

DR. MARAJ RAHMAN SOFI
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Career Objective: To become a synergistic leader in disseminating multidisciplinary knowledge, conducting extensive research and building a role model institute producing management professionals who can adapt into innovate scientific environment.

EDUCATIONAL QUALIFICATION

Ph.D. (2015): University of Kashmir

Topic: - Impact of Customer Relationship Management on Customer Satisfaction and Customer Loyalty in Service Sector.

Supervisor: Prof. Iqbal Ahmad Hakim

M.Phil. (2012): University of Kashmir

Topic: - Impact of Customer Relationship Management (CRM) on customer Loyalty – A Study of Banks

Supervisor: Prof. Iqbal Ahmad Hakim

MBA-Marketing Management (2007): University of Pune

B. SC-General (2005): University of Kashmir

ACADEMIC/TEACHING EXPERIENCE

Organization: Islamic University of Science and Technology, J&K

Job Title: Assistant Professor (March, 2016 to till date)

Roles and Responsibilities:

- a. Teaching and Research (Primary); Making an effective contribution to teaching and learning.
- b. Preparing excellent subject delivery and learning support materials.
- c. Participating in activities towards enhancing learning and teaching.
- d. Conducting lectures, case studies, work assessment, field visits.
- e. Student consultation.
- f. Obtaining feedback from students and colleagues on teachings that fosters learning and the implementation and pedagogy.
- g. Incorporate relevant and best approaches that influence, motivate and inspire students to learn.

TEACHING AND RESEARCH INTEREST

A. Teaching Interest

Management Concepts, Human Resource Management, Human Resource Development, Marketing Management, Entrepreneurship Development, Organizational Behaviour, Relationship Marketing.

B. Research Interest

Social Marketing, Social Media Marketing, Customer Relationship Management, Total Quality Management, Service Quality, Customer Satisfaction, Customer Loyalty, Consumer Behavior, e-commerce.

STATISTICAL EXPERTISE

- a. Survey development and Testing
- b. Data Analysis using SPSS: Factor Analysis, Regression Analysis, Correlation Analysis, ANNOVA etc.
- c. Data Analysis using AMOS/LISERL/PLS: Structural Equation Models.

JOURNAL REVIEWER

- a. International Journal of Contemporary Hospitality Management - Emerald Publications
- b. Measuring Business Excellence – Emerald Publications
- c. FIIB Business Review - Sage Publications
- d. Asian Journal of Management Cases – Sage Publications

RESEARCH PUBLICATIONS

A. Under review

1. Achieving customer satisfaction and customer loyalty through customer relationships: A moderating role of customer engagement. Submitted to International journal of contemporary hospitality management (Emerald Publications)

2. Tourist adoption of mobile wallet: the interactive roles of security, engagement and innovativeness (under progress)
3. Tourist attitude and intention towards acceptance of mobile payment: The interactive role of PS, CE And PI (under progress)

B. Published

1. Conflicts and tourists' destination choice intentions: a study of Kashmir Valley in India (2023)- Tourism Review – DOI:10.1108/TR-04-2022-0177, (**Emerald Publication, ABDC-B, SSCI, SCOPUS**)
2. The Effect of Customer Relationship Management (CRM) Dimensions on Hotel Customers' Satisfaction in Kashmir (**2020**), *International Journal of Tourism Cities* (**Emerald publications**), Vol. 6, No. 3, pp. 601-620
3. Social proof and online shopping: The effect of E-WOM on purchase intention of digital products (**2019**), *Researcher: A Multidisciplinary Journal*, (**The Journal of University of Jammu**), Vol. 15, No. 1, pp. 119133
4. Customer Relationship Management as Tool to Enhance Competitive Effectiveness- Model Revisiting (**2018**), *FIIB Business Review* (**Sage Publication**) Vol. 7 No. 3, pp 201-215
5. Social Media Marketing – A Review (**2018**), *ASBM Journal of Management*, Vol. 11, No. 1, , ISSN: 0974-8512
6. Assessment of Total Quality Management (TQM) In J&K Tourism (**2014**), *Review of Research*, Vol. 3 No. 9,

7. Measuring the Sustainability of Tourism Development in Kashmir, *European Academic Research*, Vol. 2 No. 3, ISSN: 2286-4822, impact factor 3.1(UIF).
8. Customer Relationship Management and Customer Loyalty in Service Sector (**2014**), *International Journal of Research in Commerce and Management*, Vol. 5 No. 4, ISSN: 0976-2183.
9. Service Quality Variables and Tourist Satisfaction at Destination Level – A Study of J&K Tourism (**2014**), *International Journal of Applied Research and Studies*, Vol. 3 No. 2, ISSN: 2278-9480
10. CRM Practices in Indian Banks (**2013**), *International Research Journal of Commerce, Business, and Social Science*, Vol. 2 No. 1/2 ISSN: 227-9310.

BOOKS

1. Customer Relationship Management: A Case of Service Sector, 2018, ISBN- 978-3-330-05551-3
2. Managing Customer Relationships -An Applied Framework, 2017, ISBN- 978-3-330-06668-7

BOOK EDITED CHAPTERS

1. **Sustainable CRM practices in Tourism**, in Sustainable Management Practices (Ed. Dr. Asif Fazili and Dr.Anisa Jan), ISBN: 9781544796499

PAPER PRESENTATIONS

1. International Conference on Sustainable Development and Technological Innovations, Organized by School of Business Studies, Islamic University of Science and Technology, Sponsored by AICTE, held on 23rd – 24th December 2015.

Paper Titled: Market Performance through CRM: A Study

2. 1stInternational Conference on Advancements in Commerce, engineering, Management and Technology, organized by IGCCIA, Pune, India, held on 31st March, 2013, Solapur, India.

Paper Titled: CRM practices in Indian Banks

3. 2-day International Conference on Contemporary issues in Business, Management & Finance (CIBM-II, 2013), organized by Department of Business and Financial Studies (now Department of Commerce), University of Kashmir.

Paper Titled: A Study of Customer Relationship Management (CRM) and Customer loyalty in Indian Banks.

WORKSHOPS

1. Attended One day workshop on **Academic Leadership and Research Publication** organized by Department of Management Studies, Islamic University of Science and Technology, held on 17th August 2018.
2. Attended workshop on **scholarly Writing and Intellectual Ethics**, jointly organized by Islamic University of Science and Technology and Elsevier, held on 26th October 2017.

3. Attended One week workshop on **Research Methodology**, organized by Academic Staff College, University of Kashmir, held on 25th – 30th August 2014.
4. Attended one week work shop on **Research methodology**, organized by The Business School, University of Kashmir, held on 7-13th August 2012.
5. Attended one week work shop on **Research methodology**, organized by Department of Management Studies, Central university of Kashmir, held on 5th- 10th November 2012.

CORPORATE EXPERIENCE

Organization: Genesis Management and Market Research, Pune, India.

Projects Handled: -

1. Customer satisfaction studies (Model based study).
 - a. HPCL: To determine CSI Index for customers using KBL Pumps in 15 segments all over India.
 - b. BHEL: To determine CSI Index for internal customers of BHEL, using various parts like insulator.
2. Distribution Channel Restructuring.
 - a. Deepak Fertilizers: Dealers satisfaction index to evaluate dealer
3. Potential Mapping.
 - a. Greaves Gear Box Spares: To find potential demand for Greaves/Premium Energy Transmission Ltd spare parts used in GEAR boxes.

- b. Gujarat Narmada Valley Fertilizers Company Ltd.: To find potential demand for Chemicals like Ethanol, Ethyl acetate, Polyether polyol, Polyurethane, all over India for three years (2008-2010)

4. MARKET FEASIBILITY:

- a. To find out feasibility for Tufts University, Boston, USA in Pune, and find out the willingness of Corporates and HR Consultancies for Masters of Sciences in Engineering Management Course.

5. COMPETITOR ANALYSIS.

- a. To find out the various strengths of Watson Wyatt Competitors.

6. INFRASTRUCTURE STUDY.

- a. To find out the infrastructure status of Food Testing Laboratories all over India for Marine Products Export Development Authority (MPEDA), Ministry of Commerce and Industry, Government of India.

References

1. Dr. Asif Iqbal Fazili
Associate Professor/Head
Department of Management Studies
I/C Dean, SBS
IUST, Awantipora, J&K
2. Prof. Iqbal Ahmad Hakim
Professor/Head
Department of Management Studies
University of Kashmir