

Dr. Sumaira Gulzar

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D.O.B: 31/10/1986.

Languages: English, Urdu, Kashmiri.

Marital Status: Married

Current occupation: Assistant Professor, Department of Management Studies, North Campus, University of Kashmir.

Areas of Interest.

- i. Human resource management.*
- ii. Human resource development.*
- iii. Organizational Behavior.*
- iv. Marketing Management*

Career Objective

To strive for achieving and sustaining excellence in teaching and research and to be able to contribute substantially to the growth and development of the society as a whole, through dedicated efforts and performance regularity.

Education

1. PhD, Human Resource Management, July 2017.

(First division; 77%)

The Business school, University of Kashmir.

2. Master of Business Administration (MBA), 2011.

{First division; 69 %}

The Business school, University of Kashmir.

3. Bachelor of Science (B.Sc.), February 2008.

{First division; 62.22%}, University of Kashmir.

✚ Academic summer project

“Promoting the penetration of TVS Scooty in urban Kashmir”.

A two-month summer research project with TVS Company aimed at promoting the TVS Scooty in Kashmir. The project was a success and led to the increased sales of the TVS Scooty in Kashmir.

✚ Teaching Experience

More than 7 years teaching experience as lecturer (on contract) in the Department of Management Studies, University of Kashmir, North Campus. The subjects taught included:

- *Human Resource Management.*
- *Business Ethics.*
- *Human Resource Development.*
- *Training and Development.*

✚ Industry Work Experience

Six-month work experience with TVS Company as a city manager. The activities performed included:

- *Designing promotional campaign for the TVS company dealer in Kashmir.*
- *Increasing brand awareness through seminars and festivals.*
- *Creating a socially responsible image of TVS in Kashmir through road safety awareness programs.*

✚ Original Research Papers Published

1. *Gender & Work Engagement: A study of academic staff in higher education. Arabian Journal of Business & Management Review. Vol. 8, Issue 2, 2018.*
2. *Work Engagement and Innovative Work behavior: Evidence from Banking Sector of J&K. International Journal of research in social sciences. Volume 8, issue 8: August 2018.*

3. *Role of Organisational Climate in Promoting Innovative work Behaviour: An empirical assessment of banking organisations. International journal of Advance and Innovative research. Volume 5, Issue 4 (IV): October-December, 2018.*
4. *Perceived organisational support and job performance: the mediating role of work engagement. IMPACT: IJRHAL, vol. 7 issue 1, Jan 2019, 275-282.*
5. *Relationship between Employee Engagement and Innovative behavior at Workplace: An Empirical Study. Global journal of business and management research. Vol. 5, Issue 1, October-2018.*
6. *Employee Engagement: An Integrative Theoretical Review. Abhinav National Monthly Refereed Journal of Research in Commerce & Management. Volume 3, Issue 6 (June, 2014).*
7. *Employee Engagement: An Empirical Study of Higher Education Sector in Kashmir. Abhinav National Monthly Refereed Journal of Research in Commerce & Management. Volume 4, issue 4 (2015).*
8. *Local food "wazwan" as a source of tourist attraction: an empirical study. Humanities and Social Science Studies, Vol. 12, Issue 2, No. 31, July – December: 2023.*

Conferences Attended to present Papers

- *Presented paper entitled “Innovative Work Behaviour and Organisational Climate: An Empirical study” in 2-day AICTE Sponsored International conference on sustainable development and technological innovation organized by School of Business Studies Islamic University of Science and Technology (Dec. 2015).*

- *Presented paper entitled “Job satisfaction in Higher education” in 2 day ICSSR sponsored international conference on **Shifting paradigms in applied economics and management: course correction** (August 2014).*

Research Workshops Attended

- *Attended 1-week research methodology workshop conducted by UGC-Academic Staff College, university of Kashmir, 2014.*
- *Attended 10 days ICSSR sponsored research methodology workshop at central university of Jammu, 2015.*
- *Attended 3-week research methodology workshop conducted by management studies department, university of Kashmir, 2015.*
- *Attended one-week short term course on “Basics of Management Research” organized by Humanities and social sciences department, NIT, Srinagar, 2020.*

Additional skills

- *Proficient in MS Office.*
- *Proficient in SPSS.*

Interests

- *Reading*
- *Writing*
- *Painting*
- *Photography.*