

Resume

Shazeed Ahmed

M.B.A.(G.U.), PhD (G.U.), MADE (IGNOU), MCJ(G.U.), NET, B.Ed. & B.Com.

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Google Scholar Profile: https://scholar.google.com/citations?user=1_vgob4AAAAJ

AREAS OF INTEREST: Marketing, Consumer Behaviour, Services Marketing, & Market Research.

DETAILS OF WORK EXPERIENCE:

Sl. no	ORGANISATION / INSTITUTE WORKED FOR AND AS	PERIOD	YEARS OF EXPERIENCE
1	Presently working <i>as an</i> Assistant Professor at Assam Institute of Management (<i>A Govt. of Assam Society</i>)	From 04/03/2014 to till date	9 years +
2	Worked at the Department of Business Administration, Girijananda Chowdhury Institute of Management & Technology (affiliated to G.U.) as an Assistant Professor	From 16/05/2008 to 03/03/2014	5 years 9 months
3	Worked at Stock Holding Corporation of India Ltd (<i>A Govt. of India P.S.U.</i>) as an Assistant Manager	From 15/07/2000 to 15/05/2008	7 Years 10 months

Total Years of Experience (Teaching + Industry) = 23 years +

DETAILS OF NATIONAL / INTERNATIONAL AWARDS WON

1. Received the ***IIBF Macro Research Award for 2018-2019*** on the topic ‘Issues and Challenges in moving towards a Digital and Cashless Banking Economy’ from Indian Institute of Banking and Finance (IIBF), Mumbai jointly with Dr. Karabi Goswami of Assam Institute of Management.
2. Received the ***‘Indonesia HR Summit Best Poster Award for 2018’*** for the paper titled “Development of Oricreat Scale and Exploring Global Best Practices for Fostering Creativity” at the 10th Indonesia HR Summit 2018 held at Nusa Dua-Bali, at Indonesia on 17-18 September 2018.
3. Received the ***‘Biz-Strategy 2015 Best Student Research Paper Award’*** for the paper titled ‘Brand Dynamics in Rural Markets’ at the 5th Annual International Conference Biz-Strategy 2015 Singapore, organised by Global Science and Technology Forum, with theme ‘*Business Strategy and Asian Economic Transformation*’, held on 27th July, 2015 at ***Singapore***. Co-Authored by Prof (Dr) Rinalini Pathak Kakati, Department of Business Administration, Gauhati University.
4. Awarded the ***IGNOU Gold Medal 2011*** for securing 1st Class 1st Position in M.A. in Distance Education (MADE) from Indira Gandhi National Open University (IGNOU).

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DOCTORAL DEGREE

Awarded Degree of Doctor of Philosophy (Ph.D.) under Faculty of Management under Gauhati University in December, 2015 on the topic titled “An Analytical Approach to Rural Markets with Emphasis on Consumer’s Demographic Profile, Buying Behaviour, Segmentation and Product Penetration”.

RESEARCH EXPERIENCES:

Length of research experiences: 14 years
Length of research guidance at Doctoral Level: 05 years

PAPERS PUBLISHED

1. “Dynamics of Human Demography and Hedonic Motivation on Conduct of Online Transactions–An Empirical Study” (2023). *Prajnan - The Journal of Social and Management Science*, published by National Institute of Bank Management, Pune, India, 52 (2), 179-198
2. “A Study on the Perception of Selected Ethnic Communities Toward Communication Media: An Empirical Study” (2023)., *Indian Journal of Marketing*, New Delhi, India, 53 (6), 47-59
3. “A Study on the Role of Ethnic Demography on Media Usage among Selected Communities of Assam (A Conceptual and Empirical Study)”- 2022. *GUINEIS Journal*, published by Gauhati University, Assam, India, Vol. 9, 211-224, 2022.
4. “A Study on the Rationale for the Practice of Diversity and Inclusion in the Workplace (An Empirical Research in the North East Indian Context)”, *International Journal of Indian Culture and Business Management* (2023), Cointrin, Geneva, DOI: 10.1504/IJICBM.2023.10059816.
5. “Mass Perception towards Digital and Cashless Transactions An Empirical Study”, *International Journal for Research Trends and Innovation*, Gujarat, India, Volume 7, Issue 10, pp. 252-258, 2022
6. “Dynamics of organizations Promoting Resilience of Employees - An Exploratory Study”, *HSB Research Review*, Hisar, India, June-July, 16(2), 2022
7. “Issues and Challenges in moving towards a Digital and Cashless Banking Economy”, *Bank Quest -The Journal of Indian Institute of Banking & Finance*, Mumbai, India, Vol 92, No 1, January-March 2021, Pg 45-50.
8. “Aspiration of Researchers in Commerce and Management Education”, *Commerce Today*, U.P., India, Vol. 15, No 1, 2021.



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9. "Issues and Challenges of Employing Internally Migrated Labourers-An Empirical Study with Reference to Guwahati", *Orissa Journal of Commerce*, Orissa, India, Vol 42, Issue 2, pp 82-94, 2021
10. "A Study on the Orientation of Selected Ethnic Communities towards Business Ethics (An Empirical Study)", in the *IITM Journal of Business Studies*, Delhi, January - December 2021, 9(1), pp. 29-36.
11. "Identifying Traits of Creative Executives and Global Best Workings on their Sustenance" in the *The Indian Journal of Commerce*, New Delhi, India, Vii. 72. No. 3 & 4, July-Dec, 2019, pp 100-112.
12. Market Ethnography Study Trends and its Future Scope (A Qualitative Study), *Journal of North East India Council for Social Science Research*, Shillong, India, 2019, 43 (2), 52-65
13. "A Study on the Influence in Nuclear Family Members in Buying Decisions (an exploratory study)" in the *Journal of Marketing Vistas*, Hyderabad, India, July-December, 2019 issue.
14. "Brand Performance Evaluation: Customer Perceived Value Analysis", in *SCMS Journal of Indian Management*, Cochin, India, Vol. XV Number 4, October - December 2018, ISSN 0973-3167, pp 52-61.
15. "Scope of Social Marketing in De-Marketing Smoking Habits: An Exploratory Study", in *Malaysian Management Journal (MMJ)*, published by Universiti Utara Malaysia Press, Malaysia, 2018, 22, 125-138.
16. "A Study on Gap Identification in the Tourism Meta-market (An exploratory study)", in *SJCC Management Research Review*, Bengaluru, India, 2018, ISSN 2249-4359, pp.
17. "An Exploration of Business Prospects in the Milk Meta-market - An Empirical Study" in *Journal of Marketing Vistas*, Hyderabad, India, Volume 8, No 1, January-June 2018, ISSN 2249-9067, pp 1-10.
18. "Gap Identification in Selected Meta-markets" in *SCMS Journal of Indian Management*, Cochin, India, Volume XV Number 2, April - June 2018, pp 49-57.
19. "Study on Orientation of Students towards Business Ethics" in *Jamshedpur Research Review*, Jamshedpur, India, February-March 2018, Year 6, Volume 2 Issue 27, pg 06-15, RNI: JHAENG/2013/53159, ISSN 2320-2750.
20. "A Study on Marketing Funnel and its Utility with reference to certain identified Products" in *EPRA International Journal of Economic and Business Review*, Tamil Nadu, India, Volume 5, Issue 10, October 2017, pp. ISSN (online): 2347-9671, ISSN (online): ISSN (print): 2349-0187.

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21. "A Study of Perception on Psychological Pricing" in *EPRA International Journal of Economic and Business Review*, Tamil Nadu, India, Vol. 5, Issue 9, pp. 194-200. September 2017, ISSN (online): 2347-9671, ISSN (online): ISSN (print): 2349-0187.
22. "Intricacies of Private Label Branding in Retailing" in *Hermeneustics*, Varanasi, India, Volume 6, No 2, Sept 2016, ISSN: 2231-6353, RNI-UP/ENG/2011/36701, pg 18-22. (A Biannual Referred International Journal of Business and Social Studies).
23. "Dynamics of Family Role Structure in Consumer Behaviour" in *Indian Journal of Marketing*, New Delhi, India, Volume-46, Issue-6, June 2016 issue, ISSN 0973 8703, pp 46-56.
24. "Role of Socio Economic Classification in Crafting Rural Segments" in *South East Asian Journal of Marketing (SEAM), Indonesia*. AMJ Dec 2015, Volume VII, No 2, ISSN 20855044 pp. 119-138. (An International Double Peer Reviewed Journal, Accredited by the Indonesian Directorate of Higher Education (DIKTI), SK. No 040/P/2014)
25. "Rural Market Dynamics and Product Penetration" in *ICFAI Journal of Marketing Management, Hyderabad, India* (issue Feb, 2014), Vol XIII No-1, ISSN 0972-6845, Pg 59-77.

PUBLICATION IN BOOKS, MANUALS AND VOLUMES WITH ISBN / PUBLISHER

- (i) "*A Study on the Issues and Challenges of Conducting Classes in a Virtual Environment*", Rediscovering Management Education for the Pandemic World: The Road Map Ahead by Association of Indian Management Schools, Authored by Sujata Mangaraj and P. Narayan Reddy, INSC International Publishers, 2022 Edition, ISBN: 978-1-68576-258-2, pp 98-110
- (ii) Content Writer for Institute of Distance and Open learning (IDOL), Gauhati University, for M.Com Study Materials for 2nd Semester: COM 2076: *Marketing Research & Consumer Behaviour* (BLOCK 6: Psychological concepts in consumer behaviour, Unit 1: Psychological concepts in Consumer Behavior- an overview; Unit 2: Learning Process, perception, cognition mapping; Unit 3: Attribution process, motivation and personality, attitude)
- (iii) Content Writer Graduate Self Learning Materials (SLM), for Krishna Kanta Handique State open University (KKHSOU), Marketing of Services GCM (S5) 04, Management Specialisation, B.Com. Textbook for Maniram Dewan School of Management, KKHSOU (**Unit 8: Hospital Marketing**), ISBN: 978-93-89123-53-1
- (iv) Content Writer Graduate Self Learning Materials (SLM), for Krishna Kanta Handique State open University KKHSOU, Marketing of Services GCM (S5) 04, Management Specialisation, B. Com, Textbook for Maniram Dewan School of Management, KKHSOU (**Unit 14: Personal Care Marketing**), ISBN: 978-93-89123-53-1

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- (v) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU (**Unit 4 : Managing Advertising II**)
- (vi) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU (**Unit 5 : Media Strategies**)
- (vii) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU (**Unit 10: Developing Effective Promotion**)
- (viii) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU (course code: PGBA S1 06) Block 1 (**Unit 4: Consumer Buying Behaviour**), ISBN: 978-81-934003-9-5.
- (ix) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU (course code: PGBA S1 06) Block 1 (**Unit 5: Business Buyers**), ISBN: 978-81-934003-9-5.
- (x) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU, (course code: PGBA S1 06) Block 3 (**Unit 11: Customer Relations**), ISBN: 978-81-934003-9-5.
- (xi) Published Book Chapter titled **“Time Management”** in SAD (Govt. of Assam), Training Manual on Competency Based Training Manual for Grade II & III Staff of Assam Secretariat: Prepared by Assam Institute of Management and SAD (Secretariat Administrative Department), Govt. of Assam, 19th September, 2016. Part: Human Role in Office Environment & Administration. Chapter 2: pp. 10-20, Printed by the Assam Government Press.
- (xii) Published Book Chapter titled **“Stress Management”** in SAD (Govt. of Assam), Training Manual on Competency Based Training Manual for Grade II & III Staff of Assam Secretariat: Prepared by Assam Institute of Management and SAD (Secretariat Administrative Department), Govt. of Assam, 19th September, 2016. Part: Human Role in Office Environment & Administration. Chapter 3: pp. 21-29, Printed by the Assam Government Press.
- (xiii) Published Book Chapter titled **“Ethics and Values”** in SAD (Govt. of Assam), Training Manual on Competency Based Training Manual for Grade II & III Staff of Assam Secretariat: Prepared by Assam Institute of Management and SAD (Secretariat Administrative Department), Govt. of Assam, 19th September, 2016. Part: Human Role in Office Environment & Administration. Chapter 5: pp. 33-44, Printed by the Assam Government Press.
- (xiv) Published the paper titled **“Social Marketing and Issues for Teachers”** in the edited book titled “Issues and Challenges in Economics - A Perspective” (2018) by Ratul Mahanta and Amrit Pal Singh. Published by Purbayon Publication, Guwahati, edition November (2018), ISBN 9789388593014, pp. 359-364.

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- (xv) Published the paper titled '*MIS for Microfinance*' in the edited book titled "Micro-Finance in India-Issues and Challenges" (2010) by J.U. Ahmed, D. Bhagat and G. Singaiah. Publisher DVS Publishers, Panbazar, Guwahati. ISBN 978-81-86307-34-2, pp. 138-151.

CONFERENCE ATTENDED / PARTICIPATED AT THE INTERNATIONAL LEVEL

1. Presented the paper titled "Market Ethnography Study Trends and its Future Scope (A Qualitative Study)" jointly by with Pankaj Kumar Sharma and Shazeed Ahmed at the *International Seminar on "Community And Cultural Multiplicity In North East India & South Asia: Ethnography, History & Society"* held on 11-13th April, 2019 at Shillong Law College, Dhankheti, Shillong.
2. Participated in the Poster Presentation for the paper titled "Development of Oricreat Scale and Exploring Global Best Practices for Fostering Creativity" by Shazeed Ahmed at the *10th Indonesia HR Summit 2018 at Nusa Dua - Bali*, held on 17-18 September 2018 at Indonesia.
3. Presented the paper titled "Brand Dynamics in Rural Markets" jointly by Dr Rinalini Pathak and Shazeed Ahmed at the 5th Annual International Conference Biz-Strategy 2015, with theme '*Business Strategy and Asian Economic Transformation*', held on 27th July, 2015 at **Singapore**.

NATIONAL CONFERENCE CONVENED / SESSION CHAIRED

1. Executed the duty as a Deputy Convener of the *Second Annual AIM National Conference* on "Management in the Current Scenario: Trends, Issues and Challenges" organized by Assam Institute of Management (AIM) under the aegis of ONGC (Oil and Natural Gas Corporation Limited) CHAIR on 16th and 17th March, 2018.
2. Executed the duty as a Deputy Convener of the *First Annual AIM National Conference* on "Management in the Current Scenario: Trends, Issues And Challenges" organized by Assam Institute of Management (AIM) under the aegis of ONGC (Oil and Natural Gas Corporation Limited) CHAIR and in conjunction with *Diamond Jubilee Celebration of ONGC* on 3rd and 4th March, 2017.

CONFERENCE VOLUMES AUTHORED WITH ISBN / PUBLISHER

- (i) Jointly authored the edited book titled "*Management in the Current Scenario: Trends, Issues and Challenges*", as proceedings of the *2nd AIM National Conference (2018)* organized by Assam Institute of Management (AIM) under the aegis of ONGC (Oil and Natural Gas Corporation Limited) CHAIR, being published by Global Publishing House India, New Delhi, India, ISBN 978-93-81563-94-6. Authored by Mukulesh Barua, Sinmoy Goswami and Shazeed Ahmed.



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- (ii) Jointly authored the edited book titled “*Management in the Current Scenario: Trends, Issues and Challenges*”, as proceedings of the *1st AIM National Conference (2017)* organized by Assam Institute of Management (AIM) under the aegis of ONGC (Oil and Natural Gas Corporation Limited) CHAIR, being published by Global Publishing House India, New Delhi, India, ISBN 978-93-81563-94-6. Authored by Mukulesh Barua, Sinmoy Goswami and Shazeed Ahmed.

UGC APPROVED ORIENTATION PROGRAMME / REFRESHER COURSE / WORKSHOP / TRAINING PROGRAMMES ATTENDED

- (i) Participated in the UGC and AICTE (Government of India, MHRD) approved *Annual Refresher Programme in Teaching (ARPIT)* through SWAYAM-MOOC, in Management, from 01/11/2018 to 28/02/2019, duration 40 hours conducted by Banasthali Vidyapith.
- (ii) Participated in the *UGC Sponsored Refresher Course for Economics and Commerce* (RC on Eco & Com) at the UGC HRDC, Gauhati University from 07th November 2018 to 28th November 2018, Assam, India.
- (iii) Participated in the UGC Sponsored *Orientation Programme (OP-115) at the UGC HRDC*, Gauhati University from 07th February 2018 to 06th March 2018, Assam, India.
- (iv) Participated in the *NAAC Sponsored National Workshop on Academic Audit: Principles and Practice*, held on 14th and 15th October 2016 at Assam Don Bosco University, Azara Campus being organized by at Assam Don Bosco University in collaboration with Cotton State University, Guwahati, Assam, India.
- (v) Participated and qualified for the World Bank conducted *3 months C.P.P.P. (Certificate Program in Public Procurement)* in May 2014 under (Massive Open Online Course) MOOC.
- (vi) Participated in the *UGC Sponsored Research Methodology Course (Social Science) for Ph.D. Scholars at HRDC Staff College*, Gauhati University from 12th October 2009 to 01st November 2009, Assam, India.
- (vii) Participated in the *National Workshop on Use and Deployment of NPTEL Courses under Ministry of Human Resource Development, Govt. of India*, held on 29th and 30th April 2013 under the aegis of IITG, at Royal Business School, Guwahati, Assam, India.
- (viii) Cleared *MADE (M.A. in Distance Education)*. University Grants Commission - India has recognized this Course of IGNOU as equivalent to *2 Refresher Courses for Teachers of Distance Education* at various Universities vide circular No.F.I.-6/90 (ASC) dated September 1993.



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- (ix) Participated in a workshop on '*Developing Study Skills and Psychological Skills for better performance*' which was organised by STRIDE (Staff Training Research Institute of Distance Education), IGNOU, New Delhi in collaboration with IGNOU Regional Centre, Guwahati on 19th April, 2008 Venue: Handique Girls College, Guwahati, Assam, India.

INVITED LECTURES (IN STAFF DEVELOPMENT TRAINING PROGRAMMES)

- (i) Imparted lectures on "Communication Skill" and "Motivation and Team Building" for the employees of Department of Posts, Government of India, in Postal Training Centre, Uzan Bazar, Guwahati in March, 2014.
- (ii) Imparted lectures on "Personality Development" and "Effective Salesmanship: Skills, Qualities and Importance" for the employees of Department of Posts, Government of India, in Postal Training Centre, Uzan Bazar, Guwahati in July year 2014.
- (iii) Conducted MDP Programme (topic: Stress Management) for Postal Assistant (PA) Induction Training of Department of Post (DOP) at Postal Training Centre (PTC) in August 2014, Assam, India.
- (iv) Conducted MDP Programme on Marketing Management for Marketing Executives of Department of Post (DOP) at Postal Training Centre (PTC) on Sept 23, 2014 (topic: Salesman Communication Skills towards Effective Transaction and Relationship Building), Assam, India.
- (v) Conducted MDP Programme on Marketing Management for Marketing Executives of Department of Post (DOP) at Postal Training Centre (PTC) on November 12, 2014 (topic: Salesman Communication Skills towards Effective Transaction and Relationship Building), Assam, India.

COORDINATING ACTIVITIES:

- (i) Entrusted with the task of Coordinating the AIM PhD Programme since 2019 at AIM under Assam Science and Technology University (ASTU).
- (ii) Coordinated the Assam Institute of Management (AIM) and Association of Indian Management Schools (AIMs) - Hyderabad, Faculty Development Programme (FDP), held on 2nd of February, 2019 at AIM Campus.
- (iii) Acted as the Coordinator of the Professional Diploma in Public Procurement (PDPP) Programme which was a joint initiative of Assam Institute of Management (a member of CPPS) and the World Bank till 2019



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OTHER ALLIED ACTIVITIES

1. Worked as an *Editor* of *AIMpulse2016*, *AIMpulse2021* and *AIMpulse2022* which is the Annual Literary Magazine of Assam Institute of Management

PARTICULARS OF NET QUALIFICATION:

Qualified for NET conducted by NET Bureau UGC - India, (Dec 2012 in Management)

ACADEMIC QUALIFICATIONS (POST GRADUATION)

1. Passed **M.B.A. (*Masters in Business Administration*)** in 2000 with specialisation in Marketing from the Department of Business Administration (2 years full time), Gauhati University and secured *1st Class 3rd position*.
2. Passed **M.A. (*Masters in Arts*)** in 2011 with specialisation in Distance Education from Indira Gandhi National Open University (IGNOU) and secured *1st Class 1st position*.
3. Passed **M.C.J. (*Masters in Communication and Journalism*)** in 2019 from IDOL, Gauhati University with *1st Class*.



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