



Department of Management and Commerce
School of Commerce and Business Management
Maulana Azad National Urdu University (Central University)
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DR. MD. RASHID FAROOQI | Assistant Professor



CAREER OBJECTIVES To become a part of professional and competitive organization with a vision to learn adopt and implement my knowledge/experience and prove myself as an asset to your esteem organization.

CURRENT INVOLVEMENT Currently working as an **Assistant Professor** in Department of Management and Commerce, School of Commerce and Business Management, Maulana Azad National Urdu University (Central University), Hyderabad, Telangana, India.
Since October 2014

- PREVIOUS EXPERIENCE**
- **MANAGEMENT FACULTY**
Impact Social Foundation, New Delhi, India
August 2004- March 2007
 - **LECTURER MANAGEMENT**
VAG Group of Educational Institutes (South Ext-I, New Delhi, India
2007- 2012
 - **ASSISTANT PROFESSOR (MANAGEMENT)**
L.N. Mishra College of Business Management, Muzaffarpur, Bihar, India
2013- 2014

- PROFESSIONAL & ACADEMIC QUALIFICATIONS**
- **DOCTOR OF PHILOSOPHY (Ph.D.) in Marketing Management**
Awarded 2013
Department of Commerce and Business Studies, Jamia Millia Islamia (Central University), New Delhi, India
Research Topic: "Effectiveness of e-CRM in commercial banks"
 - **MASTER OF BUSINESS ADMINISTRATION (MBA) WITH SPECIALIZATION IN MARKETING**
L. N. Mishra Institute of Economic Development and Social Change, Patna, Bihar, India
 - **MASTER OF COMMERCE (M. COM)**
Karnataka State Open University, Bangalore, India
 - **BACHELOR OF SCIENCE (B. SC. HONS.)**
Aligarh Muslim University (Central University), Aligarh, Uttar Pradesh, India
 - **INTERMEDIATE IN SCIENCE (I. Sc.) with PCM**
Board: Bihar Intermediate Education Council (BIEC), Patna, Bihar, India
 - **MATRICULATION (10TH)**
Board: Bihar School Examination Board (BSEB), Patna, Bihar, India

UGC NET Qualified **National Eligibility Test (NET)** in Management Conducted by University Grants Commission (UGC), Govt. of India.

- TEACHING PROFICIENCY**
- Marketing Management
 - Principle of Management
 - Sales Management
 - Advertising Fundamentals
 - Consumer Behaviour
 - Rural Marketing

- CRM

RESEARCH INTEREST

- Marketing Management, Rural Marketing, e-CRM

PUBLICATIONS

Number of publications

<i>International Journal</i>	46
<i>National Journal</i>	24
<i>International Conference</i>	08
<i>National Conference</i>	11
<i>Book</i>	02
<i>Book Chapter</i>	14
<i>Article</i>	62

MEETINGS ATTENDED

Number of Conferences | Workshops | FDP | Seminars | Invited Talks

<i>International Conference</i>	08
<i>National Conference</i>	11
<i>Workshop</i>	13
<i>Symposium</i>	00
<i>Seminar</i>	19
<i>Faculty Development Program</i>	09
<i>Invited Talk/ Keynotes speaker/ Session Chair</i>	21
<i>Guest of Honour</i>	03
<i>Seminar Convener</i>	03

SUPERVISION

Number of BBA | MBA | M.Phil | Ph.D.

<i>BBA</i>	Numerus
<i>MBA</i>	Numerus
<i>M.Phil</i>	01 (Awarded)
<i>Ph.D.</i>	03 (Awarded) , 01 (Submitted) & 04 (Ongoing)

TECHNICAL SKILLS Comfortable with M.S-Office and Internet

AWARD ACHIEVEMENTS

1. Won Institute of Objective Studies (IOS) **Merit Scholarship award** held at Patna, Bihar, India.
2. Winner of many **Quiz competition** held at Aligarh Muslim University (AMU) Aligarh, Uttar Pradesh India.
3. Received **Best Paper Award** in Journal of Marketing Strategies from Enriched Publications, New Delhi, India.
4. Received **Vidya Ratna Award** by Andhra Govt. sponsored by Vidya Shree Foundation Education Society, Andhra Pradesh, India.
5. Received **Outstanding Faculty in Management Award** by Vinus International Foundation, VIFA-2017, India.

PROJECT & SUMMER TRAINING

- Various projects of MBA and BBA Programme are guided and supervised.

MEMBER OF PROFESSIONAL

- STM Journal of Production & Operation Management, New Delhi, India
- JP Journal of Business Management in Enriched Publications, New Delhi

- BODY**
- Advisory committee member in Professional Management Magazine, New Delhi
 - Editorial board member of Journal of Marketing Strategies
 - Editorial board member of Journal of Review of Research
-

PERSONAL DETAILS	Permanent Address	: Munger, Bihar- 811201, India
	Father's Name	: Md. Farooque
	Nationality	: Indian
	Language Known	: Hindi, Urdu, English
	Hobbies	: Social Welfare, Stamp Collection

Date:

Place:

(Dr. Md. Rashid Farooqi)

[Last update on:16.09.2026]