



Contact

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🌐 www.professorshehbaz.com

Skills

- Holistic Development of Students
- Employability Skills
- Curriculum Development
- Nurturing Entrepreneurial Spirit
- Strategic Academic Initiatives
- Leadership Development
- Cross Functional Team Management
- Research Projects & Data Analysis

Education

Ph. D (Business Management)
2008
Osmania University

MBA with Distinction
1993
Osmania University

B. Sc life Sciences
1991

ISC
1988
St George's Grammar School

ICSE
1986

SHEHBAZ AHMED

PROFESSOR OF PRACTICE,
EDUPRENUER & STARTEGY CONSULTANT

DOB: 18-11-1970

NATIONALITY: INDIAN

MARTIAL STATUS: MARRIES

SUMMARY

- Dedicated **Professor & Director** with a proven track record of **30 years** In teaching, training, administration & corporate consultancy.
- Distinguished Professor in the field of Marketing, Business Communication & Strategy.
- Known for Innovative teaching methods & fostering critical thinking amongst budding managers
- **Director** of a business school for a period of **24 years** and was pioneer in introducing new integrated courses for UG & PG programs.
- Academic advisory Committee membership for University of Hyderabad, Osmania University & Sister Nivedita Group of Institutions.
- Progressive Teacher for implementation of “hands on approach” to assist students in learning
- Prolific Researcher having published widely
- Invited speaker at **ISB, University of Hyderabad, Osmania University**, to name a few.

CONSULTANCY

Director with Skill Quotent, - Management Consulting form at **T-Hub**, Providing Consultancy to B2B & B2C organizations, Government, Educational Societies & Enterprise Value Creation

- Trained Managers of ‘Navratnas’ of India namely **DRDO, BHEL & NMDC** to name a few.
- Training Programs for Manager belonging to **SME’s**
- Feasibility & Viablity assignments for **Startup Ventures at T-Hub**

Awards

- **Best Academician of the Year 2024 by CEGR**
- **Distinguished Speaker by ISB 2018**
- **Honored by Haas School of Business for outstanding performance, 2008**

Certifications

- **2022 Marketing Research & Analytics at ISB**
- **2016 You can win by Shiv Khera**
- **2012 Marketing 3.0 by Philip Kotler**
- **2011 Management Teacher Program IIM Lucknow**
- **2010 Strategic Management for Teachers, at IIM Banglore**
- **2002 Technology Management by CII & UNIDO**
- **2001 QIP program by T.A. PAI management Institute**

Languages

- English
- Hindi
- Urdu

Experience

2000 - 2023

Amjad Ali College of Business Administration
Director & Professor

1995 - 2000

Amjad Ali College of Business Administration
Associate Professor

1994 - 1995

Shadan Institute of Management Studies
Assistant Professor

1993 - 1994

Image Financial Services
Financial Analyst

Publications & Seminars

- **“Customer's Perception about the attributes of smartwatch brand and their effect on customer satisfaction using kano analysis” journal of positive school psychology ISSN: 2583-5955**
- **“Xiaomi invades the smartphone market in India” Decision. “Opportunity Assessment-Prerequisite for Business Success” Business Vision –Business and Management Journal. ISSN: 2197-1722(9.36)**
- **“Consumption Patterns and consumer’s preference for different varieties of Haleem in Hyderabad” for Osmania journal of management. ISSN: 2231-3303**
- **“Impact of Marketing Automation on performance of selected e-grocery marts in Hyderabad city” GIET University Journal, 2023, vol.2, no. 3 ISSN: 2583-5955**
- **“Impact of brand awareness on the sales potential;-A Case Study of Dinaz-A Fitness Icon” (Vol.5 No.2, pp.no 69-84) Journal of Management & Entrepreneurship ISSN:2229-3303**
- **“Social & Ethical Impact of TV advcertisements on Indian Youth” (Vol 1. No.4, PP no.01-11 Dec 2011) International Computing Journal of Management & COmputer Science**