

## CURRICULUM VITAE



### **DR. FAROOQ AHMAD**

School of Business Studies

Islamic University of Science

& Technology, Awantipora

Jammu and Kashmir

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### **OBJECTIVE:**

Seeking a position with an opportunity for continuous growth and stability.

### **EDUCATION:**

1. Completed PhD in **Management from JJT University, Rajasthan.**
2. **Masters in Airlines, Tourism and Hospitality Management** Punjab Technical University, Jalandar, Punjab.
3. **B.A. (Tourism & Travel Management),** University of Kashmir.
4. **Higher Secondary, Board of School Education, Srinagar.**
5. Matriculation **Board of School Education, Srinagar.**

### **TEACHING DOMAIN:**

1. Human Resource Management in Hospitality

2. Tourism Marketing
3. Professional Excellence in Hospitality
4. International Tourism Geography
5. Aviation Management
6. Vocational studies in Tourism and Hospitality

### **INDUSTRY EXPERIENCE:**

1. Worked as **Front Office Assistant**, in Hotel Broadway, Srinagar, Jammu and Kashmir.
2. Worked with **American Express** as **Subject Matter Expert, New Delhi**.
3. Worked with **IndiGo Airlines** as **Airport Operations and Customer Service Executive** in New Delhi.
4. Freelancer/ Content writer at **PathofEx & Other U. S** based Companies for Technology, Banking & Finance and Streaming Services.
5. Member of **Human Welfare Organization** for Sustainable Tourism.

### **ACADEMIC & TEACHING EXPERIENCE**

1. Worked as an instructor with **Airborne Aviation College**, Srinagar, Jammu and Kashmir.
2. **Guest lecturer** to Higher Secondary Schools in Jammu and Kashmir for skill development courses ( **Tourism and Hospitality**).
3. Worked as Assistant Professor, in the Department of Tourism Studies at **Central University of Kashmir for 10 years**.
4. Actively engaged in teaching the subjects in **B.VOC Tourism and Hospitality** domain at Central University of Kashmir.
5. Developed curriculum for **B.VOC Tourism and Hospitality** at Department of Tourism Studies, Central University of Kashmir.
6. Currently working as Guest Faculty to **Department of Management Studies, Islamic University of Science & Technology**, Awantipora, Jammu and Kashmir.
7. Online tutor at **Planet Spark** education platform

### IT.SKILLS:-

1. Ms Office
2. Internet.
3. WordPress
4. SEO
5. IDS

### PAPERS PUBLISHED:

1. Najar,. A.H., **Najar .F.A.(2014)**. 2nd HOSTCON 2014, **Green Hospitality and Tourism Industry; Status Trend and Future Prospects**, University Institute Hotel and Tourism Management ,Panjab University, Chandigarh, India ,8th -9th Feb 2014,
2. Najar, A.H., Kaur, P. &Najar, F.A.(2013) **E-communication and Learning: An Innovation in Tourism and Hospitality Education**. Presented in the conference at HNB Garwhal University, Uttrakhand.
3. **Najar, Farooq A, Wani,.Z.Asra, & Sheikh,.S.(2014).Waste Management in Hospitality: An Innovation Towards Controlling Global Warming**. Journal of Kashmir for Tourism and Catering Technology.
4. Najar, A.H. Najar, Wani. Z. Asra (2017), **Identifying the Variables Affecting the Job Satisfaction and Employee Productivity**, International journal of Business and Administration Research Review (IJBARR).
5. Najar, Farooq A. (2021). **Gastronomic Experiences and Destination Promotion: A tool to Measure the Tourist Satisfaction**, Spark National Journal of Commerce, Economics and Management.
6. Najar, Farooq A. (2021). **Role of Tourist Experience in Revisit Intention Through Destination Brand Loyalty**, Spark National Journal of Commerce, Economics and Management.
7. **Exploring Factors Responsible for Intentional Purchasing Behavior among Gen Z Tourists: A Lifestyle Politics Angle**, sent for publication.

### CONFERENCES ATTENDED:

1. Indian Hospitality Congress National Conference on **Hospitality and Tourism**,

organized by D.Y Patil University, Navi Mumbai on 5<sup>th</sup> 7 6<sup>th</sup> February, 2015.

2. International Conference on, **Recovery Marketing Strategies for Tourist Destinations in Conflict Situations**, organized by the Department of Tourism Studies, Central University of Kashmir in collaboration with ITHC and sponsored by Ministry of Tourism, Government of India, on 8<sup>th</sup> & 9<sup>th</sup> September, 2017.
3. 3<sup>rd</sup> International Conference of Asian Libraries on **Building Smart Libraries: Challenges, Issues & Strategies**, organized by Central Library, Central university of Kashmir.
4. Attended 4<sup>th</sup> international conference on **Sustainable Goals and Management Practices Theme: Regenerative Tourism** organized by School of Tourism and Hospitality Management, Lovely Professional University, Jalandar, Punjab, India.

#### **WORKSHOPS ATTENDED:**

1. **3<sup>rd</sup> Post-ESE Workshop**, organized by the Examinations Department, Central University of Kashmir, Srinagar.
2. **Examination-Evaluation: Challenges & Responses**, organized by the Central University of Kashmir.
3. Attended workshop on **Sustainable Tourism: Collaborative Approaches and Learning's**, organized by Human Welfare Organization.

#### **EVENTS COORDINATED:**

1. Coordinated a three day international conference titled as **“Recovery Marketing Strategies for Tourist Destinations in Conflict Situation** held in September, 2017 at Leh, Ladakh, which was conducted by Department of Tourism Studies, Central University of Kashmir under the sponsorship of **Ministry of Tourism, Government of India**.
2. Coordinated a two day workshop themed as **“Entrepreneurial opportunities in Tourism and Hospitality sector in J&K”** held on 14<sup>th</sup> and 15<sup>th</sup> April, 2020, funded by NSDC and conducted by School of Business Studies, Central University of Kashmir.
3. Coordinated a one-day business festival conducted by the School of Business Studies, Islamic University of Science & Technology under the theme of **“ATHWAS”**.

## **NAME OF REFEREES:**

**1. Dr. S Fayyaz Ahmad**

Dean/Head

Department of Management Studies

Central University of Kashmir

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**2. Dr. Asif Fazli**

Head

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**3. Dr. Ashaq Hussain**

Nodal Officer/Associate Professor

Department of Tourism Studies,

Central University of Kashmir

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**4. Dr. Zubair Dada**

Assistant Professor

School of Tourism and Hospitality

University of Kashmir, Srinagar

Mob No: 9419031562

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### **LINGUISTIC KNOWLEDGE:**

Language	Reading	Speaking	Writing
Kashmiri	✓ Yes	✓ Yes	✓ Yes
Urdu/Hindi	✓ Yes	✓ Yes	✓ Yes
English	✓ Yes	✓ Yes	✓ Yes
Arabic	✓ Yes	No	✓ Yes

### **PERSONAL DETAILS**

- Name : Farooq Ahmad
- Father name : Abdul Ahad
- Nationality : Indian
- Marital status : Single
- Gender : Male

### **DECLARATION:**

I hereby declare that the information furnished above is true to the best of my knowledge.

**Place:** Srinagar, Jammu and Kashmir.

Date: 24/04/2023

**Dr. Farooq Ahmad**