



Farhan Mustafa

PhD (V Year II Semester)
 Ph.D. Management Studies
 Contact No: 9045060653
 Email: fmustafa@bm.iitr.ac.in
 Registration No: 17918021/2022

Indian Institute of
 Technology
 Roorkee



VERIFIED

Area of Interest

Digital Marketing, Strategy, International Business

Education

Year	Degree/Examination	Institution/Board	CGPA/ Percentage
2022	Ph.D. 5th Year	Indian Institute of Technology, Roorkee	8.200
2017	Postgraduate (PG)	Jamia Millia Islamia, New Delhi	8.290
2015	Graduate (UG)	Aligarh Muslim University, Aligarh	70.00 %
2012	Intermediate (Class XII)	Aligarh Muslim University, Aligarh	72.00 %
2010	Matriculate (Class X)	Ayesha Tarin Modern Public School	7.600

Experience

Management Trainee | HDFC Asset Management Company

April 2017 - January 2018

- Managing Leads and Closing Sales calls.
- Maintaining data and solving customer queries.
- Driving and Motivating the team to achieve individual and team targets.
- Investment advisory in various financial products and their brand management.
- In charge of managing the whole distribution channel of the region along with direct client acquisition.

Teaching Assistantship | Department of Management Studies, IIT Roorkee

March 2018 - November 2021

- Subjects- Sales & Distribution Management, International Business, Strategic Management, Product & Brand Management, Integrated Marketing Communications.
- Covered all aspects of institute teaching (e.g., preparing lessons, case studies, lecturing, managing courses, and facilitating learning for students since March 2018)

Teaching Assistantship | IIM Lucknow

June 2019 - January 2021

- Subjects- Marketing research and International Marketing
- Facilitated and supervised MBA students of IIM Lucknow in reviewing group projects, case studies and covered different aspects of course content.

Internships

Summer Intern | Bharti AXA

May 2016 - July 2016

- Conducted financial and legal research and analysis for high net-worth individuals.
- Created, and maintained precise and accurate models, charts, and reports of the data.
- Organized training sessions for other interns with zonal managers.
- Analyze the financial statements of Bharti AXA for last 5 years.
- Consolidated financial data and materials for key leadership meetings which help in framing marketing strategies.
- Analyzed sales patterns of policy instruments and forecasted future trends.

Finance Intern | The Money Roller Ltd.

November 2016 - January 2017

- Equity research and derivative analysis.

Projects

Women empowerment and education of underprivileged children in West UP (Part-time) | Hope Welfare and Educational Trust

March 2018 - August 2021

- Arranging funds and facilitating operations for the trust.
- Organizing events for empowering society with special reference to women.
- Recruitment of teaching staff and maintaining public relations.
- Successfully admitted more than 200 underprivileged children for primary education.
- Regular Visits to the parents of the children to reduce drop-outs.

Awards / Scholarships / Academic Achievements

- UGC NET/JRF
- MHRD Institute Fellowship

Skills

Software Packages	MX Excel, PLS-SEM, SPSS, Statista, Bloomberg
Additional Courses	Certified in Digital Marketing by E-marketing Institute, Denmark. Certified in Innovation and Business models by NPTEL IIT Roorkee Certified in SPSS for research at Udemy. Strategic Management and Innovation offered by Copenhagen Business School at Coursera.
Minor/Honors Courses	Product and Brand Management Sales and distribution management
Languages Known	English, Hindi, French

Positions of Responsibility & Extra Curriculars

Sponsorship Management Lead | IIT Roorkee November 2018

- Managed sponsors and fund raising for 1st PAN IIT International Management Conference, DoMS, IIT Roorkee

Student Coordinator for Ph.D. Admissions | DoMS, IIT Roorkee September 2018 - December 2019

- Facilitating PhD admissions at Department of Management Studies, IIT Roorkee

Core Organizing Member | DoMS, IIT Roorkee November 2018

- Looked over and facilitated various conference activities at 1st PAN IIT International Management Conference, DoMS, IIT Roorkee

Student Representative as DAPC/DRC | IIT Roorkee May 2019 - August 2019

- Ph.D. student representative at the meetings at academic programs.

Member Organizing Team | IIT Roorkee November 2019

- Shortlisted papers and data management at International Conference on GLOGIFT 19, Flexibility, Innovation and sustainable Business 2019, organized by Department of Management Studies, IIT Roorkee.

Placement Coordinator | Jamia Millia Islamia, New Delhi March 2016 - June 2017

- Establishing relationships between corporates and students by organizing various industry visits.
- Developing placement brochures for maintaining data of the students.
- Actively handled placement sessions at the department.

Research Publications

- Farhan Mustafa and Prof. Vinay Sharma, "Factors enabling pervasiveness of belief and ethics-based marketing practice: An interpretive structural modeling approach", in Journal of Islamic Marketing, Scopus Indexed, ABDC Ranked B, Impact factor-3.42), Emerald Publishing, 2022
- Farhan Mustafa and Prof. Vinay Sharma, "Market pervasiveness driven by specific belief-based marketing practices: A review", in Journal of Business Ethics (UNDER REVIEW) FT- 50 listed journal, Springer Nature, 2022

References

Prof. Vinay Sharma

Professor
Indian Institute of Technology, Roorkee
vinay.sharma@ms.iitr.ac.in
9839022610

Prof. Zillur Rahman

Professor
Indian Institute of Technology, Roorkee
zillur.rahman@ms.iitr.ac.in
9897052333