

Curriculum Vitae

DR IRSHAD AHMAD BHAT

Lecturer (Contractual), North Campus, University of Kashmir

Ph.D. Business Administration, APS University, Rewa, M.P.

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EDUCATION

Academic Qualifications:

- PhD in Business Administration from APS University MP in 2016-2020
- M.Phil in Management from APS University MP in 2012-2014
- B ed (Bachelor of Education) from Kashmir University in 2011
- MBA[Masters in business administration from Utrakhand Technical University, Dehradun) in 2009

RESEARCH

Degree	Title of the Topic
M.Phil	To study the effectiveness of print media advertising in creating brand awareness
Ph.D	To study the effect of print media advertising on Consumer behaviour towards cosmetics
Description of the thesis	To examine the various contents in print advertisements considered by consumers. Comparative study of print and electronic media advertisements to know the preference and effectiveness of their advertisements on consumer buying behavior.

JOURNAL ARTICLES

Title of the Research Papers	Journal, Publisher and ISSN No.
BALANCING WORK AND FAMILY: A COMPARATIVE STUDY OF FEMALE PROFESSIONALS IN PUBLIC AND PRIVATE SECTORS OF KASHMIR, No.11 Page no (110-115)	Indian Journal of Psychology, Indian Psychological Association, 0019-5553
LOCAL FOOD "WAZWAN" AS A SOURCE OF TOURIST ATTRACTION: AN EMPIRICAL STUDY, Vol. 12, Issue 2, No. 31	Humanities and Social Science Studies journal, Humanities and Social Science Studies, 2319-829X
DIGITAL EVOLUTION IN FINANCIAL LITERACY: NAVIGATING THE NEW LANDSCAPE OF PERSONAL FINANCE IN INDIA, Vol.: XXVII, No:11	Rabindra Bharati University Journal of Economics, Rabindra Bharati University Journal of Economics, 0975-802X
Examination of print media advertising on consumer behaviour towards cosmetics in j & k. A survey on dermatologists, Volume 6, Issue 1 (XXXX)	International Journal of Advanced and Innovative Research, Indian Academicians and Research Association, 2394-7780

A SURVEY ON ATTENTION, AWARENESS AND PREFERENCE TOWARDS COSMETIC PRINT MEDIA ADVERTISEMENTS AMONGTHE CONSUMERS OF SKIN CARE PRODUCTS IN J & K (INDIA),Vol IX Issue III (I),(51-57)	International Journal of Humanities, Law and Social Sciences,New Archaeological & Genological Society Kanpur, India, 2348-8301
CONSUMER PREFERENCE TOWARDS PRINT ADVERTISEMENTS OF BEAUTY PRODUCTS IN KASHMIR. A STUDY DISTRIBUTORS, Vol.: XXV, No. :3(II) (25-30)	JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY, JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY, 0972-7175
Exploring Financial and Marketing Channels for Apple Industry in Kashmir. A Survey on Apple Growers, Volume 11, Issue 4 (1387-1396)	Turkish Online Journal of Qualitative Inquiry(TOJQI),Science Research Society, 1309-6591
Why Communication matters at Workplace, VOL 7, ISSUE 19 (11691-11698)	JOURNAL OF CRITICAL REVIEWS, 2394-5125

CONFERENCES/WORKSHOPS

1. Presented a paper in one day National Conference on A multidisciplinary Approach to Innovation, Transformation & Challenges organized by Nirmala Memorial Foundation College of Commerce & Science, titled on “Examination of print media advertising on consumer behaviour towards cosmetics in j & k. A survey on dermatologists”, 23rd March 2019.
2. Presented a paper in the International Summit on University- Industry Interface for Skill Development of Youth organized by APS University Rewa MP, titled “A study on efforts by industry academia collaboration for future interface on skill development of youth in India” ,on 25-27 February 2018.
3. Participated in Webinar on Interpersonal Effectiveness: Indian Insight organized by Prestige Institute of Management, Gwalior on June 27, 2020.
4. Participated in the International Workshop on Research and Methodology-2020 organized by Eudoxia Research Centre Guwahati on 5th April to 11th April 2020.
5. Participated in Three days National E- Conference on Challenges & Strategies in Business Management: Post Covid Era organized by Department of Business Administration, APS University Rewa MP on 15-17 June, 2020.
6. Participated in a Two Weeks FDP on “Information and Communication Technology: A Gateway to Smart Future for Teaching & Research” organized by Electronics and ICT Academy, NIT Patna & Department of Computer Science , UCT, Rewa, MP from 9th – 18th March, 2019.

Professional Experience

Position Held	Period of Service		Total number of months and days		Main duties/Classes taught	Name & Address of the Institution
	From	To				
Lecturer	27-08-2021	27-12-2021	4	1	Conducting classes of BBA students	Govt. Degree College Handwara
Lecturer	07-06-2022	26-12-2022	6	20	Conducting classes of BBA and MBA students	Cluster University Srinagar(AAA Degree college Bemina)

Lecturer	18-08-2023	31-12-2023	4	14	Conducting classes and other activities of IMBA students	North Campus, University of Kashmir
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TEACHING INTERESTS

- Financial Management
- Income Tax
- Managerial Economics
- Business Statistics
- Marketing Management
- Services Marketing
- Consumer Behavior
- Business Laws
- IHRM

RESEARCH INTERESTS

- Exploring Financial Inclusions
- Transition in Economies
- Examining the Statistical measures in Businesses
- Consumer Complaining Behavior
- Systematic Literature Reviews
- Macro marketing

PERSONNEL PROFILE:

Fathers Name: Abdul Raheem Bhat
Sex: Male
Nationality: Indian
UT: J & K
Marital Status: Married
Languages Known: Urdu, Kashmiri English, Hindi, Arabic

Declaration:

All the information provided above is true and correct to the best of my knowledge & belief. If you provide me an opportunity to serve for your organization, I promise I will try my best by discharging my duties towards the betterment of organization.

Place: Srinagar
Date:

(Irshad Ahmad)