TAHIR AHMAD WANI (PH.D.)

Phone: (+91) 9070-548823
tahirwani@nitsri.ac.in
taha.wani@gmail.com

Department of HSS&M
NIT Srinagar,
Srinagar, J&K, India-190006

Proactive academician and a researcher with over 5 years of teaching experience. Passionately involved in various teaching and research projects. Have been involved in designing and coordinating the MBA programme at NIT Srinagar

EDUCATION

PhD Centre for Management Studies, Nov 2016
Jamia Millia Islamia-New Delhi
Dissertation: "Technology Adoption and Customer Satisfaction: A Cross-Sectional Study of Mobile Phone Users in India"

MBA The Business School, Jan 2013
University of Kashmir
Project: "HRD climate and OCTAPACE Culture: A Case Study of Thane Plant of Cadbury India (Mondelez, KRAFT International)"

BBA GDC Bemina, University of Kashmir Jan 2010
Project: "Debit card promotional strategies at Jammu and Kashmir Bank Ltd"

RECOGNITIONS/ AWARDS/FELLOWSHIPS

- Overall Best Paper Award at International Conference on Contemporary Business Trends 2021.
- Best Paper Award in "Entrepreneurship Track" at International Conference on Contemporary Business Trends 2021.
- **UGC SRF** 2016
- **UGC JRF** 2013

RESEARCH EXPERIENCE

Principal Invigilator 2020-21
TEQIP-III Sponsored Research Project Titled
"Micro-Entrepreneurship: A Bottom-Up Approach for Poverty Eradication and Sustainable Development in the State of Jammu and Kashmir", in collaboration with IIT Kharagpur and IIM Calcutta.

Co-Invigilator 2020-
ICMR, (Indian Council of Medical Research, Ministry of Human Resource Development) funded Major research project titled

"Impact of Migration on Psycho-Social and Economic Well-Being of Elderly Pandit Migrants: An Evaluative Study"

Co-Invigilator Jan 2018 to till Dec 2020
ICSSR, (Indian Council of Social Science Research, Ministry of Human Resource Development) funded Major research project titled
"Subsistence Consumer Marketing Systems in Conflict Zones, Antecedents Implications and Recommendations"

TEACHING EXPERIENCE

National Institute of Technology Srinagar, (J&K) Dec 2018 to till date
Assistant Professor, Department of HSS&M

- Teaching MBA, MSc TIED and B. Tech courses averaging 60 students per semester.
- Developed quizzes, exams, and homework
- Developed the syllabus and schemes to meet accreditation standards

Doctoral Students Advised

Dr. Ather Sidiq (as Caretaker Supervisor)

Doctoral Students Advising

Mr Irfan Ganaie
Mr. Sheikh Gowher
Ms. Anam Firdous
Mr. Tahir Ashraf

University of Kashmir, Srinagar May 2016 to Dec 2018
Lecturer, The Business School

- Taught students of IMBA & MBA

PUBLICATIONS

Books
Under Review:

- Singh, Ramendra., & Wani, T.A., (2021) Marketing to the Poor (*Routledge, Taylor and Francis Publishing*)
- Wani, T.A., & Anwar, A., (2021) Pre & Post Covid Contemporary Business Trends (*Bloomsbury, UK Publishing*)

Journal Publications
Under Review:

- Ganie, I, R., Wani, T.A., & Yadav, M., (2021) Impact of COVID-19 outbreak on stock market: An evidence from select economies (*Business Perspectives and Research*)

- Singh, R., Ali, S.W., & Wani, T.A., (2021) Conflict-induced Entrepreneurial Resilience, Self-Efficacy and the New Social Compact: A Study of BoP Micro-Entrepreneurs in Conflict Zones (*International Journal of Entrepreneurial Behavior & Research*)

Published:

- Wani, T. A., Ali, S. W. & Farooq., T. (2016). Determinants of Online Purchase Intentions. *Amity Journal of Management Research 1*(1). ISSN: 2455- 9881
- Wani, T. A; Ali, S. W. & Qubra. (2015). Application of Consumer Based Brand Equity Model in Indian Banking Sector. *Management Dynamics, 15* (1). (pp. 48-62) ISSN: 0972-5067
- Wani, T. A. & Ali, S. W., (2014). Innovation Diffusion Theory: Review & Scope in the study of adoption of smartphones in India. *Journal of General Management Research, 2*(2), (pp. 98-11. ISSN: 2348-2869 Print.
- Masod, S., & Wani, T. A. (2014). Sustaining the Right Talent through Talent Management: A Way Forward for Indian Companies. *Journal of Global Information and Business Strategy, 1*(6), 70-73. ISSN: 0976-4925
- Wani, T. A. (2014). 'Pacey Adaption 'The New Mantra of Competitive Advantage': A Study of Global Mobile Phone Manufacturing Companies. *International Journal of Applied Services Marketing Perspectives, 2*(4), 662-666. ISSN - 2279-0977 (PRINT), 2279-0985 (ONLINE).
- Wani, T. A. (2013). Buying Behaviour-An Islamic Perspective: An Analysis of an Ideal Muslim Buying Behaviour. *International Journal of Research in Commerce and Management, 4*(10), 152-155. ISSN: 0976 – 2183. (Also hosted by salamgateway.com in association with Dubai: The capital of Islamic economy & Thomson Reuters)
- Wani, T. A. (2013). Effect of Service Quality on Stock Price Behaviour: An Empirical Study of Indian Banks. *ELK Asia Pacific Journal of Marketing & Retail Management, 4* (4). ISSN Print: 0976-7193 ISSN Online: 2349-2317
- Wani, T. A., & Mushtaq, S. (2013). An Empirical Study of Customer Satisfaction in Indian Banks: A Case Study of Jammu & Kashmir Bank. *International Journal of Applied Services Marketing Perspectives, 2*(3), 570-581. ISSN - 2279-0977 (PRINT), 2279-0985 (ONLINE).
- Wani, T. A. (2013). An Empirical Study of HRD Climate and OCTAPACE Culture in FMCG Companies in India: A Case Study of Cadbury India-Thane Plant. *Abhinav International Monthly Refereed Journal of Research in Management & Technology, 2*. ISSN: 2320-0073
- Wani, T. A. (2013). From 4Ps to SAVE: A Theoretical Analysis of Various Marketing Mix Models. *Business Sciences International Research Journal, 1*(1). ISSN:2321-3191

Conference Papers

- The Importance-Performance Analysis of Service Quality in the Colleges of Delhi University. Published in the proceedings of Global Conference on Managing in Recovering Markets at Management Development Institute (MDI) Gurgaon held on 11th-

13th March 2015. ISBN: 978-81-929149-3-0

- Wani, T. A. & Ali, S. W., (2014). Technology Acceptance Model: Developments & Scope in The Study of Consumer Behaviour Towards Smartphones in Indian Markets. Published in the proceedings of International Conference on "Emerging Trends in Global Management Practices – An Interdisciplinary Approach" held on 7-8 March 2014 at Symbiosis Centre for Management Studies NOIDA. ISBN: 978-81-928678-0-9

Edited Book Chapters

- Wani, T. A., & Mushtaq, S,. (2019). Antecedents of E-Loyalty: Empirical Evidence from Indian E-Commerce Users in Baba, M, M., (ed.). *Management in Practice: Challenges & Strategies* (36-54). India: Studium Press.
- Chabra. S. & Wani, T. A. (2016). A conjoint analysis of the factors influencing student's choice for a Management institute: Marketing of higher education courses in India. R. Farooqi (Ed), *Marketing in Emerging Economies,* (pp. 77-91). Manakin Press. ISBN: 978-93-84370-46-6
- Wani, T. A., & Shadma. (2014). Customer Satisfaction Towards High-End Smartphones in India: A Study of Customer Satisfaction Using Importance Performance Analysis Model. P. Banerjee., V. Madhukar & A Kumar (Eds.), *Global Performance Challenges: Building and Sustaining Competitiveness,* (pp. 278-291). New Delhi: Excel India Publishers. ISBN: 978-93-83842-74-2
- Wani, T. A., & Malik, S. (2014). From China and India to Chindia: Joining Hands on the Economic Front. S. Veeramani, & T. A. Siddiqui (Eds.*), International Business: The Emerging Global South and Asian Economic Order,* (pp. 382-390). New Delhi: Excel India Publishers. ISBN: 978-93-83842-80-3
- Ali, S. W., & Wani, T. A. (2014). Consumer Behaviour of Customers Towards Smartphones: An Indian Perspective. R. Farooqi, & S. Siddqui (Eds.), *Management Challenges in the New Era: Strategies for Success*, (pp. 7-19). New Delhi: Excel Publish. ISBN:978-93-83842-08-7

INVITED LECTURES/ADVISORY ROLES

- Conference Advisor of "International Management Conference 2021" to be organised by the Centre for Management Studies, Jamia Millia Islamia on 6th-07th April 2021.
- External Faculty Coordinator & Advisory Committee Member of ***"First Pan- NIT Research Conclave"*** organised by the Department of Humanities and Social Sciences, NIT Warangal from 8th to 10th January 2021.
- Invited talk on "Subsistence Marketing Systems" at the two days International Conference organised by Department of Metallurgy and Materials Engineering, NIT Srinagar and Krishi Sanskriti, New Delhi on 22nd-23rd June 2019

WORKSHOPS/EVENTS /CONFERENCES ORGANIZED

- **Organizing Secretary:** Two-Day International Conference on Contemporary Business Trends (ICCBT2021) at Department of HSS&M, NIT Srinagar (16^{th}- 17^{th} Jan 2021)
- **Mentor/Faculty Coordinator:** Hult Prize on Campus 2021 themed Food for Good at Department of HSS&M, NIT Srinagar (8^{th}- 10^{th} Jan 2021)
- **Coordinator:** One Week International Introductory Workshop on Innovations and Entrepreneurship at Department of HSS&M, NIT Srinagar (7^{h}-11^{th} September 2020)
- **Coordinator:** One Week STC on Basics of Management Research at Department of HSS&M, NIT Srinagar (27-31^{st} August 2020)
- **Coordinator:** One Week Workshop on Research Methodology using SPSS & AMOS at Department of HSS&M, NIT Srinagar (8^{th}-12^{th} Feb 2020)
- **Organizing Team Member:** Two-Day National Conference on "Entrepreneurship: Opportunities and Challenges in the Contemporary World at Department of Management Studies, South Campus, University of Kashmir.
- **Organizing Team Member:** Three-Day "Personality Development Workshop" for MBA students at Department of Management Studies, South Campus, University of Kashmir.
- **Instructor:** One day Workshop IBM-SPSS & AMOS for Research Scholars of Kashmir at Genesis Academy, Srinagar J & K on 2^{nd} April 2016.

WORKSHOPS /COURSES ATTENDED

- One Day Curriculum Workshop on ***"BBA in Rural Management and MBA in Rural Management"*** conducted by Mahatma Gandhi National Council of Rural Education, Hyderabad on 20^{th} December 2020.
- One Week Faculty Development Programme on ***"Teaching Pedagogy"*** Organised by NIT Srinagar & Sponsored by TEQIP-III, 1st-5^{th} April 2019
- One Day MHRD training Workshop on ***"Web Based New Academic MIS"*** for Nodal Officers & Operators of TEQIP-Institutions organised by TEQIP-III NIT Kurukshetra on 29^{th} March 2019
- One Day Author Workshop on ***"Scholarly Writing & Intellectual Ethics"*** jointly organised by Central University of Kashmir & Elsevier on November 14th, 2017
- Two Day Workshop on ***"Digital Marketing"*** organised by Department of Students Welfare University of Kashmir & Amblin Services Pvt. Ltd on 21—22 January 2017
- Successfully Completely ***'R' Programming Foundation Course*** with 'A' Grade from ***Skill-Speed India*** (Blue Camphor Technologies (p) Ltd) on 26/04/2016
- Ten Day Training Programme on ***"Research Methodology in Social Sciences***" Organised by Central University of Kashmir & Sponsored by ICSSR, New Delhi, 14-23^{rd} March 2016

- Six Day UGC sponsored ***"Research Methodology Course for Ph.D. Students***" organised by the ***UGC-HRDC, Jamia Millia Islamia,*** New Delhi, 7th-12th September 2015
- One-day workshop on ***"Copyright Law and Plagiarism: Issues and Perspectives"*** organised by ***Faculty of Law, Jamia Millia Islamia***, New Delhi, April 28th, 2015
- One-day Orientation Programme on ***'Turnitin'*** organised by ***Dr. Zakir Hussian Library, Jamia Millia Islamia,*** New Delhi, April 7th, 2015
- Three-day Faculty Development Programme on ***"Multivariate Analysis and Structural Equation Modeling using SPSS and AMOS"***, organised by Bharti Vidayapeeth Deemed University, New Delhi, August 16-18, 2014
- Six Day workshop on ***"Experiments in Business and Policy"*** organised by ***Indian Institute of Management Ahmadabad (IIM-A)***, June 2-7, 2014
- One-day workshop on ***"Data Analysis using SPSS***" organised by ***Centre for Management Studies, Jamia Millia Islamia***, March 10, 2014
- Six-week ***Management Training Programme*** organized by ***CII Naoroji Godrej Centre of Excellence***, Mumbai, November 21-December 30, 2011
- Three-day workshop on ***"Behavioural Sciences"*** organized by ***Manford India***, May 27-29, 2011
- Six-day internship programme for J&K Bank ***Global Access (debit) Card Promotion Programme***, by J&K Bank at Budgam, October 20th-25th 2008
- Two-day National Seminar-cum-Workshop on ***"Higher Education Sector: Quality Value-based Education,"*** organised by ***GDC Bemina***, Srinagar, September 10-11, 2007

CONFERENCE PRESENTATIONS

- "Impact of Covid-19 on Stock Markets; An Event Studty Analysis of Top-6 Affected Counties" at the *International Conference on Contemporary Business Trends* (ICCBT 2021) held at NIT Srinagar on 16th-17th January 2021
- "Micro-Entrepreneurship: A Bottom-Up Approach for Poverty Eradication and Sustainable Development in a Conflict Zone: A Market Oriented Perspective" at the *International Conference on Contemporary Business Trends* (ICCBT 2021) held at NIT Srinagar on 16th-17th January 2021
- "Business Correspondent Model for Zakat Distribution in Muslim Countries" at the *International Conference on Dynamics of Financial Sector Reforms* organised by Mittal School of Business, Lovely Professional University on 6th- 7th April 2018
- Presented Doctoral Work titled "Technology Adoption & Customer Satisfaction: A Cross-Sectional Study of Mobile Phone Users in India" in the Doctoral Colloquium at 7th *International Conference on Excellence in Research and Education* (CERE-2016) held at Indian Institute of Management (IIM) Indore during May 5-8, 2016.
- "A Conjoint Analysis of the Factors Influencing Student's Choice for A Management Institute: Marketing of Higher Education Courses in India" *at International Conference on*

Marketing in Emerging Economies held on 18th Feb 2016 at Centre for Management Studies, Jamia Millia Islamia, New Delhi.

- "The Importance-Performance Analysis of Service Quality in the Colleges of Delhi University" at *Global Conference on Managing in Recovering Market*" held on 11th-13th March 2015 at Management Development Institute (MDI) Gurgaon.
- "Big Data Tools, Techniques and Technologies Looking at Insights in Smart Cities" at 7th *International Knowledge Management Conference in Beheshti International Conference Centre*, Tehran, Iran held on 17th-18th February 2015
- "From China and India to Chindia: Joining hands on the economic front" *at International Conference on An Alternate Globalisation from the South: Dynamics of International Business and Finance in Emerging Economies* held on 19th-20th September 2014 at Centre for Management Studies Jamia Millia Islamia, New Delhi-25
- "Customer satisfaction towards high-end Smartphones in India: A study of customer satisfaction using importance performance analysis model at *International Conference on "Global Performance Challenges: Building and Sustaining Competitiveness* held on 11-12 September 2014 at Amity University, Gurgaon Haryana
- "Technology Acceptance Model: Developments & Scope in The Study of Consumer Behaviour Towards Smartphones in Indian Markets" at *International Conference on Emerging Trends in Global Management Practices – An Interdisciplinary Approach* held on 7-8 March 2014 at Symbiosis Centre for Management Studies, NOIDA
- "Consumer behaviour of customers towards Smartphones: An Indian Perspective" at *National Conference on Management Challenges in the New Era: Strategies for Success*, held on 20th Feb 2014 at Centre for Management Studies Jamia Millia Islamia, New Delhi.
- "From 4Ps to SAVE: A Theoretical Analysis of Various Marketing Mix Models," at *International Conference on Management, Business and Economics*, held on June 7-8, 2013 at Vijayawada, Andhra Pradesh.

SERVICES TO THE PROFESSION

- **Nodal Officer** TEQIP-III, NIT Srinagar
- **Associate Training & Placements Officer,** NIT Srinagar
- **Member Unnat Bharat Abhiyan,** NIT Srinagar
- **Coordinator MBA programme,** NIT Srinagar
- Developed Booklet highlighting Major Software and Equipment at NIT Srinagar

COMPUTER SKILLS

- Diploma in Computer Applications and Urdu Language (NCPUL, Srinagar 2012 – 2013)
- Platforms/Operating Systems: Windows All Versions /Linux/Mac/ Ubuntu/Mint
- Software Packages: Microsoft Office

- Multimedia: Adobe Photoshop, Illustrator, Corel Draw, Animator,
- Web: Microsoft Visual Studio, Artisteer, Xara Designer, Site grinder.
- Statistical Packages: ***IBM-SPSS-AMOS, MatLab, Mplus, SmartPLS, R-Pacakage.***

PROFESSIONAL AFFILIATIONS

- Member **American Marketing Association (AMA)**, 2020-Present
- Life Member **Quality Circle Forum of India** (QCFI), 2020-Present

COMMUNITY SERVICE

- Served as **Joint Secretary** in Sheikh Ul Aalam Welfare Society NGO (January 2010-Aug 2013)
- Pioneered a website dedicated to a famous saint of Kashmir Valley, Nund Rishi or Sheikh Noor Uddin; Nundreshi.com
- Participated in various N.C.C. camps & programmes

LANGUAGES

English: Fluent Speaking/Listening/Writing/Reading
Urdu: Fluent Speaking/Listening/Writing/Reading
Hindi: Fluent Speaking/Listening Novice Writing/Reading
Arabic: Novice Speaking/Listening/Writing/Reading

OTHER

- Writing fiction stories & making digital art.
- Like to travel and play cricket.

REFERENCES

Prof. Abdul Liman,
Head, Department of HSS&M
National Institute of Technology
aliman@nitsri.ac.in
Phone: [Phone #]

Dr. Rahul Mircahndani,
MD & Chairmain
Aries Agro Ltd
rahul@ariesagro.com