

Curriculum Vitae



Dr. MOHD DANISH KIRMANI

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Name	Dr. Mohd Danish Kirmani
Current Position	<i>Assistant Professor</i> , Department of Management Studies, Galgotias College of Engineering and Technology, Greater Noida, Uttar Pradesh, India. Roles and Responsibilities: <ol style="list-style-type: none"> 1. Member of college level Core Research Committee. 2. Departmental Coordinator of NAAC Accreditation Process. 3. Member of Question Paper (Sessional) Audit Team. 4. Departmental Examination Coordinator
Teaching Experience	In current institute= 3 years. Total experience= 5 years (Details in Annexure 1)
Teaching Interests	Business Research Methods; Marketing Management; Marketing Analytics
Educational Qualifications	PhD (Business Administration); MAEBM (MBA Agribusiness); PG Diploma in Marketing Management; BSc. (Industrial Chemistry)
Doctor of Philosophy (PhD)	<i>Topic-</i> Consumer Attitude towards Green Products in India: <i>An Empirical Investigation</i> <i>Institute-</i> Faculty of Management Science & Research (FMSR), Aligarh Muslim University (AMU), Aligarh, UP, India. <i>Year of Award-</i> 2016
Post-Graduation Degree	<i>Master of Agricultural Economics and Business Management (MAEBM;</i> in 2010) from Department of Agricultural Economics and Business Management, Faculty of Agricultural Sciences, AMU, Aligarh. (First Division; 75 percent) <i>MAEBM</i> is now renamed as <i>MBA (Agribusiness)</i> .
Other Qualifications	<ol style="list-style-type: none"> 1. <i>PG Diploma in Marketing Management</i> (2012) from Department of Business Administration, FMSR, AMU, Aligarh. (First Division; 71 percent) 2. <i>Bachelor of Science (BSc.)</i> in Industrial Chemistry (2008) from Department of Chemistry, Faculty of Science, AMU, Aligarh. (First Division; 75 percent) 3. <i>Senior Secondary School Certificate (Class 12;</i> in 2004) from Senior Secondary School (Boys), AMU, Aligarh. (First Division; 66 percent) 4. <i>Secondary School Certificate (Class 10;</i> in 2002) from STS High School, AMU, Aligarh. (First Division; 75 percent)
Research	Papers published in Journals= 15 Papers Published in Edited Books/Conference Proceedings=07 Scopus Indexed Journals=06 ABDC Listed Journals=07 A Category= 01 B-Category= 02 C-Category=04 (Details are available in Annexure 2)
Research Interests	Primary- Young Consumers Secondary- Sustainable marketing; Green marketing; Online Consumer Behaviour
Research Recognition	A research paper Decoding willingness of Indian consumers to pay a premium on green products published in <i>South Asian Journal of Business Studies</i> was selected by the editorial team as Highly Commended in the 2019 Emerald Literati Awards.
Other Achievements	UGC NET/JRF in Management (2012) UGC SRF in Management (2014) ICAR NET in Agricultural Business Management (2018)

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Training Programs Conducted	<ol style="list-style-type: none"> 1. Conducted two sessions in FDP on 'Research in Social Sciences' organized by Glocal School of Business and Commerce, Glocal University, Saharanpur, UP, India (Date: 6-7 Nov, 2020). 2. Conducted an In-House Training Program on SPSS in Department of Management Studies, Galgotias College of Engineering and Technology, Greater Noida, UP, India (Date: 13-19 July 2021).
Seminars/Conferences	Papers presented= 11 (including conferences in <i>IIM Ahmedabad, IIM Indore, IIT Delhi, IIT Roorkee & Jamia Millia Islamia</i>)
Workshop/ Short-term Courses	Participated in several workshops on <i>data analysis and research methods</i> and also on <i>stress management</i> in institutes such as <i>AMU, IIT Roorkee, and Anna University (Chennai)</i> . (Details are available in Annexure 3)
Online Learning	Completed various online learning courses (Details available in Annexure 4)
Personal Details	Father's Name : Late Mr. Mohd Shoeb Date of Birth : 14 th April, 1987 Gender : Male Nationality : Indian Marital Status : Married Hobbies : Reading, Interacting with people Address : 4/194, Kirmani Street, Hamdard Nagar B, Anoopshahr Road, Aligarh-202002, UP, India. Mobile : +91-8979328986 Email : kirmani87@gmail.com
References	<ol style="list-style-type: none"> 1. Prof. Mohammed Naved Khan, Professor, Department of Business Administration, FMSR, AMU, Aligarh, UP, India. Email: mohdnavedkhan@gmail.com; Mobile: +91-9557633713 2. Dr. Asad Rahman, Associate Professor, Department of Business Administration, FMSR, AMU, Aligarh, UP, India. Email: asadrehman73@rediffmail.com; Mobile: +91- 8755995165 3. Dr. Mohd Adil, Assistant Professor, Department of Management, NIT Hamirpur, Himachal Pradesh, India. Email: profadilmohd@gmail.com; Mobile: +91- 9882875655

Date:-

Place:-

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ANNEXURE 1 **Teaching Experience**

S.No.	Designation	Subjects Taught	Institute	Duration
1.	Assistant Professor (MBA)	Marketing Management, Business Research Methods	Galgotias College of Engineering and Technology, Affiliated to Dr. APJ Kalaam Technical University, Lucknow, UP.	July 30 2018-Till Date
2.	Assistant Professor (MBA)	Marketing Management, Business Research Methods	Al-Barkaat Institute of Management Studies. Affiliated to Dr. APJ Kalaam Technical University, Lucknow, UP.	Oct, 2017- May, 2018
3.	Assistant Professor for Marketing (MBA, and BBA)	Marketing Management, Marketing Research, Rural Marketing	School of Business, Galgotias University, Greater Noida.	August, 2016- May, 2017
4.	As a Research Scholar (PG Dip in Marketing Management)	Sales Management	Dept. of Business Administration, FMSR, AMU	July, 2015-May, 2016
5.	Lecturer (Marketing Courses in BBA)	Marketing Management, Marketing Research and Rural Management,	Aligarh College of Eng. & Management (Affiliated to Dr. Bhimrao Ambedkar University, Agra, UP)	July, 2011- May, 2012

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Publications in Journals

S. No.	Topic	Publication	Year
1.	The role of food eating values and exploratory behaviour traits in predicting intention to consume organic foods: An extended planned behaviour approach.	Journal of Retailing and Consumer Services (Elsevier; Scopus; ABDC Rank A; Impact Factor= 7.135; Cite Score=9). ISBN: 0969-6989	2021
2.	Investigating factors affecting intention to use Government websites for COVID-19 related information: An Empirical Study.	International Journal of Electronic Government Research (IGI Global; Scopus; ABDC Ranked). Vol. 16 No.2	2020
3.	Scale for measuring political sensitivity: An Empirical Investigation on young Indian voters.	Journal of Political Marketing (Taylor and Francis; ABDC Rank B; Scopus Indexed), Vol.19 No.4- ISSN: 1537-7865	2020
4.	Scale Development for M-Commerce Acceptance <i>vis-à-vis</i> Young, Educated, Non- Metropolitan Small Town Consumers in India	Colombo Business Journal: International Journal of Theory and Practice (UGC Care List), Vol. 11 No. 1, pp.105-131.	2020
5.	Dynamics of Voter Satisfaction: Empirical Investigation of Young Indian voters.	Colombo Business Journal: International Journal of Theory and Practice (UGC Care List), Vol.10, Issue 2, Page No: 75-102. ISSN: 2579-2210	2019
6.	Decoding Willingness of Indian Consumers to Pay a Premium for Green Products.	South Asian Journal of Business Studies (Emerald; ABDC Ranked; Scopus); Vol.7 Issue 1. ISSN: 2398-628X. Page No-73-90.	2018
7.	Role of Religiosity in Purchase of Green Products by Muslim Students: Empirical Evidences from India.	Journal of Islamic Marketing (Emerald; Scopus indexed; ABDC Rank B), accepted for publication in Vol. 9. Issue 3. Page No: 504-526	2018
8.	Green Consumerism: <i>A Review of Extant Literature</i>	Pacific Business Review International. (India) Vol.1 No.2 ISSN: 0974-438X, Peer Reviewed Page No: 48-59	2016
9.	Environmental Attributes and Market Segmentation: Insights from India.	International Journal of Management Concepts and Philosophy. (Inderscience, UK) Vol.9 No.2 ISSN: 1741-8135 “C” Rating in ABDC Ranking, Peer Reviewed. Page No: 73-92.	2016
10.	Environmental Concern to Attitude towards Green Products: Evidences from India.	Serbian Journal of Management (Scopus Indexed) Vol.11 Issue 2. ISSN: 2217-7159, Peer Reviewed. Page No: 159-179.	2016
11.	Influence of environmental characteristics of the consumers on their willingness to pay for green products: an empirical investigation.	International Journal of Social Entrepreneurship and Innovation (Inderscience, UK). Vol. 3 Issue. 5. ISSN: 2043-8265, Peer Reviewed; Page No: 374-386.	2015
12.	Green Marketing and rural marketing: drivers for marketing paradigms in India.	Global Journal for Research Analysis. Vol. 4 Issue 3 ISSN: 2277-8160. Page No:1-3	2015
13.	Environmental concerns, perceived environmental responsibility and willingness to pay for green products: an empirical investigation.	International Journal of Management Development and Information Technology (Hindustan Institute of Management & Computer Studies, India). Vol. 12 Issue 1.	2014

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		ISSN: 0976-8440, Peer Reviewed; Page No: 78-92.	
14.	Gender based differences in green behaviour of Indian consumers.	Indore Management Journal Special Issue: Peer Reviewed Proceedings of 6 th Conference on Excellence in Research and Education at Indian Institute of Management (IIM) Indore. ISSN: 0975-1653, Peer Reviewer. Page No: 114-124.	2014
15.	Paradigm shift in rural marketing	Indian Journal for Social Sciences and Humanities (An International Journal) Vol. 1 Issue 1 ISSN: 2277- 7458.	2012

Papers Published in Edited Books/Conference Proceedings

S. No	Topic	Name of Book/Conference	Publisher/ Institute	Year
1.	Role of Socio-Demographic Factors Towards Environmental Protection among Urban Indians	Contemporary Issues in South Asia	Nova Science Publishers, USA	2020
2.	M-Commerce Acceptance in India: Model Development and Validation	10 th PIMG International Conference on <i>Digital Strategies for Organizational Success</i> . ISBN: 978-93-5311-464-0	Prestige Institute of Management, Gwalior, Madhya Pradesh, India	2019
3.	Consumers' willingness to pay for green product.	6 th IIMA Conference on <i>Marketing in Emerging Economies</i> ISBN: 978-81-920800-3-1	Indian Institute of Management (IIM) Ahmedabad, India.	2015
4.	Demographic Differences in Green Decisions of Indian Consumers	International Conference on Research in Marketing- 2013 (A refereed international conference organized by Curtin University, Australia; IIT Delhi and XLRI, Jamshedpur). ISBN: 978-1-63041-998-1	Indian Institute of Technology (IIT), Delhi, India	2013
5.	Attitude of Young Consumers towards Green Marketing in India	Paradigm for Sustainable Business: People, Planet and Profit. ISBN: 978-93-81583-94-4	Indian Institute of Technology (IIT), Roorkee, India	2013
6.	Characteristics of Research in Green Marketing in India	International Conference on Reinventing Thinking Beyond Boundaries to Excel. ISBN: 978-93-5104-880-0	Institute of Management and Technology (IMT), Faridabad, India	2013
7.	Challenges and Issues in Green Marketing	Emerging Paradigms in Marketing ISBN: 978-93-81505	Jamia Millia Islamia, New Delhi, India	2012

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Papers Presented in Seminars/Conferences

S. No	Topic	Conference	Institute	Year
1.	Ethics, Environment, Health and Farmers: Reasons for Organic Food Consumption in India	BLM2-ICAM4: An International Joint E-Conference	Taylor's University (Malaysia), University of Kelaniya (Srilanka) and CIRI.	2021
2.	Cashless Transactions during Covid-19 pandemic: User Satisfaction with UPI Services	Global Trends in Business Research Post COVID-19	Glocal University (Saharanpur, UP) and Centre for Development Policy and Practice (CPDD).	2020
2.	Attitude to Willingness: Green Shades of Indian Consumers	7 th IIMA Conference on <i>Marketing in Emerging Economies</i>	Indian Institute of Management (IIM) Ahmedabad, India.	2017
3.	Willingness to Pay for Green Products: An Empirical Investigation of Indian Consumers.	Research Seminar Series-2017	School of Business, Galgotias University.	2017
4.	Gender based differences in green behaviour of Indian consumers	6 th Conference on Excellence in Research and Education.	Indian Institute of Management (IIM) Indore, Madhya Pradesh, India.	2014
5.	Influence of religiosity on green attitude of consumers: An Indian perspective	International Conference on Business Paradigms in Emerging Markets.	National Institute of Technology (NIT), Rourkela, Orissa, India	2014
6.	Strategies in rural marketing	Rural Development in India- Challenges and Strategies for Inclusive Growth.	Bundelkhand University, Jhansi, Uttar Pradesh, India	2012
7.	Innovations in rural marketing	Paradigm Shift in Marketing and Financial Spectrum of Business	Institute of Information Management and Technology (IIMT), Aligarh, Uttar Pradesh, India	2012

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ANNEXURE 3

Details of Workshops/Short-term Course Attended

S. No	Topic	Focus Area	Institute	Year
1.	Online Elementary Faculty Development Programme on Sustainable Change Management (5 Days)	Sustainability	AICTE Training and Learning (ATAL) Academy at Auxilium College.	2021
2.	Imparting SoftSkills and Life Skills for Holistic Development	Personality Development	AICTE Training and Learning (ATAL) Academy at PSGR Krishnammal College for Women	2021
3.	Faculty Development Programme on Innovations in Teaching Pedagogies (5 Days)	Teaching Pedagogy	Galgotias College of Engineering and Technology and AKTU	2019
4.	Workshop on Human Values and Ethics (10 Days).	Human Values	Galgotias University, Greater Noida	2016
5.	Data Analytics for Research in Management and Social Sciences (3 days)	Factor Analysis, Structural Equation Modeling.	Anna University, Chennai, Tamil Nadu, India.	2014
6.	Research Methodology and Computer Applications in Commerce and Management Studies for Doctoral Scholars (10 days)	t-test, ANOVA, Exploratory Factor Analysis, Confirmatory Factor Analysis, Report Writing, etc.	Department of Commerce, Aligarh Muslim University, Aligarh, Uttar Pradesh, India	2014
7.	Data Analysis for Research and Publication (2 days)	Multivariate Data Analysis, Exploratory Factor Analysis	Department of Management Studies, Indian Institute of Technology (IIT), Roorkee, Uttarakhand, India	2013
8.	Stress Management (6 days)	Stress Management	UGC Academic Staff College, Aligarh Muslim University, Aligarh, Uttar Pradesh, India	2012

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ANNEXURE 4 **Certified Online Courses**

S. No	Topic	Learning Platform	Year
1.	Marketing in a Digital World	Course was authorized by University of Illinois and offered through Coursera.	2021
2.	Customer Analytics	Course was authorized by University of Pennsylvania (The Wharton School) and offered through Coursera	2021
3.	Marketing Analytics: The Full Marketing Research Masterclass	Udemy	2021
4.	AI for Everyone Resource Person: Adjunct Professor Andrew Ng, Computer Science Department, Stanford University.	Course was authorized by deeplearning.ai and offered through Coursera	2020
5.	Google Ads for Beginners Resource Person: Ishita Sinha, Marketing Manager, Paid Media, Coursera	Course was authorized by Coursera Project Network and offered through Coursera	2020
6.	Google Analytics for Beginners	Google Analytics Academy	2020
7.	Using Google Forms to Analyze the User Research Data Resource Person: Anirudh Pathak, Instructional Design and Organizational Change Management Specialist.	Course was authorized by Coursera Project Network and offered through Coursera	2020
8.	Getting Started with Digital Marketing	upGrad (U Education Pvt. Ltd.)	2020