

## Resume

**Dr. MOHAMMAD ZOHAIR**

e-mail : zohair\_ams@yahoo.co.in

Phone : 9480477228

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### **Academic Qualification:**

- i) Ph.D. in Management Studies from Banaras Hindu University, Varanasi in 2009 on "Marketing Strategy for Indian Handloom Industry in a Globalised Market Scenario".
- ii) M.B.A. with specialization in Marketing from Banaras Hindu University in 1993.
- iii) B.Sc. (Hons.) in Physics, Geology, Mathematics (Hons.) from Banaras Hindu University in 1988.

### **Career Aspirations:**

I aim to peep, as researcher, into some novel dimensions of management methods for handling different human facets in organizational life and in market mechanism for quality knowledge sharing through teaching.

### **Present Position:**

Working as Assistant Professor of Management at School of Business Studies, Central University of Karnataka, Gulbarga.

Member of the Academic Council, Central University of Karnataka, Gulbarga.

Member of the School Board of the School of Business Studies, Central University of Karnataka, Gulbarga.

Member of the Board of Studies of the Department of Management, School of Business Studies, Central University of Karnataka, Gulbarga.

### **Professional Experience:**

#### **Teaching and Research:**

Presently working as Assistant Professor of Management at School of Business Studies, Central University of Karnataka, Gulbarga since March 23, 2011. (4 Years)

Worked as Lecturer at School of Management Sciences, Varanasi; from February 2009 to March 2011. (2 Years)

At Rajeev Gandhi South Campus, B.H.U., Barkaccha, Mirzapur, engaged classes of MBA(Agri-Business) from Jan. 2007 to Dec. 2007. (One Year during Ph.D.)

#### **Managerial:**

Held following positions in All India Handloom Fabrics Marketing Cooperative Society Ltd. (a national level cooperative society)

- 1) Management Trainee : 1994—1995
- 2) Assistant Manager : 1995—2000
- 3) Manager (Exports) : 2000—2004
- 4) General Manager : 2004 - 2009

Deputed at All India Handloom & Nippon Apparel Corp. a joint venture company engaged in manufacturing and exporting garments under collaboration with Sumitomo Corporation, Japan (a Fortune 500 company). Here got experience of solving complex, difficult and delicate problems related with marketing, finance, operations and human resources for two garment manufacturing facilities employing about 500 persons. Availed studies leave from Nov. 1995 to February 2009 for pursuing Ph.D.

#### **International Marketing:**

Independently handled export marketing. Job requires negotiation with buyers, procurement and execution of export orders. Traveled abroad for meeting buyers and represented the organisation in various buyer seller meets and trade fairs/exhibitions to countries like Australia, Canada, Germany, Japan, Malaysia, Taiwan, New Zealand and Singapore etc.

#### **Training:**

Imparted special training to the managerial and supervisory staff for enhancing their behavioral and managerial skills.

## Publication:

### A. Published:

1. "The potential and problems of handloom industry in India" in **Anusilana** (ISSN 0973-8762), Vol. VI Issue No. 2, pp 11- 20.
2. "Retailing of handloom in India" in **Pacific Business Review** (ISSN 0974- 438X), Vol. I Issue No. 3, pp 34- 42.
3. "Why business ethics" in **Purushartha** (ISSN 0975- 024X), Vol. 2 Issue No. 2, pp 19-29.
4. "Responsible leadership: Qualities required and roles performed" in **Purushartha** (ISSN: 0975- 024X), Vol. 3 Issue 1, pp 15-27.
5. "Handloom industry and globalization" in **Humanities & Social Science: Interdisciplinary Approach** (ISSN No. 0975-7090), Vol. 2 Issue No. 1, June 2010, pp. 54-58.
6. "Responsible leadership: Qualities required and roles performed" in **Essentials of Leadership: Ethics and Spirituality** Ed. Sandeep Singh (ISBN 978-93-80697-19-2) Published by Excel India Publishers, New Delhi in 2010.
7. "Business ethics and the role of leader" in **Essentials of Leadership: Ethics and Spirituality** Ed. Sandeep Singh (ISBN 978-93-80697-19-2) Published by Excel India Publishers, New Delhi in 2010.
8. "Business ethics in marketing: An Islamic perspective" in **Purushartha** (ISSN 0975-024X), Vol. 3 Issue 2.
9. "Significance of Cluster Based Development Approach for Micro, Small and Medium Enterprises in Economic Growth of India" in **Growth** (Journal of Management Training Institute, SAIL, Ranchi) Vol. 38 No. 4, January- March, 2011.
10. "Issues in Supply Chain Management of Handloom Industry" in **Thematics Journal of Business Management** (ISSN 2277-3002), Vol. 1 Issue 1, Jan, 2012.
11. "Export of Indian Handloom" in **International Journal of Business, Management & Social science** (ISSN: 2249-7463), Vol. II, Issue 1 (II), September, 2012, 4-10.
12. "Regional Policies, Firm Characteristic and Exporting in Indian State of Karnataka" in **Foreign Trade Review**, 48(I), February 2013, 45-81.
13. "A Study of the Factors Influencing Customer Loyalty Programs and Short Term Promotions with Reference to Organised Apparel Retailing in Gulbarga City" in **International Journal of Communication and Engineering** (ISSN 0988-0382E) , Vol. 4 Issue 3, September 2013, 15-22.
14. "Factors Influencing Customer Impulse Buying in Fashion Retailing- An Exploratory Study" in **Thematics Journal of Business Management** (ISSN 2277-3002) Vol 2, Issue 4, October 2013, 1-6.
15. "Policies, Pattern and Marketing Determinants of Handloom Export from India" in **Focus Journal of International Business** (ISSN: 2347 4459) Volume 2 Issue 1, January- June 2015, 22-52.
16. "Effect of store attributes on behavioural loyalty of loyalty program members: evidence from organised apparel stores" in **KHOJ Journal of Indian Management Research and Practice** (ISSN: 0976-08262) National Research Conference Special Issue 2016

## Paper Presentation :

1. Presented a paper titled "An Economic Appraisal on Indian Handloom Industry" in the **58th All India Commerce Conference** held at Mahatma Gandhi Kashi Vidyapith, Varanasi on 27-28. February 2005.
2. Presented a paper titled "Marketing of Rural Products" in the **58th All India Commerce Conference** held at Mahatma Gandhi Kashi Vidyapith, Varanasi on 27-29. December 2005.
3. Presented a paper titled "Shoplifting: A challenge to retailers" in the **National Conference on Management: Beyond Repertoire** held at School of Management Sciences, Varanasi on 2-3. February 2008.
4. Presented a paper titled "Significance of Supply Chain Management in Retail : Experiences with the Retailing of Food and Handloom Products" in the **National Conference on Management Science and Practices** held at Indian Institute of Management, Ahmedabad on 22-24 March 2008.
5. Presented a paper titled "Cluster-based Approach for the Development of Indian Handloom Industry" in the **International Conference on Agripreneurship and Rural Development** at Faculty of Management Studies, Banaras Hindu University, Varanasi on 5-6 December, 2009.

6. Presented a paper titled "Role of Handloom Sector in Rural Entrepreneurship Development" in the **National Seminar on Environmental Management in India** held at Mahatma Gandhi Kashi Vidyapith, Varanasi on 25-26. April 2010.
7. Presented a paper titled "Economic Aspects of Handloom Industry" in the **National Seminar on Environmental Management in India** held at Mahatma Gandhi Kashi Vidyapith, Varanasi on 25-26. April 2010.
8. Presented a paper titled "Business Ethics in Islam" in the **National Conference on Spirituality and Ethics in Management** at School of Management Sciences, Varanasi on 30-31 October, 2010.
9. Presented a paper titled "Utility of Microfinance in Handloom Industry" in the **National Conference on Inclusive Growth and Microfinance Access** at Faculty of Management Studies, Banaras Hindu University, Varanasi on 29-30 June, 2011.
10. Presented a paper titled "Women Human Rights in Micro, Small and Medium Enterprises: Issues and solutions" in the **National Seminar on Protection of Women & Human Rights** organized by Government Women First Grade Degree College, Gulbarga on 19.02.2013.
11. Presented a paper titled "A study of the Factors influencing Customer loyalty programmes and short term promotions with reference to organized apparel retailers in Gulbarga city" in the **National Conference on Recent Trends in Management and Technology** organized by Bheemanna Khande Institute of Technology, Bhalki on 5<sup>th</sup> and 6<sup>th</sup> April, 2013.
12. Presented a paper titled "Companies going green in India- A study of selected companies" in the **National Conference on Recent Trends in Management and Technology** organized by Bheemanna Khande Institute of Technology, Bhalki on 5<sup>th</sup> and 6<sup>th</sup> April, 2013.
13. Presented a paper titled "Role of industries towards achieving Sustainable Development" in the **National Conference on Sustainable Development and Planning-2013** organized by School of Business Studies, Department of Commerce, Central University of Karnataka, Gulbarga on September 6-7, 2013.
14. Presented a paper titled "t" in the **National Conference on Sustainable Development and Planning-2013** organized by School of Business Studies, Department of Commerce, Central University of Karnataka, Gulbarga on September 6-7, 2013.
15. Presented a paper titled "Factors influencing Customer Impulse Buying in Fashion Retailing- An Exploratory Study" in the **National Symposium on Innovative Practices in Management-2014** organized by Acharya Institute of Technology Bangalore on 25<sup>th</sup> and 26<sup>th</sup> April, 2014.
16. Presented a paper titled "Impact of perceived Benefits of Loyalty Programmes on [Purchase Intensity with Reference to Organised Apparel Retailers]" in the **IBS Conference on Analytics for Effective Marketing organized** by IBS, Hyderabad on 30<sup>th</sup> and 31<sup>st</sup> October, 2015.
17. Presented a paper titled "Effect of Store Attributes on Behavioural Loyalty of Loyalty Programmes" in the **National Conference on Business Management and Information Technology 2016** organized by Savitribai Phule Pune University and MIT School of Management, Pune on 18<sup>th</sup> and 19<sup>st</sup> February, 2016.
- 18.

### **Supervision of Summer Internship and Dissertation**

MBA Summer Internship (From 2011 to 2014- Approx.): 28

MBA Dissertation (From 2011 to 2014- Approx.): 25

### **Invited Lecture**

1. On Women Entrepreneurship in Eastern UP at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on March 17, 2009.
2. On Women Entrepreneurship in Eastern UP at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on March 18, 2009.
3. On Export Procedure and Documentation at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on May 11, 2009.

4. On Export Procedure and Documentation at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on May 12, 2009.
5. On Export Procedure and Documentation at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on May 13, 2009.
6. On Marketing Strategies for Handloom and Handicraft Industries at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on June 22, 2009.
7. On Marketing Strategies for Handloom and Handicraft Industries at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on June 23, 2009.
8. On Marketing Strategies for Handloom and Handicraft Industries at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on June 24, 2009.
9. On Export Opportunities in Banarasi Sarees and Silk Products at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on November 16, 2009.
10. On Export Opportunities in Banarasi Sarees and Silk Products at Entrepreneurship Development Cell, Faculty of Management Studies, Banaras Hindu University on November 16, 2009.
11. On Career Opportunities in the Field of Management Education at Muslim Academy, Varanasi on February 21, 2009.
12. On Silk Brocade Cluster Development at District Industries Centre, Varanasi on April 17, 2010.
13. On Export Possibilities of Banarasi Silk Brocade at District Industries Centre, Varanasi on April 17, 2010.
14. On Marketing of Handloom Silk Brocade at District Industries Centre, Varanasi on April 21, 2010.
15. On Entrepreneurship in Handloom Sector at District Industries Centre, Varanasi on June 10, 2010.
16. On Utilities of Cluster Approach for Handloom Sector at District Industries Centre, Varanasi on September 29, 2010.
17. On Research Design at National Workshop on Research Methodology in Social Sciences and Data Processing Through SPSS at School of Business Studies, Central University of Karnataka, Gulbarga on 22<sup>nd</sup> March, 2013.
18. On Selection and Placement in FDP on Planning and Managing Human Resources: Tool and Techniques at Government Polytechnic, Gulbarga on 22<sup>nd</sup> January, 2015.

### **Participation in Seminars/Workshops/Conferences:**

#### **A. Orientation/Refresher/Faculty Development Programmes**

1. 61st Orientation Course at UGC- Academic Staff College, Banaras Hindu University from 15.5.2012 to 11.6.2012 for **4 weeks**.
2. Faculty Development Programme at Indian Institute of Management, Indore from April 22 to June 28, 2013 for **10 weeks**.
3. Refresher Course in Gender Studies at UGC- Academic Staff College, University of Hyderabad, Hyderabad from 13<sup>th</sup> February to 5<sup>th</sup> March, 2015 for **3 weeks**.

#### **B. One Week Quality Improvement Programems**

1. New Paradigms in Banking (Sep. 17-22, 2007) at the Faculty of Management Studies, BHU
2. Customer Experience Management (Sep 24-29, 2007) at the Faculty of Management Studies, BHU
3. Operations Management in Computerized Era (Oct 22-27, 2007) at the Faculty of Management Studies, BHU

4. Contemporary Issues of Supply Chain and Quality Management (Nov 26-30, 2007) at the Faculty of Management Studies, BHU
5. Retailing: Emerging Dimensions (Dec 24-29, 2007) at the Faculty of Management Studies, BHU
6. Research Methodology and Quantitative Techniques with Software Application (31.05.2010- 04.06.2010) the Department of Humanities and Social Science, Indian Institute of Technology, Roorkee.

### **C. National Seminar/Workshop**

1. On “Mergers & Acquisitions in India” held at the Faculty of Management Studies, BHU on March 17, 2007.
2. On “Strategies for Entrepreneurship Development in India” held at the Faculty of Management Studies, BHU on January 11, 2008.
3. On “Overseas Market Intelligence & Logistics: The Exporters Perspectives” held at the Faculty of Management Studies, BHU on February 23, 2008.
4. On “Research Methodology” held at the Faculty of Commerce, BHU on February 8-9, 2007.
5. On “Social Entrepreneurship- Inspiring Youth for Sustainable Development” held at Department of Business Studies, Central University of Karnataka, Gulbarga on 29<sup>th</sup> September, 2013.

### **Responsibilities at CUK:**

- Coordinator, Remedial Coaching, Central University of Karnataka, Gulbarga.
- Coordinates the training and placement related activities for the Department of Business Studies, CUK.
- Member of the committee for preparation of booklet on API in 2011
- Member on the committee to bring out booklet containing information regarding various funding agencies for research projects in 2011
- Member of Education Technology and Academic Development Unit (ETAD) at CUK in 2013.
- Member of the committee for preparation of Prospectus 2014-15 and 2015-16.
- Served as observer of CUKCET at Thrissur in 2011 and at Varanasi in 2013.
- Coordinates Enterprise Resource Planning (ERP) programme for MBA students in 2013-14 and 2014-15.
- Involved in Ankur 2012, 2013 and 2014 at coordinator of various events.
- Involved in Akyutha 2013 a management fest organized by students of School of Business Activities as faculty coordinator.
- Involved in Akyutha 2015 a management fest organized by students of School of Business Activities as faculty coordinator.

### **Other Activities:**

- Held Chairmanship of Institute Managing Committee of Government Women ITI, Guindy, Chennai.
- Served as member of the Selection Committee at Indian Institute of Handloom Technology, Salem for filling ad-hoc non-teaching vacancies.
- Involved in preparation of syllabus for various courses at School of Management Science, Varanasi.
- Represented the All India Handloom Society to various forums like Handloom Export Promotion Council, Apparel Export Promotion Council, SEZ Export Promotion Council, Apparel & Handloom Exporters Association etc.
- Served as one of the joint secretaries for organizing International Conference on Agripreneurship and Rural Development ICARD 2009 at the Faculty of Management Studies, Banaras Hindu University, Varanasi.
- Served as a Consulting Editor of Purushartha, a management journal of the School of Management Sciences, Varanasi.
- Associated with Heritage Development Institution, a Varanasi based NGO working for economic & social welfare of weavers through various health, environment & education related programmes.

- Participated in various Seminars/Conferences on export of handloom and garments.
- Consultancy to various exporters doing export of handloom products.
- Serving as resource person to various programmes organized by different institutions.

**Language Known:**

Proficiency in English, Hindi, Urdu and some knowledge of Tamil

**Personal Data:**

Date of Birth : 04-07-1967

Father's Name : Mohammad Yusuf

Marital Status : Married with two children

Office Address : Department of Business Studies, School of Business Studies, Central University of Karnataka, Kadaganchi, Aland Road, Kalaburagi Dist.- 585311. Karnataka, India.

Residential Address: Plot No. 11/A, Sy. No. 19, GDA Layout, Sangtrashwadi, Gulbarga.

Permanent Address: C 19/194, Lallapura, Varanassi-221010.

(Mohammad Zohair)

Place: Gulbarga

Date: 30.09.2015