

CURRICULUM VITAE
Dr Taiba Musadiq Sahaf

ADDRESS

Official : Assistant Professor (C)
Department of Management Studies,
Islamic University of Science & Technology,
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Sanatnagar, Srinagar-190005
Kashmir, J&K (India)

PERSONAL

Born : October 05, 1993, Srinagar (Kashmir)
Religion : Islam
Nationality : Indian

EDUCATION

Ph.D. (2024)

Department of Management Studies
School of Business Studies,
Islamic University of Science & Technology
Awantipora, Kashmir, India

Area of Specialization: I) ***Major:*** Marketing Management
II) ***Minor:*** Management of Services

Thesis Topic: *The Impact of Perceived Justice in Service Recovery on Customer Behavioural Intentions*

M.B.A.--Integrated (2016) --- Gold Medalist

Department of Management Studies,
University of Kashmir, Srinagar, India

Grade: First position in the order of merit with distinction

Area of Specialization: Marketing & Information Technology

Dissertation Topic: *Brand Preference for Godrej Furniture Products in Educational Institutions of Kashmir*

B.B.A (2014)

Department of Management Studies,
University of Kashmir, Srinagar, India

Grade: First position in the order of merit with distinction

TEACHING EXPERIENCE

(I) As Faculty Member

Assistant Professor (C)

April 2026-Present Position

*Department of Management Studies,
University of Science & Technology,
Awantipora, Kashmir*

Courses Teaching: Management Accounting, Organizational Behaviour

Assistant Professor (Academic Arrangement)

October 2024-March 2026

*Department of Management Studies,
Abdul Ahad Azad Memorial Government Degree College,
Bemina, Kashmir*

Programme: BBA (First & Fifth Semesters), Integrated MBA (Fifth Semester)

Courses Taught: Service Marketing, Research Methodology, Operations Research, Management Accounting, Business Legislation for Managers, Counselling & Negotiation Skills for Managers and Personality Development

(II) As Research Scholar: Two Semesters

March 2022-September 2022

*Department of Management Studies,
School of Business Studies,
Islamic University of Science & Technology, Awantipora, Kashmir*

Programme: MBA, International Business (4th Semester)

Course Taught: International Supply Chain Management

July 2023-November 2023

*Department of Management Studies,
School of Business Studies,
Islamic University of Science & Technology, Awantipora, Kashmir*

Programme: MBA, (4th Semester)

Course Taught: Consumer Behaviour

PUBLICATIONS / PRESENTATION

I: Book: (Authored):



Managing Brand Equity in Business-to-Business Firms

(ISBN: 978-81-986398-9-9)

Published by NiTee Publications,

New Delhi (2026)

II: Papers Published:

- *The Double-Edged Sword of Branding in Service Failure: An Integrative Review Agenda*, **Multidisciplinary Multilingual Research Journal**, Vol. 02, Issue 1, January-March, 2026
- *Does Customer-based Destination Brand Equity help Customers Forgive Firm Service Failure in a Tourist Ecosystem? An investigation through explanatory sequential mixed-method design*, **Journal of Destination Marketing & Management**, Vol. 31, Issue 1, (ABDC–A, Q1, SCOPUS, Impact Factor 8.4. Cite Score 13.4) Elsevier, USA, 2024.
- *Service Failure & Service Recovery: A Hybrid Review and Research Agenda*, **International Journal of Consumer Studies**, Vol. 48, Issue 1, (ABDC–A, Q1, SCOPUS, Impact Factor 14.8. Cite Score 11.0), Wiley-Blackwell, London, 2024.
- *Managing Brand Equity in Business-to-Business Firms: A Perceptual Study of Employees and Buyers*, **International Journal of Research and Analytical Reviews**, Vol. 10, Issue.1, February, 2023.
- *Brand Equity of Godrej Interio Products in Educational Institutions: A Study of Jammu & Kashmir*, **International Journal of Business and Administration Research Review**, Vol. 1, Issue.17, Jan - March, 2017.

Papers Submitted for publication:

- *Does Green Brand Equity Buffer or Burn? Understanding Boundary Conditions in Justice Evaluations of Sharing Economy Service Failure*, **Management & Sustainability: An Arab Review**, (Q3, SCOPUS, Impact Factor 2.344 Cite Score 7.5) Emerald Publishers, England (Present Status: Under Review)
- *A Push-Pull-Mooring Guided Migration to Green Banking: Insights from an Expanded Analytical Process*, **Journal of Financial Services Marketing**, (ABDC–C, Q1, SCOPUS, Impact Factor 4.3. Cite Score 3.4) Springer International Publishing, London (Present Status: Under Review)

Papers Presented:

- *Between Sticky Floors & Glass Ceilings: A Transformative Research Paradigm for Female Academics in Kashmir*, Paper presented in ICSSR Sponsored 3rd National Level Conference on Women Leadership in the Contemporary World: Changes & Challenges held at **Department of Commerce, Islamia College of Science & Commerce**, Srinagar, Kashmir from 9th October to 10th October, 2023 (Adjudged as Best Paper of the Conference).
- *TQM in Service Recovery: A Call for Integration of 4 C's*, Paper presented in National Seminar on Total Quality Management: Improving Cost, Quality and Lives held at **Department of Management Studies, University of Kashmir**, Srinagar on November 07, 2022.
- *Cross-Culture and Customers' Perception of Service Recovery: An Exploratory Study*, Paper presented in International Conference on Society, Culture and Social Change: Kashmir and Beyond held at **Islamic University of Science & Technology**, Awantipora, Kashmir from 6th September to 7th September, 2022.

WORKSHOPS, SEMINARS AND CONFERENCES ATTENDED

- Two-day 3rd National Level Conference (ICSSR Sponsored) on **Women Leadership in the Contemporary World: Changes & Challenges** organized **Department of Commerce, Islamia College of Science & Commerce**, Srinagar, Kashmir from 9th October to 10th October, 2023.
- One-day National Seminar on **Total Quality Management: Improving Cost, Quality and Lives**, jointly organized by **Directorate of Internal Quality assurance and Department of Management Studies, University of Kashmir** on November 07, 2022.
- Two-day International Conferences on **Society, Culture and Social Change: Kashmir and Beyond**, jointly organized by **Islamic University of Science & Technology (IUST)** and **Indian Sociological Society (ISS)** from 6th-7th September, 2022.

- *Workshop on Applied Econometrics* organized by **Islamic University of Science & Technology**, Awantipora, Kashmir held from January 21 to January 25, 2022.
- *Workshop on The Art of Writing a Research Paper* organized by **Islamic University of Science & Technology**, Awantipora, Kashmir held from December 01 to December 07, 2021
- *Workshop on Methodology in Management, Commerce and Social Sciences* organized by **Islamic University of Science & Technology**, Awantipora, Kashmir held from February 21 to March 04, 2021.
- *Workshop on Research Tools* organized by **CREP PVT Limited** held from September 25 to 28, 2021.
- *Workshop on Business Analytics* organized by **Indian Institute of Tourism & Travel Management, Gwalior** in collaboration with **SPSS South Asia**, Bangalore held from August 03 to August 09, 2020.

ELIGIBILITY TESTS QUALIFIED / FELLOWSHIPS AWARDED

- J&K State Eligibility Test (2016)
- CBSE-UGC National Eligibility Test (2016)
- UGC Junior Research Fellow (2016)

AWARDS & HONOURS

- **Best Paper Award** at ICSSR Sponsored 3rd National Level Conference on Women Leadership in the Contemporary World: Changes & Challenges held at **Department of Commerce, Islamia College of Science & Commerce**, Srinagar, Kashmir from 9th October to 10th October, 2023
- Awarded **Gold Medal** by **University of Kashmir** for securing first position in the order of merit in MBA Integrated Programme (2016)
- Awarded **Certificate of Merit** by **University of Kashmir** for securing first position in the order of merit in BBA Programme (2014)