

Danish Mehraj

Assistant Professor (Contractual)
Dept. of Management Studies,
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(Updated on 26-04-2024)

EDUCATION

Department of Management Studies, University of Kashmir, Srinagar

Ph.D. in Marketing (December-2021)

Topic: Effect of Green Brand Positioning on Consumer Attitude and Purchase Intentions: An Empirical Study

M.Phil. in Marketing (February-2018)

Topic: Effectiveness of Green Marketing Practices: A Study of Food Based Industry in Jammu and Kashmir

Punjab Technical University

MBA with specialization in Marketing (2013)

Indira Gandhi National Open University

MTTM (2021)

University of Kashmir

Bachelor of Science (2010)

RESEARCH INTERESTS

Sustainability, Green Marketing, Entrepreneurship, E-Commerce, Consumer Behavior, and Tourism Marketing

SUBJECTS TAUGHT/TEACHING

Marketing Management, Business Statistics, Business Research Methods, Tourism Management, Production and Operation Management, Service Marketing

TECHNICAL SKILLS

SPSS, AMOS, SmartPLS, VOSviewer and MS Excel

TEACHING EXPERIENCE

June 2022 To Present.

MANUSCRIPTS PUBLISHED/ACCEPTED

1. **Danish Mehraj** and Ishtiaq Hussain Qureshi (2022) “Does green brand positioning translate into green purchase intention?: A mediation–moderation model” *Business Strategy and the Environment*. 31(7), 3166–3181. <https://doi.org/10.1002/bse.3069> (Scopus/ ABDC Listed “A”)
2. Ishtiaq Hussain Qureshi and **Danish Mehraj** (2021)“Identifying the Factors of Internal Green Marketing: Scale Development and Psychometric Evaluation Approach. *International Journal of Manpower*”. 43(3), 786-804. DOI (10.1108/IJM-06-2020-0276) (Scopus/ ABDC Listed “A”).
3. **Danish Mehraj** and Ishtiaq Hussain Qureshi (2021)“Evaluating the emerging opportunities and challenges from green marketing practices among Indian manufacturing industries”. *Business Strategy & Development* 5(3), 142-152. <https://doi.org/10.1002/bsd2.186> (Scopus/ Peer Reviewed).
4. **Danish Mehraj** and Ishtiaq Hussain Qureshi (2020) “Determinants of green marketing mix in developing economies: Conceptualisation and scale validation approach”. *Business Strategy & Development*, 3(4), 522–530. <https://doi.org/10.1002/bsd2.114> (Scopus/ Peer Reviewed).
5. **Danish Mehraj** and Simranpreet kaur (2022) Green process innovations and firm marketing performance in the emerging markets. *Business Strategy & Development*. 5(4), 424-436 <https://doi.org/10.1002/bsd2.208> (Scopus/ Peer Reviewed).
6. **Danish Mehraj**, Qureshi, I. H., Singh, G., Nazir, N. A., Basheer, S., & Nissa, V. U. (2023). Green marketing practices and green consumer behavior: Demographic differences among young consumers. *Business Strategy & Development*, 6(4), 571-585. (Scopus/ Peer Reviewed).
7. **Danish Mehraj**, Ul Islam, M. I., Qureshi, I. H., Basheer, S., Baba, M. M., Nissa, V. U., & Asif Shah, M. (2023). Factors affecting entrepreneurial intention for sustainable tourism among the students of higher education institutions. *Cogent Business & Management*, 10(3), 2256484. (Scopus/ Peer Reviewed).
8. Mukhtar, S., Jan, A., Altaf, H., & **Danish Mehraj**. (2023). From Mindset To Money: How Gender Impacts The Relationship Between Self# Efficacy And Financial Satisfaction. *The Review of Finance and Banking*, 15(2), 137-148. (UGC care listed).
9. Mukhtar, S., Anisa, J. A. N., Zahoor, A., **Danish Mehraj**, & NISSA, V. U. (2023) Decoding the Financial Risk Puzzle: The Interplay of Biopsychosocial Indicators and Financial Literacy among Indian Investors. *Acta Univ. Sapientiae, Economics and Business*. Volume XXX, No. 4(637), Winter, pp. 219-242 (UGC care listed).
10. Mukhtar, S., Jan, A., & **Danish Mehraj**. Does Gender Impact on Relationship between Financial Self-Efficacy and Financial Satisfaction in Financial Management?. (2023) *Aarthika Charche - FPI Journal of Economics & Governance- Vol 8 No.1*, pp. 93-102 (UGC care listed).

11. Shuguftha Showkat, **Danish Mehraj**, and Reyaz A. Qureshi (2021)"Analysing the Effect of Tourist Satisfaction on Tourist Revisit Intentions". Sambodhi, 44(1),p 41-49,ISSN No.2249-6661 (UGC care listed).
12. Shazia Manzoor, **Danish Mehraj**, and Amira Wali (2018) "Measuring Readiness of Women Entrepreneurship in Emerging Economies: Scale Validation and Contextualization. SMS Journal of Entrepreneurship & Innovation" 5 (1) 15-27, ISSN 2349-7920. (Peer Reviewed).
13. **Danish Mehraj** and Ishtiaq Hussain Qureshi "Green Marketing Practices as A Source of Sustainability and Competitive Advantage: Indian Perspective", International Journal of Recent Advances in Multidisciplinary Research Vol. 03, Issue 03, pp.1360-1366, March, (2016), ISSN: 2350-0743. (Peer Reviewed).
14. **Danish Mehraj** and Ishtiaq Hussain Qureshi "Green Marketing and Sustainable Environment: A Case Study of Dal Lake in Jammu & Kashmir", Elixir International Journal- Environment & Forestry 94 (2016) 40409-40413, ISSN: 2229-712x (Peer Reviewed)

SEMINARS/ CONFERENCES PAPER PRESENTATION

1. International Conference on "Achieving Sustainable Competitive Advantage In Global Business Era" on 15– 17th December, 2015 organized by Post-graduate Department of Commerce, University of Jammu (J&K) .
Paper Presented: Green Marketing Practices as a Source of Sustainability and Competitive Advantage: Indian Perspective.
2. International Conference on "Sustainable Development and Technological Innovation" Organized by department of management studies, School of Business Studies, Islamic University of Science and Technology Awantipora, J&K, Sponsored by AICTE, December 23-24, 2015.
Paper Presented: Sustainable Tourism Development through Green Marketing Practices: Indian Perspective.
3. National Conference on Agriculture, Environment & Sustainable Development held on 21-22 March 2016 at the Department of Geography, AMU Aligarh.
Paper Presented: Green Marketing and Sustainable Environment: A Case Study of Dal Lake in Jammu & Kashmir
4. 17th International Business Horizon-INBUSH ERA-2017 Theme: - "Comprehension, Commitment, Courage & Collaboration (4 Cs): Converting ideas into logical outcomes for creating world class organizations" Organized by Amity University, Noida India, February 8-10, 2017.
Paper Presented: Integrating Green Marketing Practices for Sustainable Development: A Study of Food Processing Industry of Jammu and Kashmir.
5. International Conference on 'New Tourism Paradigms in a Changing World: Innovations, Dynamics and Future Perspectives', Organized by Department of Commerce Aligarh Muslim University, (AMU), Aligarh, Sponsored by Ministry of Tourism, Govt. of India, November 27-29, 2017
Paper Presented: Greening the Lodging: A way for Sustainable Development in Tourism Industry.
6. International Conference on "Tourism for Developing Economies: The Path Unexplored" Organized by Indian Institute of Tourism and Travel Management, Noida, Sponsored by Ministry of Tourism, Govt. of India, September 13-15, 2018.
Paper Presented: Effect of Ethical Online Tourism Marketing on Tourist Satisfaction.

7. 3rd Amity International Tourism & Hospitality Conference on “Innovations and Disruptions in Tourism, Travel & Hospitality Business Processes: A Global Perspective” Organized by Faculty of Hospitality & Tourism, Amity University, Noida, September 25-27, 2018.

Paper Presented: Measuring the influence of green practices on tourist satisfaction in the lodging industry.

8. 2nd International Conference on “Sustainable Development and Technological Innovation” Organized by department of management studies, School of Business Studies, Islamic University of Science and Technology Awantipora, J&K, March 23-24, 2022.

Paper Presented: Does green brand positioning translate in green purchase intention? A mediation model

RESEARCH METHODOLOGY WORKSHOPS/FDP'S ATTENDED

- One Week Workshop on Research Methodology organized by UGC-Human resource development center, University of Kashmir, Srinagar, September 12-18, 2015.
- Three Week Workshop on Research Methodology organized by Department of Management Studies, University of Kashmir, Srinagar, November 5-26, 2015.
- Two Week National Workshop on Research Methodology organized by School of Business Studies, Central University of Jammu, Jammu, Sponsored by Indian Council of Social Science Research (ICSSR), New Delhi, April 10-19, 2017.
- National Faculty Development Programme on “Research Methodology and Teaching Pedagogy” organized by TLC, Ramanujan College at south campus, University of Delhi, New Delhi, April 30-05 May, 2019. obtained **grade “A”**
- One Week Workshop on Research Methodology Using “SPSS & AMOS” organized by Department of Humanities & Social Sciences, National Institute of Technology, Srinagar, February 8-12, 2020.
- Two Weeks online Faculty Development Programme on "Managing Online Classes and Co-Creating Moocs" organized by TLC, Ramanujan College at South campus, University of Delhi, New Delhi April 20 - May 06, 2020. obtained **grade “A”**
- Online Faculty Development Programme on “Research Methodology and Tools and Techniques organized by IILM College of Engineering & Technology, Greater Noida, May 18-22 2020.
- Two Weeks online Refresher course on Research Methodology and Data Analytics organized by TLC, Ramanujan College, University of Delhi, New Delhi, March 24 - April 07, 2021. **obtained grade “A”**
- Two Weeks online interdisciplinary Refresher course on Research Methodology and Data Analytics organized by TLC, Ramanujan College, University of Delhi, New Delhi, July 28 – August 10, 2023.and **obtained grade “A”**

ADDITIONAL WORKSHOPS PARTICIPATED

- Two-day national workshop on “Scholarly Writing, Reference Management and Detecting Plagiarism” organized by Allama Iqbal Library, University of Kashmir, March 22-23, 2017.
- One day Workshop on “Scholarly Writing & Intellectual Ethics “jointly organized by Central University of Kashmir & Elsevier, November 14th, 2017.
- One day webinar on “Online Teaching and Learning Technology” organized by ARSD College, Dhaulakuan, April 27th, 2020.
- One day Workshop on “Academic Publishing & Enhancing Research Effectiveness” organized by Dr. Zakir Hussain Library, Jamia Millia Islamia, New Delhi, June 09, 2020.

OTHER PROJECTS UNDERTAKEN

- Insurance for Apple Orchard in Kashmir, Jammu & Kashmir.
- Consumer Perception towards shopping malls in Ludhiana, Punjab.

PERMANENT ADDRESS

Padshahi Bagh, Khan Mohallah, Srinagar, Jammu & Kashmir, India-190008.

LANGUAGES

English (Proficient), Urdu and Kashmiri (Native).

D.O.B

03-04-1990

RECOMMENDATIONS

1). Prof. Iqbal A. Hakim
Head, Department of Management Studies
University of Kashmir, Srinagar
E-mail: prof.iqbal.hakim@gmail.com

2) Dr. Ishtiaq Hussain Qureshi
Assistant professor, DMS
University of Kashmir, Srinagar
E-mail: ishtiaqiq@yahoo.co.in

3). Professor Gurmeet Singh
Head, School of Business and Management
The University of the South Pacific, Fiji
E-mail: gurmeet.singh@usp.ac.fj