



**Dr. Shirin Alavi**

**Assistant Professor (Senior Grade)**

**Jaypee Institute of Information Technology**

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**Qualifications:** PhD. (Management), M.B.A., B.com.

**Work Experience:** 14 years

**Residential address:** S1 404 Eldeco Amantran Sector 119, Noida.

**Teaching and Research Interests:** Marketing, Customer Relationship Management, Digital Marketing, Ecommerce, Social Media.

### **Biography**

Dr. Shirin Alavi has about 14 years of experience across the academia and corporate sector. She is currently working with Jaypee Institute of Information Technology, Noida. She has researched the domain of the collaborative web, with focus on its contributions to the fields of Marketing and CRM and has several years of research experience. She has published several manuscripts in International and National Journals and also serves on the Editorial Review Board of International Journals. She has earlier worked with the Standard Chartered Bank and has work experience in the domain of CRM operations and International Business and Marketing. *She has completed one Ph.D guidance and is guiding PhD students in the domain of digital marketing, green marketing and consumer behaviour. She has completed one edited book of IGI global publications.*

## Research Area and PhD. Guidance

*Research area:* "Customer Relationship Management and Customer Experience Management using Business Online Communities".

**Ph.D Supervision: 1 completed, 3 ongoing**

## Publications

### Book

Managing Social Media Practices in Digital Economy, ISBN13: 9781799821854, IGI Global publications. Editors: *Dr Shirin Alavi and Dr. Vandana Ahuja* .Jan2020.

### International Journals

1. Mittal, N., & **Alavi, S. (2020)**. Construction and psychometric analysis of teachers mobile learning acceptance questionnaire. *Interactive Technology and Smart Education*. Emerald publication. (In press , **Indexed in Scopus**)
2. Dixit, J. S., **Alavi, S.**, & Ahuja, V. (2020). Measuring Consumer Brand Perception for Green Apparel Brands. *International Journal of E-Business Research (IJEER)*, 16(1), 28-46. (**Indexed in Scopus and Web of Science**)
3. Sharma, R., **Alavi, S** & Ahuja V., "Generation of trust using social networking sites: a comparative analysis of online apparel brands across social media platforms” *International Journal of Management Practice*, Vol. 12, No. 4., 405-425, **2019 (Ranked C** as per ABDC ranking, **Indexed in Scopus**).
4. **Alavi, S.**, & Ahuja, V. (2016). An Empirical Segmentation of Users of Mobile Banking Apps. *Journal of Internet Commerce*, Taylor and Francis, 15(4), 390-407. (**Ranked B** as per ABDC ranking, **Indexed in Scopus and Web of Science/SCI, Corresponding author**).
5. Ahuja, V., & **Alavi, S.** "Using Facebook as a Digital Tool for Developing Trust amongst Consumers using Netnography and Social Media Analytics: A Study of Jet Airways". *Journal of Relationship Marketing*, Vol 17, No 3, p.p 171-187, **2018 (Ranked C** as per ABDC ranking, **Indexed in Scopus, Corresponding author**).

6. Mittal, N., Chaudhary, M. And **Alavi, S. (2018)**, "Prior experience as a potential antecedent of mobile learning acceptance in higher education", VSRD International Journal of Technical & Non-Technical Research, Vol. 9, No. 5, pp. 215-220
7. Sharma, R., Ahuja, V., & **Alavi, S.** The Future Scope of Netnography and Social Network Analysis in the Field of Marketing. *Journal of Internet Commerce*, 1-20, Feb **2018** (**Ranked B** as per ABDC ranking, **Indexed in Scopus and Web of Science, Corresponding author**)
8. Chadha, P., **Alavi, S.**, & Ahuja, V. Mobile Shopping Apps: Functionalities, Consumer Adoption, and Usage. International Journal of Cyber Behavior, Psychology and Learning (IJCBL), Volume 7, No.4, p.p 40-55, Oct-Dec **2017 (Indexed in Scopus, Corresponding author)**
9. Mittal, N., Chaudhary, M., & **Alavi, S.**, "Learning management through mobile apps-a new buzzword". International Journal of Business Innovation and Research, Volume 13 No. 3, p.p 271-287, **2017(Ranked C** as per ABDC ranking, **Indexed in Scopus)**.
10. Mittal, N., Chaudhary, M., & **Alavi, S. (2017)**. Development and Validation of Teachers Mobile Learning Acceptance Scale for Higher Education Teachers. International Journal of Cyber Behavior, Psychology and Learning (IJCBL), 7(1), 76-98 (**Indexed in Scopus)**.
11. **Alavi, S. (2016)**, Customer relationship management practices in the online community-Wikipedia. International Journal of Business Innovation and Research, 10(4), 563- 578, **2016 (Ranked C** as per ABDC ranking, **Indexed in Scopus)**.
12. **Alavi S.**, "New paradigm of digital marketing in emerging markets: from social media to social customer relationship management " International Journal of Management Practice, Vol. 9, No. 1, p.p 56-73, **2016 (Ranked C** as per ABDC ranking, **Indexed in Scopus)**
13. Bhat, S. K., **Alavi, S.**, & Ahuja, V. "Meta-Analysis of Virtual Teams" *International Journal of Virtual Communities and Social Networking (IJVCSN)*, Volume 6, No 4, p.p 1-13, December **2014 ( Indexed in DBLP, Corresponding Author)**
14. **Alavi, S.** and Ahuja V., "Digital Marketing Analytics: The Web Dynamics of Inside Blackberry Bog" International Journal of Innovation in the Digital Economy, Special Issue on Online Advertising , ISSN: 1947-8305 , Vol. 5, No. 4, p.p 50-65, October- December **2014. (Indexed In DBLP, Corresponding author)**.
15. Bansal R., Lamba M., **Alavi S.**, and Ahuja V., "E-Marketing and the Hotel Industry: Calculating Web Presence Index (Wpi) for the Hospitality Sector" International Journal

- of Online Marketing, IGI Global Publications, ISSN-2156-1753, Vol. 4 No. 2, p.p. 15- 27, April-June **2014 (Indexed in Web of Science/SCI and DBLP, Corresponding Author).**
16. **Alavi S.**, “Business online community credibility model of an online consumption community using Linear Programming for effective Customer Relationship Management” International Journal of Business Innovation and Research, Inderscience Publishers, ISSN: 1751-0252 (Print), 1751-0260 (Online) Vol. 8, No. 4, p.p 440-462, June **2014 (Ranked C as per ABDC ranking ,Indexed in Scopus).**
  17. **Alavi, S.,** Ahuja V. and Medury Y., “An empirical approach to ECRM –increasing consumer trustworthiness using online product communities”, Journal of Database Marketing and Customer Strategy Management, Palgrave-Macmillan Journals, ISSN-1741-2439, Volume 18,2 p.p 83-96, July 2011(**ranked C as per ABDC ranking, Indexed in Scopus, Corresponding Author ).**
  18. **Alavi, S.,** Ahuja V. and Medury Y., “Metcalfs Law and operational, analytical and collaborative CRM- using online business communities for co-creation ”, *International Journal of Targeting ,Measurement and Analysis for Marketing* ,Palgrave-Macmillan Journals, ISSN-0967-3237,Vol 20,1 p.p 35-45, March 2012 (**ranked C as per ABDC ranking, Indexed in Scopus, Corresponding author).**
  19. **Alavi, S.** and Ahuja V., “E-Commerce in a Web 2.0 World: Using Online Business Communities to Impact Consumer Price Sensitivity”, International Journal of Online Marketing, IGI Global Publications, ISSN-2156-1753,Vol. 3, No. 2, p.p 38-55, April- June 2013. (**Indexed in Web of Science/SCI and DBLP, Corresponding author)**
  20. **Alavi, S.** "Collaborative Customer Relationship Management-Co-Creation and Collaboration through Online Communities ", International Journal of Virtual Communities and Social Networking (IJVCSN), IGI Global Publications, ISSN-1942-9010,Vol. 5, Issue 1, p.p 1-18, Sep 2013. (**Indexed in DBLP)**

## National Journals

- 1 Alavi, S., Ahuja V. and Medury Y., “ECRM using Online Communities”, The IUP Journal of Marketing Management, Vol. X, No. 1 p.p 35-44, ISSN 0972-6845, Feb 2011.(Indexed in SSRN, Proquest, Ebsco).*Abstract further published in Economics of Networks e Journal Sponsored by Networks, Electronic Commerce and Telecommunications (“NET”) Institute, New York University, Vol.3, No. 75: May 2011.*

- 2 Alavi, S., Ahuja V. and Medury Y., “Collaborative CRM and Customer Experience Management(CEM)”, Journal of Global Information and Business Strategy, Vol. 2 No. 1 p.p 84-95, ISSN 09764925, Dec 2010.

### **National Conferences**

1. N.Agarwal, S. Alavi, V. Ahuja,”Application of the Behavioral Internet Theory to Digital Marketing Analytics", National Conference on Social Media and E-Marketing, Jaypee Business School, Noida (A Constituent of IIIT, Noida), March 2014.
2. Alavi S., Ahuja V., and Medury Y., “Customer Relationship Management in Organizations through Online Communities”, Indian Marketing Summit, Birla Institute of Management and Technology, 2011

### **International Conferences**

1. Sharma, R., Ahuja, V., & **Alavi ,S.**, “Research Methodologies in the domain of Online Marketing Literature review and Marketing Applications”, International Conference on Reaching Consumers of Emerging Markets, IIM Lucknow Noida Campus, proceedings published p.p 350-354,5-7 January 2017.
2. Sharma, R., **Alavi, S.**, & Ahuja, V. (2017). Generating trust using Facebook-A study of 5 online apparel brands. *Procedia Computer Science*, 122, 42-49 (**Indexed in Scopus**).
3. Ahuja, V., & **Alavi, S.** (2017). Cyber psychology and cyber behaviour of adolescents-the need of the contemporary era. *Procedia Computer Science*, 122, 671-676 (**Indexed in Scopus, Corresponding Author**).
4. Chadha, P., Alavi, S.,& Ahuja,V., “Evaluation of Functionalities of Mobile Apps and their impact on the Consumer”, International Conference on Reaching Consumers of Emerging Markets, IIM Lucknow Noida Campus, proceedings published p.p 347-349,5- 7 January 2017
5. **Alavi, S.**, Ahuja V., and Medury Y., Internet Marketing-Appling Metcalf Law for identifying consumers with high Individual Network Value through business online

communities, *International conference on Facets of Business Excellence, Institute of Management Technology*, 2011.

6. **Alavi, S.** “New paradigm of digital marketing in emerging markets: from social media to social customer relationship management”, International Conference on Advances in Management and Technology“, Jaypee Business School, Noida, India, 18–20 December 2015.
7. **Alavi, S.**, Ahuja V., and Medury Y., “Building Participation, Reciprocity and Trust – A Netnography of an Online Community of Apple-Using regression analysis for prediction”, International Conference on Management Practices and Research, Apeejay School of Management, Proceedings , p.p 19, ISBN 978- 81-906991-1-2, 2010.
8. Mittal, N., Chaudhary, M., & **Alavi, S.**, “An Evaluative Framework for the most suitable Theory of Mobile Learning” International Conference on Peaceful and Prosperous South Asia- Opportunities and Challenges IIIT, Sector 62, Noida, abstract published, 27-29 March 2017.
9. Mittal, N., Chaudhary, M., & Alavi, S., “Mobile Assisted Language Learning (MALL) as a Medium of Language Learning” International Conference on Translation across Cultures IIIT, Sector 62, Noida, abstract published, 4th-6th October 2018.

### **Book Chapters**

- 1 Sharma, R., Ahuja, V., & Alavi, S., Developing a Research Instrument to Study the Impact of Consumer Brand Perception, Consumer Brand Relationship and Consumer Buying Behaviour on Online Apparel Shopping. In *Digital and Social Media Marketing* pp. 67-81., 2020 Springer, Cham.
- 2 Mittal, N., Chaudhary, M., & Alavi, S. An Evaluative Framework for the Most Suitable Theory of Mobile Learning. In *Managing Social Media Practices in the Digital Economy* pp. 1-24., 2020, IGI Global.
- 3 Alavi S., "Employee Online communities- A tool for Employee Engagement and Retention", Multidisciplinary Perspectives on Human Capital and Information Technology, IGI Global Publication, ISBN13: 9781522552970, p.p 57-71, Feb 2018  
**(Indexed in Scopus)**

- 4 Alavi, S. "Netnography: An Internet-Optimized Ethnographic Research Technique", *Market Research Methodologies: Multi Method and Qualitative Approaches*, IGI Global Publication, ISBN13: 9781466663718, pp 71-77, August 2014. (**Indexed in Scopus**)
- 5 Alavi, S. "Cross-Cultural Management: A New Strategy for CEM", *Marketing in the Cyber Era: Strategies and Emerging Trends*, IGI Global Publication ISBN13: 9781466648647, pp 229-238, December 2013. (**Indexed in Scopus**)
- 6 Alavi, S., Ahuja V., and Medury Y., "Internet Marketing-Appling Metcalf Law for identifying consumers with high Individual Network Value through business online communities, *Trends in Marketing Towards Business Excellence* , Editors: Sandeep Puri, Jayanthi Ranjan, Jay Mitra and Rakesh Chopra. Macmillian Publishers ISBN: 978-935-059-028-7, p.p 282-295, November 2011.

### **Subjects of Interest**

Management, Marketing, Customer Relationship Management, Digital Marketing, Social media Marketing and Ecommerce.

### **Subjects Taught**

Marketing Management, Customer Relationship Management, Social Media Marketing, Performance and Compensation Management, Principles of Management

### **Editorial Advisory**

- 1 .Member of Editorial Review Board of International Journal of Virtual Communities and Social Networking (IJVCSN) (DBLP indexed journal)
- 2 Member-Editorial Advisory Board-IGI Global, Scopus Indexed book "Marketing in the Cyber Era: Strategies and Emerging Trends" ISBN13: 9781466648647, 2013.

### **Syllabi Developed**

B.Tech Courses: Customer Relationship Management, Principles of Management and Social Media Marketing, Performance and Compensation Management.

### **Faculty Development Programme and Seminar Organized**

Organized Faculty Development Programme on „Enhancement of Research

- 1 Abilities for Capacity Building of New-age Researchers” at Jaypee Institute of Information Technology, Noida from July 16<sup>th</sup> - 21<sup>st</sup>, 2016.
- 2 Organized seminar on Customer Relationship Management and Marketing in a digital ecosystem under theme -“Emerging Trends in Business and Information Management”, at Jaypee Institute of Information Technology, Noida, on November 19, 2011.
- 3 Organized national seminar on “Unboxing Today's Consumers in a Global and Digital Age”, at Jaypee Institute of Information Technology, Noida, on November 17th-18th, 2017.

### **Training Programmes Attended**

- 1 Six days Faculty Development Programme on “Statistical Data Analysis using SPSS Software”, June 2010, Jaypee Institute of Information Technology, Noida.
- 2 Faculty Development Programme on “Research Methodology and SPSS”, June 29<sup>th</sup> -30<sup>th</sup>, 2012, Birla Institute of Technology, Noida.
- 3 Faculty Development Programme on “Case Teaching and Case Writing”, July 18th -19<sup>th</sup> 2014, IMS Noida.
- 4 Faculty Development Programme on “Effective Teaching”, July 28<sup>th</sup> –Aug 2<sup>nd</sup> 2014, Jaypee Institute of Information Technology, Noida.
- 5 Faculty Development Programme on “Curriculum development and implementation of humanities and social sciences in technical institutions: opportunities and challenges”, July 13<sup>th</sup> -18<sup>th</sup> 2015, Jaypee Institute of Information Technology, Noida.
- 6 Faculty Development Programme on “Enhancement of Research Abilities for Capacity Building of New-age Researchers”, July 16<sup>th</sup> -21<sup>st</sup> 2016, Jaypee Institute of Information Technology, Noida.
- 7 Two days workshop on “Structural Equation Modelling”, January 18<sup>th</sup> -19<sup>th</sup> 2014, Jaypee Institute of Information Technology, Noida.



- 8 Workshop on “Patent Search”, January 8<sup>th</sup> 2015, Jaypee Institute of Information Technology, Noida.
- 9 Two days workshop on “Data analytics & its security issues”, Dec 4<sup>th</sup> -5<sup>th</sup> 2015, Jaypee Institute of Information Technology, Department of Computer Science and Information Technology, Jaypee Institute of Information Technology, Noida.
- 10 Workshop on Plagiarism and Reference Management using Mendeley, October 16<sup>th</sup> 2015, Jaypee Institute of Information Technology, Noida.
- 11 Workshop on “Outcome Based Education System-NBA Accreditation”, April 16<sup>th</sup> 2016, Jaypee Institute of Information Technology, Noida.
- 12 Two days national workshop on “Research Paper Writing and Publishing”, July 29<sup>th</sup> -30<sup>th</sup> 2016, Jaypee Institute of Information Technology, Noida.
- 13 Participated in seminar on Customer Relationship Management and Marketing in a digital ecosystem under theme -“Emerging Trends in Business and Information Management”, November 19, 2011, Jaypee Institute of Information Technology, Noida.
- 14 Participated in seminar on “Why to be an Entrepreneur”, November 12<sup>th</sup>, 2012, Jaypee Institute of Information Technology, Noida.
- 15 Participated in Regional Seminar on “Entrepreneurial Development”, October 2010, Jaypee Institute of Information Technology, Noida.
- 16 Faculty Development Programme on “Qualitative Methods of Social Science Research”, July 10<sup>th</sup> -15<sup>th</sup> 2017, Jaypee Institute of Information Technology, Noida.
17. Three-day workshop on Methods, Techniques and Analysis of Qualitative Data from September 6-8, 2018 at Jaypee Institute of Information Technology, Noida

### **Academic and Administrative Responsibilities**

1. Member, NAAC Accreditation Committee
2. Member, Outcome Based Education Committee
3. Member of audit committee for Academic Year 2018-2019.
4. Research coordinator, Research Group of Technology and Innovation –Management and Social Science Perspectives
5. Served as a Member of Institute’s Time Table Committee for a period of 2 years

6. Tagging Coordinator of the department
7. Member Department Institute Quality Assurance Cell Committee
8. Member, Doctoral Progress Monitoring and Assessment Committee
9. Performed invigilation, examination, counselling, registration , anti-ragging, and other event organization duties of the department and institute.

### **Awards and Distinctions**

1. Received International Emerald Best Paper Award for paper presented at International Conference on Advances in Management and Technology in a Global World organized by Jaypee Business School in association with the University of Nebraska, Omaha, USA.
2. Awarded Medal and certificate for securing first position in Devi Ahiliya University Indore.
3. Awarded certificate and cash prize under UGC autonomous scheme from Sarojini Naidu govt. girl's college for securing first position in graduation.
4. Awarded scholarship by state government in high school certificate examination.