RESUME



Name	:	**Dr. MOHAMMED ABDUL AZEEM**
Designation	:	**Professor**,
		(Since 2012)
		Department of Management & Commerce
Administrative post	:	Proctor, MANUU
Father's name	:	MOHAMMED ABDUL KAREEM
Date of birth	:	12-03-1974
Place of birth	:	Hyderabad, Telangana, India.
Sex	:	Male
Nationality	:	Indian
Languages known	:	English, Urdu, Hindi, Telugu.

Teaching Experience

- 28 Years (P G) University teaching for M.B.A students
  (Worked in O.U P.G College Siddipet from December 1997 to August, 2004.
  Working in Maulana Azad National Urdu University-MANUU, Hyderabad , Since September 2004 to till date.)

Academic Positions at MANUU and other Universities:

- Member Board Of Studies, Management Studies JNTU-Hyderabad.
- Member Board Of Studies, Management Studies and Commerce, Chaitanya –Deemed to be University, Warangal –T.S
- Member, School Board, School of Journalism & Mass Communication, MANUU.
- Member, School Board, School of Education & Training, MANUU.

Administrative Experience & Positions held earlier:

- Dean, School of Commerce & Business Management.
- Chairman, Directorate of Physical Education & Sports , MANUU
- Head, Dept. Of Management Studies (2- terms , 11½ years)
- Proctor, MANUU
- Member, MANUU Court
- Member, Executive Council, MANUU
- Member, Finance Committee, MANUU

- Member, Academic Council, MANUU
- Member, Advisory Committee UGC-HRDC MANUU.
- Founder Head, Dept. of Mgt. & Commerce, MANUU, from Sept 2004 to Feb 2010.
- 3 yrs Head of the Department at OU P.G. College, Osmania University.
- 18 months Warden Boys Hostel OU P.G. College, Osmania University.
- Chairman, Board of Studies & Member, School Board, MANUU.
- Member, Departmental Research Committee.
- Member, Standing Committee (3 Years) MANUU.
- University Incharge Placement Officer.
- Deputy Director, MANUU Civil Services Examination Coaching Academy.
- Incharge, MANUU CSE Coaching Academy.
- Co-ordinator, MANUU CSE Coaching Academy.
- Co-ordinator, MANUU UGC- NET Coaching Centre.
- Warden, Boys Hostel, MANUU.
- Convener of various Committees in all major events held at MANUU.

Academic Profile:

- Doctorate in Business Management from Osmania University awarded in April 2003.
- Qualified State Level Eligibility Test (SLET) conducted by University Grants Commission during 1999.
- Master in Business Administration (M.B.A) from Kakatiya University in 1996 with specialization in Marketing Management.(University Rank Holder).
- Post Graduate Diploma in Marketing Management (PGDMM) from Osmania University in 1994.
- Post Graduate Diploma in Computer Applications (PGDCA) from Madhurai Kamaraj University in 1999.
- Bachelor of Commerce (B.Com) from Osmania University in 1993.

Research Project

- Completed UGC sponsored Major Research project Titled "***On - Line Delivery of Management Education- Challenges and Opportunities in India" in*** *2010.*

Books Published -- 5

- Marketing Management (Urdu) 'Published by Himalaya Publishing House Pvt. Ltd. Mumbai- 400 004 Website: www.himpub.com (First ***Book of Marketing published in Urdu***)

- Advertising and Sales Management, Text and Cases : Published by Mangalam Publications. New Delhi-110053.

- FDI in Service Sector, Opportunities & Challenges (Edited Book): Published by Paramount publishing house-Hyderabad & New Delhi

- Fundamentals of Marketing, Published by Himalaya Publishing House Pvt. Ltd. Mumbai- 400 004 Website: www.himpub.com

- Business Communication, Published by Himalaya Publishing House Pvt. Ltd. Mumbai- 400 004 Website: www.himpub.com

Study Material:

Study Material written for MBA Programme offered by Centre for Distance Education Osmania University in the following Subjects:

- Marketing Research
- Product Management
- International Management
- Promotion and Distribution Management

Research Supervision

- **Ph.D.** Awarded - 16 Pursuing - 6
- **M.Phil.** Awarded - 6

Research Guide (Earlier)

- Registered guide for Faculty of Management MANUU, Osmania University, Dravidian University, Nagarjuna University. Rayalseema University, Faculty of Commerce, Osmania University.

Research Publications:

Published – 35 +

Topic of Research in Ph.D

- "Managerial Effectiveness - A Study of Select Public and Private Sector Organizations".

Membership of Professional Bodies :

- Member All India Management Association
- Member Indian Commerce Association.
- Member Academy of Indian Marketing .

Subjects Taught :

- Statistics for Management
- Marketing Management
- Marketing Research
- Managerial Economics
- Retail Management
- International Business
- Consumer Behavior
- Services Marketing
- Sales and Advertisement Management.
- Digital Marketing.

Major Research Publications:

1. Cultural Intelligence and Job Satisfaction : An Examination of Cross-Cultural Contexts and Expatriates Experience, IPE Journal of Management, Volume 14, no.1,Jan-June 2024, ISSN 2249-9040, Pages 1-10.

2. Trade Policies on the Sustainability of Micro, Small, and Medium Enterprises: A Case Study of Afghanistan, International Journal of Science and Management Studies (IJSMS), Volume 9, Issue 1, Jan-Feb 2026, E-ISSN: 2581-5946 pages 101-109.

3. A Systematic review on the Role of Financial Institutions in Promoting Small Enterprises in India and Afghanistan, Asian Journal of Management and Commerce ,Volume 6, Issue 1, Feb-2025, E-ISSN: 2708-4523, Pages 307-311.

4. Review of Construction Project Management of Offshore Petroleum Projects, Third Concept- An International Journals of Ideas, Volume 37, No.438, Aug.2023, ISSN 0970-7247, Pages 81-93.

5. A Systematic review of Cost-effective Supply Chain Management using Inland Waterways of Indian Subcontinent, Asian Journal of Management and Commerce, Volume 5, Issue 2,Sept.2024, E-ISSN : 2708-4523, Pages 505-510.

6. Barriers of Digital Transformation in SME's: A Case study of Afghanistan, Asian Journal of Management and Commerce, Volume 6, Issue 1,March 2025, E-ISSN : 2708-4523, Pages 829-833.

7. E-CRM in E-Tail Organizations - A Boon for Technological Infrastructure Development, Academy of Marketing Studies Journal, Volume 26, Year 2022, ISSN1528-2678-26-S2-131

8. User's Perception about Recruitment Process Through Online Job Portals in India Journal of Oriental Institute , ISSN 0030-5324, Volume-71, Issue-02, No.3, **Year** 2022, **Pages** 91-97

9. "E-CRM in Retail Organisation - A Robust Infrastructure for Technological Development", Published in Journal of Advance Computing, Volume 6, Issue 1, July 2021.(ISSN 2456-5056)

10. "Sensory Triggers to Drive Sales- Creating Competitive Advantage Through Multisensory Consumption Experience in Restaurants" published in SJR-Scimago Journal & Country Rank. USA. Volume 1, Issue 11, November 2019.(ISSN 0097-8043)

11. "Making Sense in Marketing: Sensory Strategies for International Quick Service Restaurants" published in MANTHAN: Journal of Commerce and Management, , Volume 5, Issue 2, July-December 2018.

12. "Perceptual Difference Towards Sensory Marketing Factors Among Customers of Quick Service Restaurants", published in VSRD International Journal of Business And Management Research, Volume (VIII) Issue (X) October 2018.

13. "Digital Sharing Economy: A Sustainable Disruptive Approach by The People For The People", published in International Journal of Research in Management and Social Science, Vol- VI, March 2018

14. Effectiveness of Celebrity Endorsement in Social Advertising: A Study in Hyderabad, India. International Journal of Communication and Social Research3 (1), 35-46. 2015.

15. Job Satisfaction among Non-Teaching Employees of Universities in India – A Comparative Study, European Journal of Business and Management (February-2014 Volume-6, No.4, page nos. 60-71 ISSN 2222-2839 – Online) – **Impact factor 7.17.**

16. Work Motivation and Job Satisfaction among Employees of Select Indian Universities – A Study with special reference to *Communication* (International Journal of Research in Management, March-2014 Volume-2, Issue-4, page nos. 70-82 ISSN 2249-5908-Online) – **Impact factor 2.14.**

17. "Training and Development of Non-Executives in Tourism Sector – A Study of APTDC , India" - published in International Journal of Management , I.T & Engineering of IJMRA , U S A –volume- 3, Issue-6 , June '2013. ISSN 2249-0558.

18. "Marketing of FMCG to Rural Consumers in Andhra Pradesh - Literature Review "- published in Asia Pacific Marketing Review-volume I No.2 July- Dec'2012. ISSN 2277-2057.

19. "The Sector-wise Analysis of FDI Inflow in India"- published in Edited book titled FDI in Service Sector – Opportunities & Challenges publisher: Paramount Publishing House Hyderabad. ISBN: 978-93-82163-31-2 in May 2012.

20. "FDI in Retail Sector – More Good Than Bad"- published in Edited book titled FDI in Service Sector – Opportunities & Challenges publisher: Paramount Publishing House Hyderabad. ISBN: 978-93-82163-31-2 in May 2012.

21. "Consumers' Attitudes toward Commercial E-mail Spam and Web pop-ups: Interference, Perceived Loss of Control, and Irritation", Published in IISTE Journal of Information and Knowledge Management , USA Vol.2,No.1,2012. PP.21-33, ISSN 2224-5758 (print) ISSN 2224-896X (online). **Impact factor : 5.42**

22. "Perceptions towards Internet Advertising-A Study With Reference To Three Demographic Groups.", published in "Global Business and Management Research:- An International" – Publisher: Universal Publishers - Boca Raton, Florida, USA In Association with: ALA Excellence Consulting Group , Vol.4 No.1 , PP 28-45 2012.ISSN: 1947-5667.

23. "Factors Favouring Managerial Effectiveness-A Study of Select Public and Private Sector Organizations" Published in ZENITH International Journal of Business Economics & Management Research. in January 2012 ,Volume 2, Issue 1. ISSN; 2249-8826.

24. "Influence of Senses on In-store Customer Experience: A Study on Multi-Sensorial Marketing in Coffee Bars in Hyderabad", published in "Journal of Marketing Trends" –A Journal of Institute of Public Enterprises Hyderabad. February 2010. ISSN 0976-0881.

25. "Global Opportunities for the Indian Health Tourism – Marketing **i**nsight" published in Health Economics E-Journal USA, May 2010. http://ssrn.com/abtract.

26. "Rebranding- A Business imperative", published in **"**Indian Journal of Marketing**"** New Delhi. No.12, Volume XXXVIII, December 2008. ISSN 0973-8703.

27. "Impact of Globalization on Higher Education – with reference to Management Education", published in **"**Marketology**"** –A Journal of Institute of Marketing & Management (IMM), Special Issue 2008 ISSN 0973-7901.

28. "Online Management Education – A study on perception of Students". Pranjana Journal of Management Awareness. Published by INMANTEC Ghaziabad. India. Vol.10, No.2, Jul-Dec. 2007. ISSN 0971-9997.

29. "Factors hindering Managerial effectiveness-A study of select Public and Private sector Organizations"- published in Asia Pacific Business Review-volume III No.2 July-Dec'2007. ISSN 0973-2470.

30. Effectiveness of Managers – A Study of Public and Private sector organizations. Global Business Review, No.1, Vol.16, Jan-June 2005, Sage Publications. ISSN 0972-1509 (print) 0923-0664 (online) .
31. On-line Delivery of Management Education An Overview. Osmania Journal of Management, No.1, Vol.1 Nov.2004.

32. Factors Influencing the Consumer Choice of Alcoholic Beverages – A Study, Indian Journal of Marketing No.9, Vol. XXXIV Sept.2004. ISSN 0973-8703.

33. Awareness of Health Care I.T Products among Medical Doctors- A Study, Strategy, The Journal of Management Development, No.2, Vol.8, March, 2004. Berhampur University.

34. Customer Satisfaction with Complaints Resolution-An Empirical Study. The Management Accountant (ICWAI), Volume 33, No. 4, April 1998.

35. Customer Perceptions and Preferences–A Case Study. Business Analyst, Volume XXVII No. 1, Jan-June 1997.

36. New Product Introduction- A study of Detergents. Indian Journal of Marketing, Volume XXNo. 2, 3, 4 February 1997. ISSN 0973-8703.

37. Impact of Multinationals on Indian Television Market- A Study, Indian Journal of Marketing, Volume XXV No. 8, 9, Aug.-Sept. 1996. ISSN 0973-8703.

Seminars, Conferences, Workshops and Refresher Courses Attended

1. Attended 3 - days National Workshop on **"Autonomy and Governance in Higher Education"** organized by Department of Higher and Professional Education, NUEPA, New Delhi from 19th – 21st December 2014

2. Presented a paper entitled **" Examination Reforms for Quality Enhancement in Open & Distance learning."** in 18th International Conference "Disseminating Learning , Diminishing Borders – ODL in 21st Century" organized by Indian Distance Education Association in collaboration with Maulana Azad National Urdu University , from 5th -7th April 2013.

3. Presented a paper entitled **" Performance Appraisal System In higher Education – A Tool to Enhance Quality of Teacher In India."** in 3-Day National Conference on "Teacher Education and Community Development" organized by Indian Association Of Teacher Educators in collaboration with Maulana Azad National Urdu University , from 15th – 17th December 2012.

4. Presented a paper entitled **"**Evolution of Indian Banking Services Growth and Performance" at RITS ***International Conference*** on Advancements in Engineering and Management (RITS ICAEM-2012) held Hyderabad, India during 28th, 29th February 2012.

5. Presented a paper entitled **"**The Role of Information Technology in Revolution of Indian Banking Business" at the 12th***International Conference*** of Science And Technology Impact on Development and Business (STIDJ'12) held at Maulana Azad National Urdu University Hyderabad India during 7th , 8th February 2012.

6. Presented a paper entitled **"**The Quality of Management Education in Rural Institutions **"** in National Seminar on "Management Education in India-Challenges and opportunities" (Focus on Rural Institutions) organized by Department of Business Management, Telangana University, Nizamabad from 21-22nd October 2011.

7. Presented a paper entitled **"**Renovating the Examination System in Open and Distance Learning – A Proposed Model.**"** in National Conference on "Access & Equity through ODL in Higher Education: Role of Indian language Universities" organized by Directorate of Distance Education, MANUU, Co-Sponsored by Distance education Council(DEC), from 23 -25 March 2011.

8. Attended UGC sponsored one week workshop on ***"Research Writing and Publication*** "organized by HCU & Economic and Political Weekly at Academic Staff College HCU during July 12-17, 2010.

9. Attended Two- Day National workshop on "Global Practices in Management Education: Bridging Global Landscape with Regional Reality-Issues and Challenges. Organized by School of Management Studies, University of Hyderabad during November 6-7, 2008.

10. Attended ***International Conference*** on "Retailing in the Globalised Era- Perspectives & Challenges "organized by School of Management Studies, University of Hyderabad during January 10-12, 2008.

11. Attended National Conference on "Marketing and Strategy- Business in the new Global order" ICOMBS ***organized*** by ICFAI Business School Hyderabad during November 29-30, 2007.

12. Attended UGC sponsored Two-Day National seminar on "Entrepreneurship Development Among Minorities, Opportunities & Challenges organized by Department of Commerce Osmania university Hyderabad during December 20-21,2005.

13. Presented a paper entitled "Online Delivery of Management Education in India" in the Three Day National Seminar on "Marketing in the New Era", sponsored by AICTE, New Delhi conducted by Osmania University, Hyderabad during 4 - 6 February 2005.

14. Attended a One Day National Seminar on "Indo Turkish Relations" on 18th March 2006 at PGRRCDE, Osmania University, organized by Society of Indian Friends and Promoters of Turkey and Central Asian Cultures.

15. Attended UGC Sponsored ***Refreshers course on E-Business*** at Institute of Public Enterprises, Hyderabad during March 1-23, 2004.

16. Attended AICTE Sponsored ***Faculty Development Programme*** on E-Business & Enterprise – Wide Information Systems from at National Institute of Technology, Tiruchirapally, Tamil Nadu during February 16-27,2004.

17. Attended Faculty Orientation program on Supply Chain Management conducted by Osmania University during June 2003.

18. Attended program on Supply Chain Management in Healthcare, conducted by Apollo Institute of Management, Hyderabad in November 2002

19. Attended Faculty Orientation program on Research Methodology conducted by Osmania University during September 2001.

20. **Accepted:** Paper entitled "Complaint Management and Feedback Systems" for presentation 6th Annual Conference, International Academy of E-Business Orlando, ***U.S.A., March, 23-26, 2006*** (could not attend conference due to personal reasons).

21. **Accepted:** Paper entitled "Marketing Indian Health Tourism –Cases & Perspectives" for Presentation in 9th Annual Conference organized by International Academy of E-Business Hawaii, ***U.S.A., April 9-12, 2009*** (could not attend conference due to personal reasons).

22. **Accepted:** Paper entitled " Perception towards Online shopping: An Empirical study of Indian Consumers" for presentation in Asia-Pacific Business Research Conference organized by World Business Institute, Australia at ***Kuala Lumpur, Malaysia, February 21-22, 2011*** (could not attend conference due to personal reasons).

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(Prof. Mohammed Abdul Azeem)