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AREAS OF EXPERTISE

Management

I am facilitating the students and scholars of Management and Commerce for the past 30 years with my expertise in the following areas Marketing Mangement, Consumer Behaviour, Services Marketing, Retail Management, Research Methodology, International Business, Sales and Advertising Management and Strategic Management, Services Marketing, Sales and Distribution Management and Business Communications and Promotion Management.

EDUCATION

Master of Philosophy 2011

Alagappa University

Doctor of Philosophy 2016

Osmania University

Master of Business Administration 1994

Osmania University

Bachelor of Education 1992

Osmania University

NET UGC 2010

UGC

PROFESSIONAL EXPERIENCE

Maulana Azad National Urdu University 2022 - Present

Assistant Professor - Selection Grade

Hyderabad

Maulana Azad National Urdu University 2018 - 2022

Assistant Professor (Grade-II)

Hyderabad

Amjad Ali Khan College of Business Administration 2011 - 2014

Associate Professor

Hyderabad

Anwarul-Uloom College of Computer Science 2007 - 2011

Associate Professor

Hyderabad

Anwarul-Uloom College of Computer Science 1994 - 2007

Assistant Professor

Hyderabad

HONOURS AND AWARDS

Teachers Appreciation Award 2023

Awarded by: AMP

**INNOVATIVE RESEARCH & DEDICATED ACADEMICIAN AWARD 2022 MANAGEMENT
SCIENCE Fellow Grade Members (FSIESRP)** 2022

Awarded by: The society of Innovative Educationalist & Scientific Research Professional Malayshia

AMP 6th National Award for Excellence in Education 2022

Awarded by: Association of Muslim Professionals

**Innovative Research & Dedicated Academician Award Specialization: Management
Science :The Innovative Global Scientific Research Educationalist Awards & Honors
Convocation 2020 -21** 2020

Awarded by: The society of Innovative Educationalist & Scientific Research Professional Malayshia

100 Best Educational professional 2019,AMP National Award for Excellence in Education
2019

Awarded by: Association of Muslim Professionals

**The Innovative Global Scientific Research Educationalist Awards & Honors Convocation
2019:Educational-Professional Membership Qualification Certificate** 2019

Awarded by: The Society of Innovative Educationalist & Scientific Research Professional Chennai/Malaysia

Excellence in Reviewing of Article 2019

Awarded by: Review of Research

**Best Researcher Award 1st International Dissertation & Doctoral Thesis Award:Best
Research Award** 2019

Awarded by: Indian Academicians and Researchers Association (IARA)

PROFESSIONAL MEMBERSHIPS

FSIESRP, Society of Innovative Educationalist & Scientific Research Prog 2020

Member

Journal of Automotive Mechanical & Aerospace Engineering Research 2019

Hon. Editorial Board Member- Editor & Reviewer

Journal of Electrical, Electronics & Computer Engineering Research 2019

Hon. Editorial Board Member-Professional Consultant

Journal of Engineering Technology & Management Science 2019

Hon. Editorial Board Member-Consulting Editor

Journal of Engineering Technological Research 2019

Hon. Editorial Board Member-Educational Consultant

Journal of Technology Today 2019

Hon. Editorial Board Member-Associate Editor

The Technology World 2019

Hon. Editorial Board Member-Educational Coordinator

Indian Academic Research Association IARA 2019

Member

Indian Academic Research Association IARA 2019

Member

COMMITTEE MEMBERSHIPS

Training and Placement Committee 2021

Assistant Training and Placement Officer

DEEKSHARAMBH Student Induction Program Coordinator 2021

Departmental Coordinator

Departmental Research Committee 2018

MEMBER

2 day National Seminar 2018

Convenor

RESEARCH ADVISORY COMMITTEE 2018

SUPERVISOR

Board Of Studies 2016

MEMBER

Mentorship and Guidance 2016

Coordinator

Culture and Managment Fest 2016

Coordinator

Admissions 2016

Verification Officer

Cultural Coordinator/jashn e bahara 2015

Job Fest Coordinator

Internship and Project Work 2015

Coordinator

Examinations 2014

Coordinator

CULTURAL COORDINATOR 2014

CULTURAL COORDINATOR

PROJECT COORDINATOR 2014

PROJECT COORDINATOR

PUBLICATIONS

1. Predicting Satisfaction and Loyalty Toward Online Grocery Delivery Services: A Study Using e-SELFQUAL Framework

Waseem S.M.A.;Banu M.;Nikhat R.;Uddin S.F.

International Research Journal of Multidisciplinary Scope , Vol. 7 (2026) , pp. 1-11

2. Sustainable Entrepreneurs: Driving Innovation for a Greener Future

Farisa Sultana Md Rashid Farooqi,Reshma Nikhat,Tamim Adil,Ghazala Perween

Minnesota Journal of Business Law and Entrepreneurship , Vol. 1 (2026) , pp. 659-668

3. Leveraging Artificial intelligence for ESG performance in startup ecosystem

Reshma nikhat Tamim Adil,Ghazala perween,rashid Farooqi

Asian Journal of Management and Commerce , Vol. 7 (2026) , pp. 507-511

4. The Pervasive Influence of Social Media on Consumer Awareness of Cloud Kitchens

Reshma nikhat,Nuzhat Farisa Sultana

Journal of Marketing and Social Research , Vol. 7 (2025) , pp. 116-122

5. The Role of Technology in Entrepreneurial Education: A Comprehensive Study

Ghazala Perween, Dr. Reshma Nikhat

6. **Study on the Feasibility of Community Kitchens as Sustainable Social Entrepreneurship Model—With Reference to Hyderabad city**
Faresa Sultana, Reshma Nikhat
Studies in Humanities and Social Sciences , Vol. XXXI, NUMBER I (7), SUMMER 2024 (2024) , pp. 76-80
7. **Consumer Behaviour and Social Media Marketing: A Case Study Approach**
Zeba Naseem & Reshma Nikhat
Education and Society , Vol. 46 (2023) , pp. 7-13
8. **Purchasing pattern of consumers towards online shopping of electronic goods**
Md Danish Raza & Reshma Nikhat
Journal of Statistics and Management Systems , Vol. 26 (2023) , pp.
9. **The Ethical Dilemma of Big Tech Companies: A Case Study of Multiple Job Holdings and Moonlighting in Indian I.T. Companies**
M.A. Sikandar, M.A. Honest Mohideen, Reshma Nikhat
International Journal of Advanced Research (IJAR) , Vol. (2023) , pp. 480-485
10. **Herbal Drug Medicines in the Prevention and Management of COVID Pandemic: A Case Study of ZINDA TILISMATH using Clustering Approach**
Reshma Nikhat Fahmina Taranum Mariyam Arshia
Proceedings of the Eighth International Conference on Research in Intelligent Computing in Engineering , Vol. 38 (2023) , pp. 51-55
11. **BEHAVIORAL FEATURES OF DRIVERS FATIGUE DETECTION AND MONITORING SYSTEM USING CNN**
Fahmina Taranum , Qudisa Tahniyath , Reshma Nikhat , Md. Rashid Farooqui
KOREA REVIEW OF INTERNATIONAL STUDIES ISSN - 1226-4741 , Vol. 16 (2023) , pp. 40-61
12. **SOCIAL MEDIA ENGAGEMENT AND ITS INFLUENCE ON CONSUMER LOYALTY**
Zeba Naseem, Reshma Nikhat
Shodhsamhita , Vol. IX (2022) , pp. 148
13. **Automatic Real-Time Medical Mask Detection Using Deep Learning to Fight COVID-19**
Rahmani M.K.I.; Taranum F.; Nikhat R.; Farooqi M.R.; Khan M.A.
Computer Systems Science and Engineering , Vol. 42 (2022) , pp. 1181-1198
14. **PURCHASING PATTERN OF CONSUMERS TOWARDS ONLINE AND TRADITIONAL SHOPPING**
Reshma Nikhat Danish Raza
JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP , Vol. 16 (2022) , pp. 33-40
15. **Customer Perception towards Online Bike-Taxi Services: An Empirical Study**
Syed Abul waseem and Reshma Nikhat
Stochastic Modeling & Applications , Vol. 26 (2022) , pp. 432-437
16. **Impact Of Coronavirus On Consumer Behaviour**
Raza M.D.; Nikhat R.
Ecs Transactions , Vol. 107 (2022) , pp. 11559-11565
17. **Customer perception and expectations towards the services of organised retail outlets: an empirical study in the twin cities of Hyderabad and Secunderabad-a review**
Reshma Nikhat
International Journal of Financial Services Management , Vol. 11 (2022) , pp. 95-115

18. The Rise of online Marketing in India

Danish Raza & Reshma Nikhat

Vidyabharati International Interdisciplinary Research Journal (Special Issue0 , Vol. special (2021) , pp. 3071-3078

19. IMPACT OF CORONAVIRUS ON ONLINE MARKETING

International Journal of Mechanical Engineering , Vol. 6 (2021) , pp. 238-242

20. Influence of Factors on Customers Using Online Food Ordering Applications: An Empirical Study

Syed Waseem Abul & Dr Reshma Nikhat

Semcom Management and Technology Review , Vol. 8,2 (2021) , pp. 21-28

21. Case Study: Intrusion Detection System Using Machine Learning

Mahin S.H.;Taranum F.;Nikhat R.

Machine Learning and Big Data Concepts Algorithms Tools and Applications , Vol. (2020) , pp. 455-485

22. Online Shopping Behavioral Patterns of consumers: A Study in the city of Hyderabad

Syed Mohammed Abdul Waseem and Reshma Nikhat

Management Research in India , Vol. (2020) , pp.

23. Behavioral Pattern of Consumers towards the Organized Retail Outlets - A Review

Reshma Nikhat

Review of Research, International Online Multidisciplinary Journal , Vol. 8 (2019) , pp. 63-74

24. Online bike taxi application and its impact on Consumer Behavior: A Study of Rapido Bike taxi app,

Syed Abul waseem and Reshma Nikhat

Transformative Consumerism and Sustainability: The emerging Global Business Scenarios, , Vol. (2019) , pp.

25. An Integrated Marketing Communications, Media Synergies and its effect on the Consumer Decision Making Process

Reshma Nikhat

Sumedha Journal Of Management , Vol. 8 (2019) , pp. 20-32

26. Customer Engagement Management : An Innovative Franchise Strategy Model of OYO Rooms

Reshma Nikhat

Innovations and Sustainable Growth in Business Management opportunities and challenges , Vol. 1 (2019) , pp. 9

27. Innovations and sustainability in Business Management opportunities and challenges"

Dr Reshma Nikhat and Dr Rashid Farooqi

Innovations and sustainability in Business Management opportunities and challenges" , Vol. 1 (2019) , pp. 285

28. Digitization and Technology's Implication on start ups :A Study of Uber Business Model

Reshma Nikhat

International Journal of research in Mangement and Social Science , Vol. 6 (2019) , pp.

29. Changing Trends in the Wedding Makeup That Adds Gleam to the Beauty of the Bride and the Groom -A Shift in the Culture of Hyderabad

Rahela Tabassum and Reshma Nikhat

Innovations and Sustainable Growth in Business Management opportunities and challenges , Vol. (2019) , pp.

30. **A PRAGMATIC APPROACH OF CONSUMER BEHAVIOUR TOWARDS ORGANISED RETAIL OUTLETS -A STUDY OF SELECT CITIES**
Reshma Nikhat
 A PRAGMATIC APPROACH OF CONSUMER BEHAVIOUR TOWARDS ORGANISED RETAIL OUTLETS -A STUDY OF SELECT CITIES , Vol. (2018) , pp.
31. **Green Governance**
DSNLU , Vol. (2018) , pp.
32. **The current scenario of the organized retailing sector in the twin cities of Hyderabad and Secunderabad -A Review.**
Reshma Nikhat
 International journal of science and technology and management , Vol. 6 (2017) , pp. 1-22
33. **CSR Policy and its Implementation: A Study of Select IT Companies**
Reshma Nikhat
 IPE Journal of Management , Vol. 7 (2017) , pp. 116-126
34. **Impact of marketing strategies on the behavioral pattern of consumers towards the organized retail outlets in the twin cities of Hyderabad and Secunderabad - A Review**
Reshma Nikhat
 International Journal of Academic Research in Social Sciences & Humanities , Vol. 3 (2017) , pp. 18-30
35. **Buying Behavior paradigms towards the organized retail service outlets in the twin cities of Hyderabad and Secunderabad**
Reshma Nikhat
 ICCPMS , Vol. (2017) , pp.
36. **The current scenario of the organized retailing sector: in the twin cities of Hyderabad and Secunderabad -A Review.**
Reshma Nikhat
 Dhruva College , Vol. (2017) , pp.
37. **Impact of Digitization on Event management A study of Hyderabad City**
Dilawar Taj & Reshma Nikhat
 Business Review , Vol. 10 (2016) , pp. 39-56
38. **Influence of Demographic, Psychographic and Geographic Factors on the Behavioral Pattern of Consumers Towards the Organized Retail Outlets in The Twin Cities of Hyderabad & Secunderabad - A Review**
Reshma Nikhat
 International journal of science and technology and management , Vol. 5 (2016) , pp. 108-120
39. **A Paradigm Shift in The Buying Behavior of Branded Gold Jewelry”**
Reshma Nikhat
 Enrich Publications Journal of Behavioural Science , Vol. (2016) , pp. 33-58
40. **An insight into the service quality managements dimensions functions gaps and strategies**
Reshma Nikhat
 Service quaiity dimensions and Strategies , Vol. (2014) , pp.
41. **IPL -----The Money Balling Game**
Reshma Nikhat & Shehbaz Ahmed

Business Vision , Vol. (2014) , pp.

42. Role of quantitative and qualitative approaches in communication research

Osama bin Salam, Reshma Nikhat

Education today , Vol. 3 (2012) , pp.

43. Neuro marketing; The conceptual framework

Reshma Nikhat

Business Review , Vol. 6 (2012) , pp.

44. “A systems model for green marketing”

Reshma Nikhat & Osman bin Salam

Business Vision , Vol. 8 (2012) , pp.

45. A Conceptual Framework on Green Marketing”,

Osman Bin Salam and Reshma nikhat

RVS Journal of Management , Vol. (2012) , pp.

46. How important and crucial is International Marketing for a Domestic Player in the present scenario

Reshma Nikhat, Osama bin Salam

International Journal of Management & Computer sciences , Vol. 1 (2011) , pp. 30-38

47. Women Entrepreneurship: All women are endowed with innate power that can make them successful entrepreneurs

Osama bin Salam, Reshma Nikhat

Education Today , Vol. 2 (2011) , pp.

48. Emotional marketing- A tool for brand success

Reshma Nikhat, Osama bin Salam

International journal of management & computer sciences , Vol. 1 (2011) , pp.

49. “Corporate social responsibility A Case Study of Apollo Hospitals”

Reshma Nikhat, Osama bin Salam

RVS Journal of Management , Vol. 1 (2011) , pp.

50. “An insight into the service quality strategies dimensions and functions gaps.

Reshma Nikhat

Strategic Quality Management , Vol. 1 (2010) , pp.

51. Lifestyle and Retail Marketing

Reshma Nikhat

ou , Vol. (2008) , pp.

52. How Important and Crucial Is International Marketing/Business for A Domestic Player

Reshma Nikhat

ou , Vol. (2008) , pp.

53. Role of research Methodologies in communications

Reshma Nikhat

emerging trends in corporate communication”, Himalaya Publishing House pg. no 215-222. , Vol. , pp. 215-222

54. The Detrimental Factors in The Consumer Decision making process towards the Organized Retail Outlets in the twin Cities of Hyderabad and Secunderabad

Reshma Nikhat

Journal of Global Management Outlook, Bi Annual , Vol. 1 , pp. 54-71

55. Emotional marketing

Reshma Nikhat

IPE , Vol. , pp.

56. CSR Policy and its implementation: A study of select IT Companies

Reshma Nikhat

Corporate Governance: Governance, Sustainability and Responsibility , Vol. , pp.

57. A Conceptual Framework on Green Marketing,

Osman Bin Salam and Reshma nikhat

RVS COLLEGE OF MANAGEMENT , Vol. , pp.

58. The impact of organizational culture on employee performance in select private banks of Afghanistan: A systematic review

Reshma nikhat Ihsan ullah yusufzai

Asian Journal of Management and Commerce , Vol. 6 , pp. 25-28

59. Effectiveness of Technological Advancements on Customer Loyalty in Online Grocery Shopping: A Comprehensive Review

Reshma Nikhat Md. Rashid Farooqi, Mohammad Affan Akhtar, Zeba Naseem

European Economics Letters , Vol. 14 , pp. 592-600