

# Sameeullah Khan

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**Seeking a faculty position in a progressive and research oriented management institution for utilizing academic, research, and industry experience; thereby contributing to the growth of the institution.**

## BRIEF OVERVIEW

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- A scholarly academic with proven track record of academic proficiency and industry success.
- High quality research publications in leading ABDC 'A' and Scopus indexed journals.
- Strong research acumen and an aptitude for teaching.
- Previously worked with leading Fortune 500 companies including Citibank and HSBC.

## EDUCATION

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- PhD, Management Studies, Islamic University of Science and Technology, January, 2022.
- UGC NET (Management), December, 2012.
- Master of Management Studies, Marketing, University of Mumbai, May, 2010.
- Bachelor of Information Technology, Indira Gandhi National Open University, March, 2007.

## TEACHING EXPERIENCE

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**Assistant Professor, Islamic University of Science & Technology, Awantipora, March 2023 – Present**

Courses: Digital and Social Media Marketing, Entrepreneurship

**Associate Professor, School of Business, Woxsen University, Hyderabad, October 2022 – March 2023**

Courses: Business Research Methods, Marketing

**Assistant Professor, IILM Graduate School of Management, Greater Noida, April 2022 – September 2022**

Courses: Marketing

**Assistant Professor, Islamic University of Science & Technology, Awantipora, February 2017 – November 2018**

Courses: Marketing Management, Consumer Behavior, Brand Management

**Lecturer, Govt. Degree College, Baramulla, April 2016 – February 2017**

Courses: Marketing Management, Consumer Behavior

## INDUSTRY EXPERIENCE

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**Relationship Manager, HSBC Ltd, Mumbai, February 2014 – March 2016**

Vertical: Mortgages

**Relationship Manager, ICICI Bank Ltd, Mumbai, October 2013 – February 2014**

Vertical: Auto loans

**Sales Manager, Axis Bank Ltd, Mumbai, March 2012 – October 2013**

Vertical: Mortgages

**Senior Banking Executive, Citibank N.A., Mumbai, October 2010 – February 2012**

Vertical: Unified Banking

## RESEARCH PUBLICATIONS

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- Khan, S., Fazili, A. I., & Bashir, I. (2023). Signaling norm salience through perceived peer counterfeit consumption. *Journal of Product & Brand Management*, Vol. ahead-of-print No. ahead-of-print. (ABDC 'A' ranked, Scopus Q1, IF: 4.94)

- ➔ Khan, S., Fazili, A. I., & Bashir, I. (2023). I feel so embarrassed, still, I want it! The self-presentational dilemma of counterfeit luxury buyers. *Journal of Consumer Marketing*, 40(1), 87-101 (**ABDC 'A'** ranked, **Scopus Q2**, IF: 2.76)
- ➔ Khan, S., Fazili, A. I., & Bashir, I. (2021). Constructing generational identity through counterfeit luxury consumption. *Journal of Product & Brand Management*, 31(3), 415-437. (**ABDC 'A'** ranked, **Scopus Q1**, IF: 4.94)
- ➔ Khan, S., Fazili, A. I., & Bashir, I. (2020). Counterfeit luxury consumption: A review and research agenda. *Journal of Consumer Behaviour*, 20(2), 337-367. (**ABDC 'A'** ranked, **Scopus Q2**, IF: 4.01)
- ➔ Khan, S., & Fazili, A. I. (2019). Does the need for social status among price conscious consumers induce consumption of counterfeit luxury brands? *Journal of Business & Management*. 25(2), 43-70. (**ABDC 'C'** ranked)

## PAPER PRESENTATIONS

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- ➔ Khan, S., & Khan, H. A. (2021, January 16-17). *Consumers' Purchase Intention towards Counterfeit Luxury Brands: A Study of Fashion Products* [Paper presentation]. International Conference on Contemporary Business Trends 2021, Srinagar, J&K, India. <https://www.youtube.com/watch?v=aUSg8DyF404>
- ➔ Khan, S. (2021, February 26-27). *Examining Gen Y intention towards counterfeit luxury brands using the theory of planned behavior*. [Paper presentation]. International Conference on Business Research and Innovation, Murshidabad, West Bengal, India.
- ➔ Khan, S., Fazili, A. I., & Bashir, I. (2021, February 27-28). *Determinants of purchase intention towards non-deceptive counterfeit luxury consumption*. [Paper presentation]. International Management Conference on "Re-Inventing the Future of Work and Business: Challenges, Opportunities, and the Path Ahead", Bhubaneswar, Odisha, India. <https://www.youtube.com/watch?v=nXxrsi15qzI>
- ➔ Khan, S. (2021, February 12-14). *Why do millennials pursue counterfeit luxury brands?* [Paper presentation]. International Conference on Rigor, Relevance, & Resilience in Business & Management Research, Hyderabad, Telangana, India. <https://www.youtube.com/watch?v=HRvHmIs3RzA>

## AWARDS & ACHIEVEMENTS

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- ➔ Received **Best Paper Award** for *Why do millennials pursue counterfeit luxury brands?* [Paper presentation]. International Conference on Rigor, Relevance, & Resilience in Business & Management Research, Hyderabad, Telangana, India.
- ➔ Received **Best Paper Award** in the Marketing Track for *Consumers' Purchase Intention towards Counterfeit Luxury Brands: A Study of Fashion Products* [Paper presentation]. International Conference on Contemporary Business Trends 2021, Srinagar, J&K, India.
- ➔ Declared **University Topper** in Ph.D. Course Work with 10 GPA.
- ➔ Received Certificate of Appreciation for overall business contribution in half yearly closing in FY 2012-2013 in Axis Bank Ltd.
- ➔ Achieved 150% disbursement target of half yearly closing in FY 2012-2013 in Axis Bank Ltd.
- ➔ Received highest rating in year-end appraisal in year 2011, in Citibank N.A.
- ➔ Declared as weekly champion for achieving highest sales target in the 1<sup>st</sup> and 2<sup>nd</sup> week of May 2011 in Citibank N.A.
- ➔ Consistently over-achieved monthly sales target with over 100% month-on-month achievement in Citibank N.A.
- ➔ Declared Third Rank Holder in MMS Marketing batch.

## PERSONAL VITAE

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Date of Birth: 07<sup>th</sup> September 1984  
 Permanent Address: House No-310, Sector-C, Gulbahar Colony, Bypass, Hyderpora, Srinagar-190014, J&K.  
 Languages Known: English, Hindi, Kashmiri, Urdu.