

Dr.TAWSEEQ ALI KHAN

Email id: tawseeqkhan.14@gmail.com

ktawseeq@gmail.com

Mobile: +91-7006929327

<https://orcid.org/0009-0003-7061-6206>

**Research Skills**

- Literature Review.
- Perception Based Quantitative Research.
- Exploratory cum Descriptive Research.
- Data Collection through Structured and Un-Structured Questionnaire.
- Higher Order Modelling.
- Mediation and Moderation.
- EFA with SPSS.
- SEM with SMART PLS4.

Research Interests

- Tourism Marketing, with a strong focus on Technology Adoption—including Social Media, Artificial Intelligence, Virtual Reality, Augmented Reality etc

Academic Experience (5+ Years in Tourism and Hospitality Sector)

Department of Management Studies.

(07-October-2026 to Present)

Islamic University of Science and Technology(IUST).

Full-time Assistant Professor in Travel and Tourism Management

Department of Tourism

(03-August 2026 to 06-October-2026)

Government Degree College Magam, J&k, India

Full-time Assistant Professor in Travel and Tourism Management

Actively engaged in departmental, academic and research activities which include student counselling and mentorship, framing timetable as per NEP 2020 in addition to actively teaching Tourism Marketing and Tourism Policy and Planning to Bachelor's level students.

Department of Tourism Hospitality & Leisure Studies

(11-March 2025 to 31-December-2025)

University of Kashmir, Dargah, Hazratbal

Full-time Assistant Professor in Travel and Tourism Management

Actively engaged in academic and research activities such as NEP 2020 syllabus design for Masters and Integrated level, student counselling and mentorship in addition to actively teaching Research Methodology and Consumer Behaviour in Tourism to Master's level students studying tourism management and research scholars pursuing Ph.D.

Amar Singh College Srinagar, J&K, India
Affiliated college to Cluster University of Kashmir.
Full-time Lecturer (Assistant professor Level 10) in Travel and Tourism Management

(16-October 2024 to 26-December-2024)
(15-February 2025 to 10-March-2025)

Actively engaged in academic activities such as syllabus design, student counselling, and mentorship in addition to actively lecturing bachelor's level students studying tourism management in subjects which include Tourism Marketing

Indra Gandhi National Open University (IGNOU),
Srinagar, J&K, India.
Academic Counsellor for Tourism Management

(04-August 2019 to 24-June 2024)

Actively involved in teaching masters of tourism management students and involved in mentoring the synopsis and projects of graduate and post graduate tourism students.

RMSA Scheme,
Sopore, J&K, India.
Guest lecturer

(19-September 2017)

Have given guest lecture to class 10th students at govt. higher secondary school sopore with focus on travel and tourism industry.

Industry Experience (Total 4+ years in Hospitality Sector & 1+years in Banking Sector)

HDFC Bank Limited Srinagar, J&K India
Branch sales officer

(06-May 2019 to 12-November 2020)

Hotel Radisson Blu Paschim Vihar New Dehli, India
Business Centre Associate

(01-February 2018 to 30-June 2018)

Hotel Abshar Pahalgam, J&K, India.
Currently branded as Hotel Outlook)
General office management, Housekeeping, F&b, Front Office.

(01-March 2011 to 31-March 2014)
(20-July 2017 to 20-January 2018)
(15-July 2018 to 31-March 2019)

Significant Achievements and Awards

Always among Top 5 Students throughout my Academic Career.

Qualified National Eligibility Test (NET) for eligibility of Assistant Professor in Tourism Management conducted by National Testing Agency on behalf of UGC in July 2019. A mandatory test for teaching at University and College level in India, only 431 qualified among 50000 Candidates.

Award Type :International

Award Title :Service Towards Nation and Fight Against COVID 19 as a Frontline Warrior

Organisation : International Human Rights Council

Dated : 23-03-2021

Published Papers

Tawseeq Ali Khan & Aijaz Ahmad Khaki (2025). Hospitality Meets Hashtags: A Reflective-Formative Higher Order Analytical Model of Social Media Adoption. *African Journal of Hospitality, Tourism and Leisure*, 14(5):1200-1210. DOI: <https://doi.org/10.46222/ajhtl.19770720.711> (**Scopus Indexed**)

Tawseeq Ali Khan & Aijaz Ahmad Khaki (2025): An Empirical Analysis of the Factors Driving Social Media Adoption in the Hospitality Sector. *Journal of Quality Assurance in Hospitality & Tourism*, 1-26. <https://doi.org/10.1080/1528008X.2025.2524453> (**Scopus Indexed**)

Aijaz Ahmad Khaki & **Tawseeq Ali Khan (2024):** Social Media Marketing and its influence on the Hotel Performance: Mediating role of Customer Relationship Management Capabilities, *Journal of vacation marketing*, Sage Journal. <https://doi.org/10.1177/13567667241266968> (**Scopus Indexed**)

Tawseeq Ali Khan & Aijaz Ahmad Khaki (2024): Influence of social capital on the tourism growth: An empirical analysis from micro, small, and medium-sized tourism firms, *International Journal of Enhanced Research in Educational Development (IJERED)* ISSN: 2320-8708, Vol. 12 Issue 3, May-June, 2024, Impact Factor: 8.376, DOI : <https://doi.org/10.55948/IJERED.2024.0504> (**UGC Certified International Peer-Reviewed & Refereed Journal**)

Website of the Journal: www.erpublications.com

Tawseeq Ali Khan & Aijaz Ahmad Khaki (2024): Antecedents of Sustainable Competitive Advantage: An Empirical Analysis from Travel Agency Prospective, *International Journal of Enhanced Research in Management & Computer Applications*, Vol. 13 Issue 5, May, 2024, ISSN: 2319-7471, Impact Factor: 8.285, DOI : <https://doi.org/10.55948/IJERMCA.2024.0504> (**UGC Certified International Peer-Reviewed & Refereed Journal**)

Website of the Journal: www.erpublications.com

Tawseeq Ali Khan & Aijaz Ahmad Khaki (2023): Understanding the Social Media Adoption among Restaurants: An Empirical Study, *International Journal of Science Technology and Management*, Volume No.12, Issue No.10, October 2023, ISSN 2394-1537(**Peer-Reviewed & Referred Journal**)

Website of the Journal: www.ijstm.com

Aijaz Ahmad Khaki & **Tawseeq Ali Khan** (2023): Social Media Marketing and Its Influence on the Performance of Micro, Small, and Medium-Sized Tourism Enterprises: Mediation of Innovation Capabilities, Journal of Global Marketing, Print ISSN: 0891-1762 Online ISSN: 1528-6975, DOI:10.1080/08911762.2023.2250998 (**Scopus Indexed**)

Website of the Journal: <https://www.tandfonline.com/loi/wglo20>

Tawseeq Ali Khan & Dr. Tanveer Ahmad Darzi (2021): An empirical analysis of factors influencing adoption of information technology in hotel business, Webology (ISSN: 1735-188X) Volume 18, Issue Number 3, 2021 (**Scopus Indexed**)

Website of the Journal: <https://www.webology.org/abstract.php?id=5201>

Papers Presented in Conferences

Paper Title: "Social Media Usage and its Influence on the Performance of Micro, Small Medium Tourism Enterprises"

Conference Details: 2nd International Conference on Sustainable Development and Technological Innovation held from March 22nd to 23rd, 2022 by the Department of Management Studies, Islamic University of Science and Technology, Kashmir

Paper Title: "Social Media Marketing and its influence on the performance of micro, small and medium tourism enterprises with moderating role of innovation capabilities"

Conference Details: Global Hospitality and Tourism Conference on Contemporary Marketing Paradigms organised by CMS, North-Eastern Regional Institute of Science and Technology, Nirjuli (Arunachal Pradesh) DTHM, North-Eastern Hill University, Shilong (Meghalaya) held on July 27 to 29, 2022.

Paper Title: "Social Media Marketing and its Influence on Hotel Performance: Mediating role of Customer Relationship Management Capabilities"

Conference Details: International Conference on Recent Advances in Business, Management & Data Analytics (ICBMDA) organised by Department of Management Studies, University of Kashmir, Hazratbal, Srinagar, J&K (India) from 15th to 16th March, 2023.

Paper Title: "NEP 2020 and Massive Open Online Courses (MOOCs): An Empirical Analysis"

Conference Details: National Conference on National Education Policy, 2020 and Higher Education: Implementation, Accomplishments and Road Ahead Organized by National Education Policy (NEP) Cell, University of Kashmir, Hazratbal, Srinagar, J&K (India) from November 22-23, 2023.

Education

University of Kashmir, Hazratbal, J&K, India

(19-October 2020 to 19-October 2023)

PhD in Travel and Tourism Management

(Awarded on 08-April-2024)

PhD-Thesis Title: Antecedents of Social Media Adoption and its Influence on the Performance of Hospitality Sector: Exploring the Mediating role of Marketing Capabilities

UGC NET

(July 2019)

University of Kashmir, Hazratbal, J&K, India

(July 2014-July 2017)

Masters in Travel & Tourism Management

University of Kashmir, Hazratbal, J&K, India

(March 2011-January 2014)

Bachelor's in Arts

IT Credentials

DOEACC (NIELIT)

(2008-2009)

O level

DOEACC (NIELIT)

(2009-2011)

A level

CISCO

(June 2012-July 2012)

CCNA

Academic Training

Internship (Front Office Operations in Hotels)

(06-June-2016 to 05-July-2016)

Centaur Lake View Hotel,

Srinagar-J&K Hotel Corporation of India limited

I was involved in the front office operations at Centaur Lake View Hotel and handling guest at the front desk. I was also maintaining arrival and departure of guests and also handling reservation in the hotel.

Project Title: Front Office Operations

Project Area: Front Office

Company: Centaur Lake View Hotel

Duration: 1 Month

Leadership Development Camp/Adventure Course

(12-April-2016 to 21-April-2016)

Himalayan Vagabond Adventures at Manali Himachal Pradesh

Three Day Parliamentary Debate Tourney
University of Kashmir, Main Campus

(01-December-2014 to 03-December-2014)

Personnel Details

Present Address: Shalla Bagh Alamgari Bazar Srinagar J&K, India 190011.

Permanent Address: Shalla Bagh Alamgari Bazar Srinagar J&K, India 190011.

Languages: English, Urdu, Kashmiri.