)
- Assistant professor (contractual), School of Business Studies, Islamic University of Science & Technology.(01-03 -2012 to 31 -12 -2012).
- Assistant professor (contractual), School of Business Studies, Islamic University of Science & Technology.(03-03 -2015 to 01 -09 -2015).
- Assistant professor (FIP), School of Business Studies, Islamia College of Science and Commerce. (16-09-2015 to 12-09-2018).

Teaching Experience of 07 yrs. both MBA and BBA courses. Courses Taught

- Marketing.
- Human Resource
- Managerial Economics.
- Business Law.
- Business Communication.
- Tourism Marketing.
- Research Methodology.

Professional Development

Completed two months training with Indian Oil Corporation limited on 'Employee motivation at IOCL' & Brand awareness & brand loyalty of Xtra mile & Xtra premium. A project differentiation of these from other available products in the market.

I.T. Skills

- Word, Excel, Access, PowerPoint, Internet and Email

Personal Details

Father's Name: Abdul Hamid Shah
Date of birth: 5th Feb, 1983
Gender: Female
Language: English, Kashmiri, Urdu.
Health: Excellent
Interests: Reading, Cooking,

Area of specialization

- Marketing and Human Resource Development.

Research Publications

- **Makhmora Hamid**, Dr Asif Fazili, Mahliqa Muzaffar.(2014) "Peace a prerequisite for Human Development – A study of conflict in Kashmir", Acme intellectual International Journal of research in Management, social sciences & Technology, Vol.5 No5 Jan .pp14-24.
- **Makhmora Hamid & Zaraq Zahoor** (2015): PPP-a strategic means for quality Education. The Paper was presented at Islamia College of Science and Commerce
- **Makhmora Hamid** (2018): Public Private Partnership and Innovative Model for higher Education. The Paper was presented at Islamia College of Science and Commerce
- **Makhmora Hamid**, (2019): A study on the effect of service guarantee on perceived service quality and customer satisfaction.
- **Makhmora Hamid and Dr. Anisa Jan**, (2019) A study on the impact of service inclination and competence of employees on service quality and customer satisfaction.
- **Makhmora Hamid, Impact of service Guarantee on satisfaction of customers**, (2019) The Paper was presented at Islamia College of Science and Commerce

Conferences & Workshops

- Participated in work shop on Strategic Business Negotiation held at Department of Management Studies , Kashmir University conducted by CM Partners (2007)
- Participated in work shop on 'cultural challenges of international marketing and leadership' at Business School, University of Kashmir (2011)
- Participated 'breakthrough facilitation 'workshop conducted by MANFORD New Delhi in collaboration with HELP Foundation J&K at Inderhama.(2011)
- Participated & Presented paper in INTERNATIONAL SEMINAR on 'Impact of peace, conflict and disturbance on economic development and processes 'and presented a paper titled on 'peace a prerequisite for human development a study of conflict in Kashmir.'(2012)
- Participated in ISTE work shop Conducted by IIT Bombay at Islamic University of Science and Technology (2012)
- Participated in National Level Conference on Paradigm Shift in Business Education held at Islamia College of Science and Commerce (2018).
- Participated & Presented paper in 2nd National level conference on "A study on impact of Service Guarantee on Satisfaction of Customers" which was conducted by the Islamia College of Science and Commerce Srinagar. The paper has received best paper award. (2019)

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