

TAFHEEM BASHIR
MBA Gold Medalist
Ph.D. (Pursuing)
Work Experience: 7+years.

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Career Objective

Seeking an academic/administrative-position in a performance-oriented organization, which aims for mutual growth and appreciates quality work.

Work Experience

| Name of the Organization | Title of the Position | Duration (Time Period) |
|---|------------------------------|---|
| Lloyd Business School, Lloyd Group of Institutions, Knowledge Park-II, Greater NOIDA. | Assistant Professor | 1 st December 2021 till date |
| School of Management & Business Studies, Jamia Hamdard, New Delhi. | Assistant Professor | 5 years (June 2016 to June 2021) |
| School of Management & Business Studies, Jamia Hamdard, New Delhi. | Management Associate | 2 years (July 2014 to June 2016) |

(A) Roles and Responsibilities at Lloyd Business School;

- Full Time Assistant Professor.
- Teaching Management subjects to MBA, PGDM and BBA Students.
- Member Research Committee Cell & IQAC (Internal Quality Assurance Cell).
- Project Guidance/Mentoring to PGDM/MBA/BBA students.

(B) Work Done at JAMIA HAMDARD:

Academic and Administrative Responsibilities

- Academic & Admission Coordinator for creation of New Courses in School of Management and Business Studies, Jamia Hamdard, since 2014 that include courses:
 - (a) Bachelor of Business Administration – (BBA)
 - (b) Integrated BBA+MBA
 - (c) Bachelors of Hotel Management & Catering Technology
 - (d) MBA Entrepreneurship
 - (e) MBA International Business
 - (f) B. Com (Honors)

- Member of Core Committee for Admissions BBA & Integrated BBA-MBA at Department of Management, Jamia Hamdard.
- Faculty Course Coordinator for BBA final year students since 2017.
- Faculty Examination Coordinator of Semester Examination of Department of Management, Jamia Hamdard, for December 2015 & May 2016.
- Faculty Admission Coordinator for BBA & MBA Admissions Batches since 2015 for Department of Management, Jamia Hamdard.
- Involved as a Panel Expert in the Group Discussion/ Personal Interview for selection of BBA & MBA students for since the year 2015.
- Worked as a Faculty Coordinator for the Induction Programme for the BBA & MBA Batch 2016.
- Faculty Coordinator for Alumni Meet 2016 of Department of Management. Jamia Hamdard.
- Faculty Coordinator of Department of Management, Jamia Hamdard for Cricket Tournament in the Annual Sports & Cultural Week for since 2015.
- Faculty Coordinator of the Management Festival “Goonj2K18” held on 26th & 27th March 2018.

Key Deliverables: Teaching Related:

Teaching to MBA & BBA students of Indian Nationality, Minority Category, International Community, SC, ST, OBC, the following subjects;

- Business Communication,
- Marketing Management 1 & 2
- Essentials and Principles of Management
- Entrepreneurship: Fundamentals, Principles & Practice.
- Internet Marketing,
- E-Commerce
- Digital Economy.
- Management of Tourism Services.

Research Work/ Guidance

Regular mentoring to MBA & BBA 1st year students for Summer Internship Projects and supervision to MBA & BBA final year students for major Dissertation projects.

Academic Qualification:

| PhD Pursuing (Broad Area: Digital Marketing in Entrepreneurship & MSME's) from Manav Rachna International Institute of Research and Studies, Faridabad-NCR. Date Of Registration: 29.08.2020 | | | |
|---|-------------------------------|--------------|------------|
| Degree/ Course | School / College / University | Passing Year | Percentage |
| Master of Business Administration, MBA Topper (Gold Medalist). | Jamia Hamdard, New Delhi | 2014 | 81.0 |
| Bachelor of Business Administration | Jamia Hamdard, New Delhi | 2012 | 70.12 |
| Intermediate-Class 12 th CBSE Affiliated | Army Public School, Srinagar | 2008 | 65.2 |
| Secondary School-Class 10 th J&K Board of School Education | Burn Hall School, Srinagar | 2005 | 75.6 |

Faculty Development Programs (FDP's) Management Development Programs (MDP's) & Webinars:

- Successfully completed Online-faculty Development Program of All India Council for Technical Education (ATAL-AICTE) on "Capacity Building" from 15th February 2021 to 19th February 2021 at **Rajiv Gandhi Government Polytechnic.**
- Successfully participated and attended in One Day International Webinar on "Re-Imaging Work, Jobs and Careers in the time of COVID-19, on 24th August 2020 organized by Department of Management and Commerce, **School of Commerce and Business Management of Maulana Azad National Urdu University, (MANUU), Hyderabad, India.**
- Successfully participated and completed All India Council for Technical Education (AICTE) ATAL Training Academy Online FDP on "Blended Learning and Flipped Classroom" from 8th August 2020 to 14th August 2020 at **Sardar Vallabhai National Institute of Technology, (SVNIT), Surat, Gujarat, India.**
- Attended the Management Development Program (MDP) on SQL for Data Analytics on December 11th, 2021 at Lloyd Business School, Greater Noida, Uttar Pradesh.
- Attended the Management Development Program (MDP) on Strategizing and Managing Brand on January 8th, 2022 at Lloyd Business School, Greater Noida, Uttar Pradesh.
- Attended the Management Development Program (MDP) on Emotional Intelligence for Managers on February 26th, 2021 at Lloyd Business School, Greater Noida, Uttar Pradesh.

- Organized Faculty Development Program on “Academic Business Cases: Development and Execution” on January 22nd, 2022 at Lloyd Business School, Greater Noida, Uttar Pradesh.
- Organized Faculty Development Program on “How to avoid writing in predatory journals” on March 12th, 2022, at Lloyd Business School, Greater Noida, Uttar Pradesh.

Books Reviewed/ Papers Presented/Published

- Presented a paper titled A Critical Review on the reasons for adoption of Social Media Marketing Practices by MSMEs; at **MRCON 2022 - International Conference on ‘Empowering Emerging Economies, Women and Businesses’** at Manav Rachna International Institute of Research and Studies, Faridabad in February 2022.
- Presented a paper titled An Entrepreneurial Journey through the stimulus of Digital Marketing: A Case Study of (Integrated Facilitation Services), Uttar Pradesh, India at **MRCON 2021 - International Conference on Re-inventing Business, Entrepreneurship and Sustainability in the Era of Challenges** held at Manav Rachna International Institute of Research and Studies, Faridabad in February 2021
- Reviewed book titled: E-COMMERCE by Bharat Bhaskar, 4th Edition, McGraw Hill Education, dated July 4th, 2019.

Seminars / Conferences / Symposium/ Attended / Organized

- Organized and Convened on Day National Seminar on “Wealth Creation Caveats” in February 2019.
- Participated in the two-day International Conference on the topic “Affordable Healthcare Mechanisms in India on 19th & 20th January 2018 held at Jamia Hamdard.
- Participated in One day Seminar on the topic “Changing paradigms in Business” held on 1st February 2018 held at Jamia Hamdard.
- Organized a Departmental Seminar on Business Communication & Smart Presentations in March 2016 at Jamia Hamdard, New Delhi.
- Acted as a Coordinator for International Conference on Business Social Responsibility organized by Department of Management, Jamia Hamdard, New Delhi in February 2013.

Workshop / Training (Research based) participated / attended

- Participated in Three-Day training on IBM SPSS / AMOS, held on 13th to 15th February 2015 at Jamia Hamdard. Jointly organized by IBM SPSS South Asia, Bangalore and Department of Management, Faculty of Management & IT, Jamia Hamdard University, New Delhi.

Internships / Projects undertaken (during Post Graduation)

(5th June 2013 to 20th July 2013): *Did Summer Internship with Remorphing Advisory Ltd in Delhi /NCR with role of a Market Research Analyst. Completed a research project titled “A Comprehensive India business location primer (over various states) for chosen sectors on competitiveness drivers, esp. Supply chain.”*

Attained corporate exposure through Interviews / interaction with dignitaries of various sectors and gained practical insights for ease of doing business in India.

(4th January 2014 to 10th May 2014): *Did major dissertation project in the final semester of MBA, titled “A comprehensive study on Handloom & Handicraft sector in J&K and its competitive factors”.*

Information Communication Technology (ICT) Skills

Operating System : Windows 10
Tool : MS Office 2019.

Scholastic Achievements

Topper of the MBA 2012-14 Batch, Received the Gold Medal & the Topper Degree from His Excellency Shri Hamid Ansari, The Vice President of India, on Jamia Hamdard on 31st March 2015.

Personal Details

Date of Birth : 02-12-1988
Languages Known : Hindi, English, Urdu, and Arabic
Address for Correspondence : 1st Floor, B-1395, B-Block, Green Field Colony, Faridabad
Haryana-NCR, 121010
Permanent Address : H.No. 7, Baghat Barzulla, Opposite Gurudwara Srinagar
Kashmir, J&K State India 190005.
Marital Status : Married.

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