

Curriculum Vitae

Dr. Mohd. Yaseen Khan

Assoc. Professor

Marketing, International Business & GM



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Professional Summary:

I have more than 20 years of experience in academics, research and administration at the college and the university level. An expert in Marketing, International Business and General Management subjects and committed in helping and motivating students to develop their expertise in the areas. A dedicated partner to university programs and outreach events that help promote learning and support the community. I wish I could encourage creativity and higher-order thinking in a way that increases interest in acquiring knowledge. I am an expert and trainer for Mapping & Attaining CO, PO, PSO, & PEO

SUMMARY

PROFILE:	Male, 47, Married
Nationality:	Indian
Total Experience:	Two Yrs. and Ten months Industry + Nineteen years Teaching experience

1. Working as Assoc Professor-(Marketing & IB) June 2024- till date.

Vivekananda Global University

- **Teaching:** Consumer Behaviour, Marketing Management, Integrated Marketing Communication, Strategic Management(MOOC) and Social Entrepreneurship.
- **BOS Convener-** Working as convener of MBA/BBA syllabus designing and coordinating and incorporating suggestions and inputs received BOS members.
- **IQAC Coordinator-** Working as departmental IQAC coordinator for Faculty of Management-VGU Jaipur
- **International Conference-** Convener of International conference on - “Sustainability, Innovation, Practices and Advancements in Management” (SIPAM – 2025) <https://vgu.ac.in/sipam2025/>

2. Worked as Associate Professor-(Marketing & IB) Feb 2024- 12 June 2024.

Brainware University Barasat-Kolkata

Subjects Taught: Digital Marketing-Web Analytics, SEO, Content Marketing, Affiliate Marketing etc. Consumer Behaviour, Entrepreneurship-Social Entrepreneurship.

3. Worked as Associate Professor (Marketing & IB) September 2022- December 2023.

Noida International University Gr. Noida

Subjects Taught: Marketing Management, Digital Marketing-Advertising and Brand Management Consumer Behaviour, Entrepreneurship-Social Entrepreneurship and International Business

Additional Responsibilities:

1. Academic Coordinator
2. Master Subject Coordinator
3. Head Marketing Club
4. Ph.D Supervisor

4. Worked as Associate Professor (Marketing & IB) Sept 02, 2021- 30 August 2022

Chandigarh University, Mohali Punjab (NAAC A+ and NIRF 45th Rank)

JOB PROFILE

Subjects Taught: Marketing Management, Social Entrepreneurship, Entrepreneurial Strategies, Marketing Analytics, Digital Marketing, International Trade, and Export Import Documentations Procedure.

Teaching Methodology:

Tools: Taking Classes on Black Board (An Online Platform) and Google Meet.

Techniques: Well-Planned Lecture Plan, Case Studies, Class Assignments, Class Presentations, Quiz Test.

Additional Responsibilities:

1. Class Coordinator
2. Master Subject Coordinator

5. May 14, 2009-till 31 August 2021

Army Institute of Management & Technology, Greater Noida, India (An Institute run by Army Welfare Education Society, India)

Asst. Professor (Marketing & IB)

JOB PROFILE

Taught: Consumer Behavior, Marketing Management, Internet Marketing, Rural & Social Marketing, Strategic Management, and Management of International Business

Teaching Methodology:

Tools: White Board, Hand-made Notes, PPT Slides & Videos.

Techniques: Well-Planned Lecture Plan, Case Studies, Class Assignments, Class Presentations, Quiz Test. Etc.

a. Responsibilities as Programme Coordinator (MBA)

- Management and Coordination of Academics.
- Timetable Designing and coordination.
- Plan and review course material, including lesson plans.
- Upgrade course curriculum.
- Standardization of course curriculum and delivery.
- Maintaining and Keeping Students Attendance Records.

b. IQAC COORDINATOR of the Annual Quality Assurance Report (AQAR) and IQAC (Internal Quality Assurance Cell) requirement of NAAC accredited institution till Sept 2019. It includes-

- i. Conducting and organizing meeting with all stake holders-Chairperson, Management Representative, Administration, Representative from local society, students, Alumni, Industry etc.
- ii. Preparing Agenda points quarterly (IQAC) and preparing annual report (AQAR) getting it uploaded on Institute's website and sending copy to NAAC office Bangalore.
- iii. Registration In-charge of NAAC- Higher Education Institute (HEI), Institutional Information for Quality Assessment (IIQA), SSR on Evaluation for Pre-Qualification and member of NAAC-SSR Committee.
- iv. Member Secretary for SSR Preparation & Submission for NAAC Accreditation Cycle-II.

c. Marketing Consultant to Urvarit Agro Private Limited Mumbai since April 2019.

d. Carried out consultancy project (2019)- "Residents Satisfaction Survey" with AWHO (Army Welfare Education

Society, Greater Noida)

6. **10 Aug. 2007-09 May 2009** **IMS Dehradun** **India** **Lecturer**

Taught

(International Advertising, Consumer Behaviors, Industrial Marketing, International Business Environment, and Marketing Communication & Advertising)

7. **27 Apr. 2006 – 07 August 2007** **SIMT Rudrapur,** **India** **lecturer**

Taught

(Consumer Behavior, Marketing Management, Marketing Management and Industrial & Rural Marketing)

8. **26 Aug. 2004 – 17 Apr. 2006** **Invertis Inst. Of Management Studies Bareilly,** **India** **Lecturer**

Taught BBA & BCA - (Marketing Management and Professional Communication and English Language).

Additional Responsibility- Worked as *Hostel Warden* Looking after 253 hostellers. Report to Director General (Admn.)

9. **16 May 2001-21 Feb.2004** **INDIACOM Directories Ltd. New Delhi,**
India **Sales Executive**

Job Profile: Contacting customers to sell space in Telephone Directories (Yellow Pages) Reporting to Field Manager.
Working Area was Delhi Faridabad and Gurgaon.

EDUCATION

May 1991 **Metrics- HSS School Bareilly** **India**

May 1993 **Intermediate- FR Islamia Inter College Bareilly** **India**

July 1993 – Apr. 1996 **Rohilkhand University Bareilly,** **India**
BA (English)

July 1996 – Apr. 1998 **Rohilkhand University Bareilly,** **India**
MA (English)

Aug. 1999 - May 2001 **Agra Univ. Agra** **India**
Marketing, MBA,

Oct. 2009- Sept.2017 **Doctorate of Philosophy:**

ON

Customized Communication, Value Proposition and Brand Loyalty in Retailing.

A study based on SERVPERF-RSQS Model

Uttarakhand Technical University, Dehradun **India**

OTHER CERTIFICATES & AWARDS

1989 **President of India Award (Rashtrapati Puruskar)- For Scout & Guide, Red Cross, Rover Ranger** **and**
NSS

1985 **Gold Medal Winner** **Junior Red Cross Society of India**

RESEARCH:

National

1. **FDI in Retailing-** published in Indian Journal of Marketing New Delhi, March, 2008. (impact score (IS) is 1.00)
2. Article titled "**FDI in Retailing**" has been featured online in *Marketing Section* of Knowledge Zone on following sights:-

<http://www.coolavenues.com/know/index.php3>

<http://www.coolavenues.com/know/mktg/index.php3> <http://www.coolavenues.com/know/mktg/yaseen-fdi-1.php>

3. 'Old order changeth yielding place to new'-innovation and survival of the brand. A study based on 4ps of Marketing. Biannual Refereed Journal of Gaur Hari Singhania Institute of Management, Kanpur. July –Dec. 2007
4. *War for Talent*- Employee Retention Dilemma for Employer- Biannual Journal of Institute of Management Studies Dehradun. June, 2008.
5. *Supply Chain management: Indian Rural retailing*. Biannual Refereed Journal of Gaur Hari Singhania Institute of Management, Kanpur. Jan –July. 2011
6. The role and impact of Indian youth in purchase decision making process in Biannual Refereed Journal of Army Institute of Management & Technology, Greater Noida. January December 2014. ISSN :2277-4076.
7. A study of chemical free fertilizer and farmer behavior towards its acceptability in ELK Asia Pacific Journal of Marketing and Retail Management ISSN 2349-2317 (Online); DOI: 10.16962/EAPJMRM/ISSN. 0976-7193 (Print)/2015; Volume 11 Issue 4 (2020) 1 www.elkjournals.com
8. Mdoe, A. & Khan, M.Y. (2023). Women Entrepreneurship Development and its Impact on Women Empowerment in Zanzibar, Tanzania. *PRAGATI: Journal of Indian Economy*, 09(Special Issue), 76-93. Retrieved from <https://www.journalpressindia.com/website/aimt-5thintlconference-eipr2022/special-issue>

International

1. Value Proposition and Functional Quality Dimension Enhance Customer Loyalty-A Study of Consumer Behavior at *EasyDay* Retail Store. IFRSA Business Review|Vol1|issue 1|September 2011 Unique number "IBR-2011-1-1-167" IFRSA Business Review.
2. A Study of Buying Behaviour and Brand Perception of Consumers in Shopping Malls- *VSRD-IJBMR*(ISSN No.2231-248X, Vol. 1 (6), 2011, 348-361(SCIENTIFIC IMPACT FACTOR : 4.791)
3. Basic Necessity for the Survival of Humans: Drinking Water Quality in Rural India, *Global Journal of Finance and Management* (ISSN 0975-6477), Vol. 6, Number 8, 2014.
4. Effect of Green Products on Consumer Attitude –a Sustainable Approach. *American Journal of Business, Economics and Management*. Vol. 2, No. 6, 2014, pp. 170-175.
5. A study of “push or pull”, “plug in and plug out”, employment issues and relevance of proposed “Indian Labour Code on social security, (2020)” for gig employees. *Academy of Marketing Studies Journal*, ISSN Number- 1528-2678, Volume 27, Issue 6, 2023.
6. Why do Millennials Regret Shopping? A Study of Post-Purchase Dissonance Factors in Millennials. *European Chemical Bulletin*. ISSN Number- 2063-5346, Volume 37 Issue 4, June 2023.
<https://www.eurchembull.com/issue-content/why-do-millennials-regret-shopping-a-study-of-post-purchase-dissonance-factors-in-millennials-10635>.
7. The Retail Service Quality Scale (RSQS) Study: Examining, Generalizability, Applicability an Evidence from India, *International Journal of Services, Economics and Management*, SSN online 1753-0830, ISSN print, 1753-0822 Feb 2025
https://www.researchgate.net/publication/390431260_The_retail_service_quality_scale_study_examining_generalisability_and_applicability_evidence_from_india
8. Swatchh Bharat Mission- A Mile stone yet to be reached, *Emerald Emerging Markets Case Studies*- under publication process.

BOOK Publication

- **A Foresight on DIGITAL MAREKTING**- 1st Edition VSRD Academic Publishing, ISBN -13:978-93-91462-47-5, March 2023 India - https://www.vsrdpublishing.com/bk.php?p_isbn=978-93-91462-47-5
- **Advertisement-Buying Roles- Navigating the Art of Purchasing**- Kindle Publication Amazon.com
https://www.amazon.com/dp/B0CKNRQ2M8?ref_=pe_3052080_397514860
- **International Marketing**- RG International Publication- ISBN: 978-93-49773-07-3
[HTTPS://RGINTERNATIONALPUBLICATION.COM/PRODUCT/INTERNATIONAL-MARKETING/](https://rginternationalpublication.com/product/international-marketing/)
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Research Paper/Book Review

1. *Economic Environment and Policies for Business*- Authors Justin Paul & Parul Gupta, Tata McGraw Hill Education (P) Ltd.New Delhi, 2012, 1st Edition, (ISBN-13:978-1259000286-5).

2. A manuscript ID CUGMR 21.7 entitled "Parameters influencing choice and selection of a Jesuit B-School among graduates: A factor cum conjoint analytic study" submitted to the CU Global Management Review was reviewed on Nov. 2021.
3. A Text BOOK - International Marketing with PUBLICATION WITH ISBN, and DOI NUMBER is under publication with RG International Publishing Housing 255DA/32F-5I 1, Renga Nagar, Elambalur Road, Perambalur, Tamil Nadu, India – 621212.

Patent Publication

Title of the Invention: Analysis of why real estate business need digital marketing on social media- Publication Date : 22/09/2023. <https://iprsearch.ipindia.gov.in/PublicSearch/PublicationSearch/PatentDetails>

Ph.D Supervision, Evaluation, and Examiner

- i. Ph.D. supervisor of Research Scholars
 - a. Muhammad Mustafa Shakil (21YBM1018) Int. Research Fellow from Bangladesh on the topic-A study of the role and the impact of Triple Helices on the development of Entrepreneurship with reference to Textile Industry in Bangladesh. Chandigarh University Mohali
 - b. Mr. Junaaid Ur Rahman(21YBM1007)- A Research Fellow from Jammu on the topic- A study of marketing strategies for Kashmiri Handicrafts. Chandigarh University Mohali
 - c. Mr. Aman Arya- A Research Fellow from Greater Noida- A Study of The Role of Social Media Influencer in Determining Consumer's Intent at Point of Purchase with Special Reference to Ecommerce Industry. School of Business Management, NIU Gr Noida.
- ii. Appointed as External Examiner (2022) for the evaluation of Ph.D thesis titled- “An exploratory study on occupational anxiety and its impact on organizational productivity”. Mandsaur University, Mandsaur MP.
- iii. Appointed as External Examiner (2022) for the evaluation of Ph.D thesis titled- “ critical analysis of the financing problems faced by Small and Medium Enterprise- A Study of SMEs in Malwa Region of Madhya Pradesh”. Mandsaur University, Mandsaur MP
- iv. Appointed as External Examiner (2022) for the evaluation of Ph.D thesis titled-“ Digital Financial Literacy among youth working in Ujjain Division”. Mandsaur University, Mandsaur MP.

Seminar/Conference Speaker

1. Valedictory Speaker of 5th International E-Conference of IPEM, Ghaziabad on 4th February, 2023

FDP/Workshop Organizer

1. Organized a workshop on **Business Growth through IP Intensity** on 30 Sept. 2022 in School of Business Management, Noida International University. The Speaker was- Dr. Parikshit Bansal
2. Convenor of FIVE days FDP on Business Analytics with Interactive Live Dashboard on 28 Feb-4 March 2023 in School of Business Management, Noida International University.

Visiting Faculty

Army Institute of Management & Technology, Greater Noida taking classes of Customer Relationship Management for MBA Students- Nov-Dec-2022

FDP/QIP

1. Attended AICTE sponsored Quality Improvement Programme on “Merger & Acquisition- A global business Strategy” at Faculty of Management Studies, Banaras Hindu University, Varanasi from Jan 27 to Feb 1, 2009.
2. FDP on Total Quality Person by Dr. C.V. Ramanan on Dec. 18& 19 2009.
3. Attended AICTE sponsored Quality Improvement Programme on Marketing: Recent Advancements, at Faculty of Management Studies, Banaras Hindu University, Varanasi from March 15-20, 2010.
4. Attended AIMA sponsored workshop on “Recent Advances in Research Methods & Data Analytical Tools” at IIC, Lodhi Road,

New Delhi on May14 & 15 , 2010

5. Attended AIMA sponsored “Workshop on Sales Management” at Sriram Business School Greater Noida on Aug. 3-42011.
6. Attended AIMT sponsored “Workshop on Advance features of MS office Package” at AIMT Greater Noida on 22-23 May2014
7. Attended FDP on Business Simulation and Faculty Engagement from 18-22 Dec 2017.
8. Attended One week FDP on Research Essentials from 31 Jan-5 Feb 2022 organized by Department of Computer Science& Engineering, Chandigarh University, Mohali. Punjab.
9. Attended Five Days FDP (Guru Dakshta)-Implementation of Education Policy 2020-Role of Faculty of Higher Education Institutions organized by University Institute of Teachers Training and Research, Chandigarh University, Mohali. Punjab from 20 Dec-24 Dec. 2021.
10. Attended Two Days FDP on Data Science using R from 12 April -13 April 2022 organized by University School of Business, Chandigarh University, Mohali. Punjab.

SEMINAR/CONFERENCE:

1. **National Seminar:** Why do we ignore 70% rural market in the introduction of new product or modification of existing product? -SPCJ Campus-Agra University Agra. March 2004.
2. International Seminar: GLOBAL TRENDS IN RETAILING-FDI in Retailing. -Rajeev Academy of Technology & Management. Mathura-2006-07.
3. **Seminar on “Missing ‘ELEMENTS’ in an MBA-How to make an MBA more employable?”** Conducted by Elements Akademia:- IIM Lucknow (Noida Campus) Date: July 16, 2009
4. Attended 2017 **IIM Indore**-NASMEI Summer Marketing Conference. Paper presented on the. title - Open defecation and value added social campaign to eradicate the problem, Paper Number: 308 on 29 th July 2017.
5. Attended one day session on Decoding Budget-2022 for progressive India on 5th 2022 organized by University School of Business, Chandigarh University, Mohali. Punjab.

Extra Curriculum Activities

Academic- I carried out following duties with respect to academic administration of the Institute: -

- (a) Organized and attended a webinar on COVID-19 and its impact on paint industry of India with special reference to supply chain. The speaker was Mr. MA Mateen Sr. VP British Paints India Ltd on 6th May 2020
- (b) EMPLOYABILITY ENHANCEMENT PROGRAM (EEP) for Marketing Specialization. The objective of conducting this workshop is to train the students with basics of marketing domain and also how they frame their answers.
- (c) EVM – Expectancy Value Model – An exercise to develop an understanding among students to identify the capability of individual and requirements of the industry. This exercise help students to reduce gap between Demand (Requirements) and Supply(Capability)
- (d) Organized Guest sessions/Workshop: -
 - i. On 12th February, 2020 Army Institute of Management & Technology organized a session on Digital Marketing for the students of MBA 15 and MBA 16 Batch. The session was taken by one of the best in the field of Digital Marketing, Mr. Ankit Bhatia-the co-founder of FrogIdeas.
 - ii. Army Institute of Management & Technology, Greater Noida organized two days’ workshop – ‘Industrial Motivational Campaign for Entrepreneurship Development’ for Senior Batch students (MBA15) on 17 & 18 Feb 2020. The workshop was graced by Mr. Rajesh Kashyap and Mrs. Sapna Kashyap.

OTHERS:

- i. **Coursera**
 - a. Brand and Product Management- an online non-credit course authorized by IE Business School and offered through Coursera. Oct 2020.
 - b. Developing a Winning Marketing Strategy -an online non-credit course authorized by University of Illinois at Urbana-Champaign and offered through Coursera. Oct. 2020.
 - c. Managing Uncertainty in Marketing Analytics an online non-credit course authorized by Emory University and offered through Coursera. Oct 2020.
 - d. Market Research and Consumer Behavior an online non-credit course authorized by IE Business School and offered

through Coursera. March 2022.

- ii. **LinkedIn Online Course**- Earned 21 certificates on Teaching & Instructional Design (Teaching and Evaluation). March 2022.
- iii. Organized Sessions on Entrepreneurship- Mindset and Skills (29th September 2021) conducted under Empresario-the Entrepreneurship Club AT USB-MBA, Chandigarh University, Mohali.
- iv. Under the Empresario club, conducted a session on EVM (Expectancy Value Model) on 27 Oct 2021.
- v. Under the Empresario club, organized a session on New Product Development on 7th Dec 2021 in University School of Business. Chandigarh University, Mohali. Punjab.
- vi. Under the Empresario club, organized One Day Preneur- Discover Entrepreneur in you- on 26 April in University School of Business. Chandigarh University, Mohali. Punjab.
- vii. Organized the session on Intellectual Property Right under Entrepreneurship club on 31st May 2022. The speaker was Mr. Rahul Taneja, Scientist Patent Information Centre DST Haryana.


References:

1. Prof. Dr. Azhar Kazmi

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2. Dr. (Brgd.) Ashok Pathak

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(Dr. M. Yaseen Khan)