Curriculum Vitae



DR. IRFAN ULLAH

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PERMANENT ADDRESS: Chandmari, Milanpur Road,
Bye Lane- 4, House No.- 1
Guwahati – 781 021, Assam.

OFFICE ADDRESS: Assam Institute of Management
Bigyan Path, Paschim Boragaon,
Guwahati -781 035.

Work Experience

Present –

- Assistant Professor (SG), Assam Institute of Management, Guwahati, Assam since March 2008- till date.
- Additionally deputed as Dean (Student Affairs & Placement) and HOD (Marketing) at AIM.
- Successfully completed a 3.5 years term as Dean (Academics), providing strategic academic leadership, overseeing curriculum reforms, enhancing teaching and learning practices and contributing to the overall academic and institutional development. Led key initiatives in academic policy, class schedule, faculty development and student support systems.

Job Profile includes Teaching, Academic Administration apart from serving as a Resource Person in Management Development programme (MDP)/ Staff Development Programme (SDP) organized by the institute, arrange Summer Training, Industrial Tour, Final Placement, Counseling, Consulting on projects undertaken in the institute etc.

Courses taken –

- *PG Level- Marketing Management, Services Marketing, Advertising & Marketing Communication, Sales-Distribution-Retail Management, Managerial Economics, Corporate Strategy etc.*
- *MDP/SDP- Service Orientation, Customer Relationship Management, Group Behaviour, Team Work, Interpersonal Skill, Communication, Stress Management etc.*

Past -

Period	Organization	Designation
June 2001- April 2002	Software Technology Group International Ltd.	Senior Marketing Executive
July 2004 – Feb. 2005	GEMINI MARK	Manager - Events
March 2005 – Sept. 2005	Confederation of Indian Industries (CII)	Office Executive
October 2005 – March 2008	Centre for Management Studies, Dibrugarh University	Lecturer & Training & Placement Officer

- Worked as a moderator for Focused Group Discussions for Consumer Connect, Kolkatta during the pre-launching activity of Star Cements managed by RediffusionDYR during June-July 2004.
- Worked as a part-time faculty at National Institute of Allied Health Sciences, Guwahati for Degree level Hospital Management course during November 2004 – June 2005.

Academic Programmes Attended

i) 31st Faculty Development Programme organised by **Indian Institute of Management, Ahmadabad (IIM-A)** from 15th June 2009 to 3rd October 2009.

ii) Faculty Development Programme on "Marketing in the Changing Scenario" organized by Assam Institute of Management (AIM), Guwahati sponsored by AICTE from 19th June – 1st July 2006.

iii) Faculty Development Workshop on "Case-based learning as a pedagogic tool" organized by Association of Indian Management Schools (AIMS) at ICFAI Business School, Kolkata on 15th May 2006.

Academic Achievements

- Conferred Ph.D. from Dibrugarh University on the topic ***"A Study on the Problems and Prospects of Repositioning Tea as a 'Health-Drink' Commodity"*** in the year 2013.
- Recipient of the Special Merit Scholarship and State Merit Scholarship for HSLC Results in the year 1995.
- **Academic Courses attended:**

Nature of the Course/Summer School	Place	Duration	Sponsoring Agency
UGC Sponsored Orientation Programme	UGC-HRDC, Gauhati University	31st July to 20th August, 2019	UGC
Annual Refresher Course in Management for CAS promotion. *(AICTE approved FDP course)*	ONLINE *(Banasthali Vidyapith)*	16 weeks (Sept. 2019 -January 2020)	ARPIT –HRDC,
NPTEL-AICTE FDP (Under Swayam) on Marketing Management 1 *(AICTE approved FDP course)*	ONLINE *(IIT Kanpur)*	08 weeks (Jul-Sept. 2019)	NPTEL-AICTE
Course on "Consumer Buyer Behavior" (Under Swayam)	ONLINE	12 weeks (July-Oct. 2019)	Welingkar Institute of Management
Course on "Marketing and Innovation" (Under Swayam)	ONLINE	08 weeks (July-Sept. 2019)	IILM Institute of Higher Education

Seminar/Conference/Workshop Proceedings/Publications

- Arifa, S., & Ullah, I. (2025). Social employability and entrepreneurship among the marginalized women in Char Chapori areas of Assam. International Journal for Multidisciplinary Research (IJFMR), 7*(3).https://doi.org/10.36948/ijfmr.2025.v07i03.47814*

- Ullah, I. (2019). Job placement of management graduates in North Eastern India: Issues and challenges. In Kaleidoscope (p. 101; E-ISBN: 978-81-938937-4-6; Print ISBN: 978-81-938937-3-9).Gauhati University: UGC-HRDC.
- Served as Associate Editor for *Kaleidoscope* (E-ISBN: 978-81-938937-4-6; Print ISBN: 978-81-938937-3-9), published in August 2019 by UGC-HRDC, Gauhati University.
- Ullah, I. (2020, January). *Recent trends in employment opportunity for management graduates: Issues and challenges in North Eastern India*. Paper presented at the 3rd International Conference on Global Business and Social Issues, Assam University Silchar Campus, Assam, in association with Youth Empowerment and Research Association (YERA), Varanasi.
- Ullah, I. (2016, September). *Enhancing employability through soft skill development: Role played by Assam Institute of Management*. Paper presented at the UGC-sponsored National Seminar organized by the Department of Economics, Bijni College, Assam.
- Ullah, I. (2007, March). *Look East Policy: Its initiatives and subsequent pay-offs*. Paper presented at the AICTE-sponsored National Seminar organized by the Department of Business Administration, Assam University, Silchar.
- Participated in a Seminar organised by UNESCAP, UNWTO and AIM in association with India Tourism and Assam Tourism on the topic *"Expansion of Tourism for Socio-economic Development"* held in June 2008.
- Attended a Workshop on the use of SPSS for research work organized by the Dept. of Statistics, Gauhati University in the year 2009.
- Participated in a workshop on *"Research Proposal and Report Writing"* conducted by Indian Institute of Management, Ahmedabad (IIM-A) held on Sept. 2009.
- Presented a seminar on the topic "Tea as a health Drink" at Center for Management Studies, Dibrugarh University in the year 2009.
- Presented a seminar on the topic "Consumers' Knowledge and Awareness regarding the Medicinal Value of Tea" at Center for Management Studies, Dibrugarh University in the year 2012.

Educational Qualification

Exam / Degree	Institute	Board / University	Specialization/ Major/Stream	Year of Passing
MBA	Dept. of Business Administration, Gauhati University	Gauhati University	Marketing	2004
B. Sc.	B. Borooah College, Guwahati	Gauhati University	Economics	2001
H.S.	Cotton College, Guwahati	AHSEC, Guwahati	Science	1997
HSLC	Don Bosco High School, Guwahati	SEBA, Guwahati	-	1995

Project Experience:

As a part of MBA curriculum,

Summer Project : **West Assam Milk Producers Co-operative Union Ltd.(Purabi Dairy)**

Topic – "A study on consumer profile of liquid packed milk customers and their perception on the Purabi Brand."

Minor Project : "A study on the expectation of the consumers of two wheelers in Guwahati."
Final Semester Thesis : "Impact on Consumer's Attitude and Buying Intention when the concept of Health is used in the advertisement of a product."

Computer Skills

Well versed in MS-DOS & Windows Operating system, proficiency in MS-Office Suite, PageMaker and Photoshop packages, Skilled Internet user with workable knowledge of Hardware.

Training Undergone

Training on "New Enterprise Creation Programme for Dairy Products" provided by Indian Institute of Entrepreneurship (IIE), Guwahati.

Professional Development

- Dedicated to continuous learning and professional improvement.
- During MBA course, nominated as General Secretary of MBA Association, Department of Business Administration, Gauhati University.
- Was a member of Silver Jubilee Celebration Committee, Department of Business Administration, Gauhati University.

Other information

Father's name	**:**	Lt. Wahed Ullah
Date of Birth	**:**	December 15, 1978.
Nationality	**:**	Indian
Category	**:**	General
Languages Known	**:**	Proficiency in English, Hindi, Assamese and Bengali.

References

Academic

Prof (Dr.) N.N. Sarma
Professor in Management,
KKHSOU
NH-37, Khanapara, Guwahati-22, Assam
E-mail: nnsarma@kkhsou.in
Phone - +91 94351 19897

Personnel

Prof. Jagadish Ch. Goswami
Retd. Professor & HOD,
Deparment of Economics,
B. Borooah College, Guwahati.
Phone – +91 98599 77157

Any other information required will be provided on request.

I hereby declare that all the information mentioned here are true & correct to the best of my knowledge and ability.

Date: 01-07-25 **(Dr. Irfan Ullah)**
Place: Guwahati