

PROF. MOHAMMED ALTAF KHAN

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Date of Birth: 03.11.1959

Date of Joining: 20.12.1994

Date of Appointment to the present post: 20th December 2002 (as Professor)

Area of Specialisation: Marketing & General Management

ACADEMIC QUALIFICATION:

S.No.	Qualification	University	Year	Subject(s)/ Topic(s)	Grade
1.	Ph. D. (Commerce)	Berhampur University	1992	Problems of Recovery of Priority Sector Finance	Awarded
2.	Master of Philosophy	Berhampur University	1986	Commerce	Awarded
3.	Master of Commerce	Berhampur University	1982	Higher Company Accounts	I
4.	Bachelor of Law	Berhampur University	1992	Business Law	II
5.	Bachelor of Commerce (Hons.)	Berhampur University	1980	Advance Accounting and Auditing (Hons.)	II

EMPLOYMENT PROFILE

S. No.	Post Held	Organization	Nature of duties	Since
1.	Professor Since 2002	Department of Commerce & Business Studies, Jamia Millia Islamia (Central University), New Delhi	Teaching	2002 Till date
2.	Reader	Department of Commerce & Business Studies, Jamia Millia Islamia (Central University), New Delhi	Teaching	1994 - 2002
3.	Lecturer	Post Graduate Centre for Management Studies, Sanjay Memorial Institute of Technology, Berhampur – 761100	Teaching	1985 - 1994
4.	Lecturer	R.C.M. Science College, Khalikote, Ganjam, Odisha	Teaching	1984 – 1985
5.	Lecturer	TDS College, B D Pur, Distt.Ganjam, Orissa	Teaching	1982 – 1984

CONTRIBUTION IN RELEVANT AREAS IN HIGHER EDUCATION

Assignment	Organization	Specialization
Visitor's Nominee	IGNOU	President of India nominated w.e.f. 2011 to 2014 in Distance Education
Green Economy	Ministry of Education, SWAYAM ARPIT (Economics), for DU.	Developed E-Content for Swayam Portal
Subject Expert	1.Delhi School of Economics, University of Delhi	International Business
	2. Indian Institute of Foreign Trade(IIFT), New Delhi	Marketing of Financial Services
Resource Person	1.Staff Administrative College, Jamia Millia Islamia, New Delhi	Orientation Programe; Time Management
	2.Sambalpur University, Odisha	Research Methodology
	3.Faculty of Business Administration, Guru Jambheshwar University, Hisar	Marketing
Consultant	National Institute of Small Business and Entrepreneurship Development (Govt. of India), ND	Marketing Management

ADMINISTRATIVE EXPERIENCE/POST(S) & RESPONSIBILITIES HELD

S. No.	Post	Organization/ University	Duration		Experience in Years
			From (Date)	To (Date)	
1.	Head of the Department	Jamia Millia Islamia, Central University, New Delhi	19.04.2004	20.04.2007	3 Years
2.	Chairman, Board of Studies	Jamia Millia Islamia, Central University, New Delhi	20.04.2004	19.04.2007	3 Years
3.	Member, Board of Studies	Jamia Millia Islamia, Central University, N.D.	September, 2013	15.07.2014	11 Months
4.	Dean of Faculty	Nil	Nil	Nil	Nil
5.	Member of Academic Council	Jamia Millia Islamia, Central University, New Delhi	20.04.2004	19.04.2007	3 Years
6.	Member of Executive Council/ Court	Jamia Millia Islamia, Central University, New Delhi	20.04.2006	19.05.2007	1 Year
7.	Member of Professional/ Academic Bodies	UGC/AICTE/NBA/DEC/IIMM	1996	2014	8 Years
8.	Other Admin Posts Registrar	Biju Patnaik University of Technology, Rourkela, Odisha	12.01.2015	10.11.2017	2 Years 8 Months
9.	Controller of Examination	Central University of Odisha, Koraput, Odisha	17.07.2014	11.01.2015	1 Year
10.	Professor of Commerce	Arjun Singh Centre for Distance Education, Jamia Millia Islamia	2010	2011	Around 1 year
11.	Programme Coordinator	Vocational Courses, Jamia Millia Islamia	July, 2000	2003	3 Years

POSITION OF CHAIRS

Sl. No.	Name of Chair	Name of Agencies /Departments Involved	Period of Holding the Chair
1.	Research & Development Committee	Jamia Millia Islamia	2004-2007
2.	Purchase Committee	Biju Patnaik University of Technology	12.01.15 – 10.11.2017
3.	Affiliation Committee	Biju Patnaik University of Technology	12.01.15 – 10.11.2017
4.	Research Development Committee, as the Senior most Prof. of the Department	Jamia Millia Islamia, New Delhi	2018 Continued...

SCHOLARLY ACHIEVEMENTS

A. Contribution to Books & Journals

Sl. No.	Title	ISBN	Year	Publisher
16.	Motivation Through Quotes	978-93-86330-28-4	2018	Ocean Publishing House, New Delhi
15.	Indo-Saudi Trade relations Partnership for Progress	978-81 -927695-0-9	2013	Aan Publishing House, New Delhi
14.	Sales & Distribution Management	978-81-908499-7-5	2011	Enkay Pub House New Delhi
13.	Knowledge Management	978-81-908499-4-4	2011	Enkay Pub House New Delhi
12.	Customer Relationship Management	978-81 -908499-1 -3	2011	Enkay Pub House New Delhi
11.	Marketing Management	10: 818993771	2010	Wisdom New Delhi
10.	Global Trends in e-Commerce	978-81 -98499-2-0	2010	Enkay Pub House New Delhi
09.	Strategic Marketing	978-81 -98499-3-7	2010	Enkay Pub House New Delhi
08.	Brand Management	978-81 -98499-0-6	2010	Enkay Pub House New Delhi
07.	Personal Management and Business Ethics	10: 8189937715	2008	Arise Publisher, New Delhi
06.	Personality Development in Management	13: 97881899377	2005	Arise Publisher, New Delhi
05.	Revival of Small Scale, Sick Industries	13: 97881899378	2005	Arise Publisher, New Delhi
04.	Services Marketing	13: 97881899378	2005	Arise Publisher, New Delhi
03.	Rural Development	81 -88658-18-9	2004	Shri Publication, New Delhi
02.	Recovery Management	10: 8188658197	2003	Shri Publication, New Delhi
01.	Management of Small Bank Loans	10: 8185475768	1993	Kanishka Publishing House, New Delhi

A.II Editor in Chief

Sl. No.	Title	ISSN	Year	Publisher
1.	Iqra International Management Journal	22277-4211	Since 2010 to contd.	Professionalism Development Foundation

A.III Peer Reviewer

Sl. No.	Title	ISSN	Year	Publisher
1.	The Horizon	0975-5535	2012	ShodhEvamShaikshnikSamiti
2.	Business Analysis	0973-211X	2009	Shri Ram Collage of Commerce

B. SELECTED PUBLICATION

S. No.	Year	Title	Name of the Journal Refereed
22	2020	Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility	Journal of Promotion Management, Volume 27, Issue 4, 1-22.
21	2020	Tourism Marketing of Iran: A Strategic Approach	Cross Cultural Management Journal. Volume XXII, Issue 2. 2020
20	2020	Schedule Banks Performance and Prospects	Parishodh Journal. Volume IX. Issue II. February 2020
19.	2014	Analysis of Determinants of Capital Structure: With Special Reference to Indian Listed Non-Financial Companies in S&P CNX Nifty	Business Dimensions, 147-155.
18.	2014	Theories of Capital Structure: Analysis of Capital Structure Determinants	International Research Journal of Management Sciences & Technology, 695-704.
17.	2013	Capital Structure Theories: A Review	International Research Journal of Commerce Arts & Science 703-714
16.	2013	A Study of the Service Quality Issues of Internet Banking in Non-Metro Cities Of India	Journal of Advanced Management Sciences, Voll.1, No.1, March 2013
15.	2011	Marketing Orientation in Cooperative Banks	The Indian Journal of Commerce
14.	2011	Transforming a Retail Centre into a Brand Through Professional Mall Management	International Journal of Research in Commerce Economics & Management (IJRCM), Volume No. 1(2011), Issue No. 2 (June).
13.	2010	Strategy for Mall Developer to Shape Shopping Mall	The Horizon, A Journal of Social Science No.II/ 2010, Vol.I, July 2010
12.	2010	Service Quality Analysis in Cooperative Banks	The Indian Journal Of Commerce, New Delhi, Vol.63 No.1, Jan-Mar 2010
11.	2010	Emerging issues Human Resource Management	Journal of Indian Management Studies, Vol.14, No.1, April 2010, Punjabi University, Patiala (A refereed Journal)
10.	2010	Job Satisfaction	Third Concept – An International Journal of Ideas, New Delhi, January 2010
9.	2009	Perception of people towards organized retail in Delhi & NCR	Journal of IMS Group (listed in Cabell's Management Directory, USA Vol.6 No.2 July– Dec. 2009
8.	1997	Management Education in India and issues	University News, Vol.35, No.15, 1997, New Delhi
7.	1994	Mounting Overdues of Small Industry Finance	Indian Journal of Public Enterprises, Allahabad.
6.	1993	Financing Priority Sector: Some Issues	In a Book, "Commercial Banking in India" Edited by O.P. Rai, Faculty of Commerce, Banaras Hindu University, Varanasi.
5	1993	Industrial Sickness (SSI) and Revitalization through Banks	SEDME (Small Enterprises Development Management & Extension) Journal Vol. XXNo.1, March 1993, Hyderabad.
4.	1993	Recovery of Loans in Public Sector Banks	The Chartered Accountant Vol. XII, No.12, Jun 93, Delhi

3.	1992	Recovery of Transport Operator Advances Orissa – A Study of State Bank of India	In a Book "Transport and Economic Development Edited by J.S. Mathur, Faculty Member, Department of Commerce, Banaras Hindu University, Varanasi, Published by Chug Publication, Allahabad.
2.	1991	Recovery of Agricultural Advances in Orissa - A case study of State Bank of India	Agricultural Bankers (A Quarterly Journal) Rural Banking and Economic Vol.14, No. 1, Jan-Mar 1991
1.	1989	Priority Sector Finance and their Practical Problems	Pragyanubhuti (Journal of Social Science & Humanities) Berhampur University, Vol. X, No.2, 1988-89.

B.II List of articles in newspapers

Total Articles: 04

S No.	Date	Title	Name of Magazine/ Newspaper/Show
1.	1989	Revival of Sick Industry of Odisha	All India Radio, Cuttack, Odisha
2.	26.03.2003	To Present the career and counseling in evening live show (Wednesday)	Doordarshan Kendra, New Delhi
3.	31.01.1991	Loan Recovery Courting Problems	The Economics Times, Calcutta Edition
4.	02.03.1993	RegunaSilparaPunnasasthapana	Pragatibadi,, Newspaper, P.5 in Odia.

C. PARTICIPATION AND SCHOLARLY PRESENTATIONS IN CONFERENCES

S No.	Date	Title of Conference or Institution	Title/Subject of Presentation
52	23 rd April, 2021	Maharaja Agrasen Institute of Management Studies, 6 th International Conference	Drivers of Global Economic Recovery
51	29 th -30 th July, 2020	Dr. Akhilesh Das Gupta Institute of Technology & Management	New Challenges and Opportunities in the wake of COvid-19
50	12 th to 14 th November, 2002	“Ethnic Violence: Causes and Consequences” Organized by Jamila Millia Islamia, New Delhi	Ethnic Violence and Business
49	21 st to 23 rd November, 2005	Business Transitions: The Road Ahead Organized by UP Technical University, PHDCCI and Integrated Academy of Management and Technology	Clusterization and Indian small scale entrepreneurs in globalized economy: An empirical study on Aligarh Lock Industry
48	2009	Asian Management Congress (An International Seminar Inaugurated by Hon’ble Governor of Orissa) at Bhubaneswar, Odisha	Globalizing Business Education: Role of Asian Countries. Acted as as Chairperson acted on focus talk where key speakers were from Bangladesh & Nepal.
47	6 th & 7 th March, 2010	Organized By BharatiVidyapeeth University Institute of Management and Research, New Delhi	Challenges Arising from Global Recession-Strategies for management. Acted as Key Speaker

46	6 th & 7 th March, 2012	UGC Sponsored in Utkal University, Bhubaneswar, Odisha	Entrepreneurship Development in MSME –A way forward to Sustainability. Acted as Resource Person
45	13 th & 14 th July, 2016	Organized by Innovative Research Publication at Bangkok	International Conference on E-Learning
44	16 th & 17 th March, 2018	5 th International Youth Conference at Jaipur, Rajasthan	Harmonising Education and Employment
43	29 th & 30 th March, 2018	2 nd International Conference at NITTTR, Chandigarh	Communication, Computing and Networking
42	16-18 Feb, 2020	JTA International Multidisciplinary Conference	Innovation and Sustainability
41	28-29 Jun, 2021	Gangadhar Mehar University, Sambalpur	
40	6th Feb 2016	Organized by Institute of Pharmaceuticals Solapur & Biju Patnaik University Of Technology, Odisha	Packaging and pharmaceutical dosages forms
39	21st & 22nd Jan 2016	Organized by KIST & Biju Patnaik University Of Technology, Odisha	Industry Institute Partnership meet
38	5th July 2015	Jointly Organized by Biju Patnaik University Of Technology & C.V Raman Institute, Odisha	NAB workshop for preparing the institute accreditation
37	21st Sept 2015	State level seminar organized by Biju Patnaik University of Technology, Odisha	Road map On technical education in Odisha /present and future perspectives
36	31st Aug 2015	Biju Patnaik University of Technology, Odisha Convener for the workshop where three thousand technical students attended.	Soft Skills Development workshop organized
35	24th Nov 2014 to 11th Jan 2015	Central University of Orissa ,	Chaired Inaugurated Euphrates project under, Erasmus Mundus Programe for staff and students
34	18th Jan 2014	AICTE Sponsored Organized by Department of Commerce and Business studies, Jamia Millia Islamia, New Delhi	“Fostering Growth Through FDI- Opportunities and challenges”, FDI and Growth in Retail Sector: An Analysis.
33	5th to 7th Dec 2013	66th All India Commerce Conference of the Indian Commerce Association held at Department of Commerce, Bangalore University, Bangalore, from 5th to 7th December 2013	Competitive Advertising Challenges & Consumer Satisfaction.
32	2013	Sponsored By UGC Organized by DN (PG) College Gulaothi, Bulandshahr, UP.	Banking Sector Reforms In India: Some issues
31	April 2013	Organized by Arjun Singh center for distance learning, JMI	Workshop on Distance Learning SLF
30	26th Feb 2012	National Seminar ICSSR	Impact of Public Sector Reforms on the Performance of Central Public Enterprises in India. Acted as Chief Speaker

29	4th to 6th Oct 2011	Organized by Jaipuria Institute of Management, Noida	Management Conference on “Generation Next: Managerial Opportunities and Challenges. Acted as Chairperson
28	8th Mar 2011	Organized by Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi	Islamic Financial System: Prospects and Challenges. Acted as Theme Speaker
27	6th Mar 2011	Organized by S.M.C.L Kaka Girls P.G. College, Sikandrabad, U.P, I.C.S.S.R sponsored.	Impact of Economic Reforms on Generation of Employment Opportunities in India. Special Speaker
26	2011	Asia- Pacific Institute of Management, New Delhi	Marketing “Yesterday- Today- Tomorrow”
25	1st to 3rd Oct 2010	63rd All India Commerce Conference held at Goa University, Goa	Green Marketing: Opportunities and Challenges
24	2009	Chaudhary Devi Lal University, Sirsa	Research Methodology in Management. Acted as Chairperson
23	2009	B.V University Institute of Management & Research, New Delhi	Shaping Organizations for tomorrow. Acted as a key note speaker
22	2009	Punjab University, Patiala in UGC sponsored Work Shop	Research Methodology. Acted as a key Note Addresser
21	2008	Management Development Institute, Gurgaon, Haryana	Effective Distribution Management” for Senior Engineers of Electricity board/ department of different state.
20	2008	BV University in Association with Department of Science & Technology	Plan De Negocios (Business Plan Competition). Acted as Chief speaker
19	2007	The Presidency College’s College of Business Administration (CBA) Berhampur, Odisha	Issues on Customer Relationship Marketing. Chaired the Seminar & given a key note address
18	29th Mar 2007	Jamia Millia Islamia, New Delhi	Corporate Governance There were three technical sessions: Session – i Chaired by Prof. M.Q. Khan, Former VC Berhampur University. Session – ii Chaired by Prof. Jawaharlal, Former Dean, Faculty of Commerce, Delhi School of Economics, & Session – iii Prof. S.V. Hussain, Dept. of Commerce & Business Studies, JMI, New Delhi
17	2005	At India International Centre, organized by Foundation for peace and Sustainable Development, and Society for Human Right Education and Emancipation, New Delhi	Combating Terrorism:: Global Perspective
16	2005	Organized by Faculty of Law: University of Delhi GGS Indraprastha University, New Delhi	Copyright Laws & National Interest Harmony of Authors, Publishers and Users
15	2003	Organized by Jamia Millia Islamia,	Mgmt. of Higher Education 21st

14	2003	New Delhi India International Centre, New Delhi. Organized by Dept. of Business Economics, South Campus, University of Delhi and Foundation for Peace & Sustainable Development, New Delhi	Century Challenges WTO & Sustainable Development
13	1st & 2nd Feb. 2003	Organized by Department of Economics JMI, New Delhi	Combating Poverty of Orissa
12	14th to 16th Dec. 2002	41st National Oriental Conference, Organized by Sanskrit University, Puri Odisha	Islamic Financial Services: India's Venture
11	2002	Paper Presented in UGC National Conference organized by Faculty of Commerce & Management Studies, JNV, University, Jodhpur	Impact of Liberalization Policy on Exports
10	2002	Organized by Academy of Third World Studies, Jamia Millia Islamia, New Delhi	Globalization & its Impact on South Asia
9	2001	Organized by National Oriental Conference at Sanskrit University, Puri, Odisha	Islamic Studies
8	2001	Organized by Govt. of Odisha, & CII, New Delhi.	Tourism -Destination Orissa
7	1998	Organized by Faculty of Engineering and Technology, Jamia Millia Islamia, New Delhi.	Information Technology for all Emerging Challenges
6	1997	Organized by PHD Chamber of Commerce and Industry Management forum.	Business Strategies for Small and Medium Enterprises
5	1997	Organized by SIDBI, PHD Chamber of Commerce & Industry, LaghuUdyog , Bharat, New Delhi.	SSI Vision for Next Millennium
4	7th & 8th Oct 1997	Faculty of Commerce & Management Studies J.N.V University Jodhpur, Rajasthan supported by UGC	Impact of Liberalization Policy on Export
3	1996	Organized by Human Rights Commission, New Delhi.	Women Empowerment
2	1996	Organized by PHD Chamber of commerce, New Delhi	Emerging Issues of Small Scale Industries
1	29th to 31st Dec 1992	Paper presented & Discussed XII, VII. All India Commerce Conference M.D. University, Rohtak, Haryana	Problems of Transport Operators Advances in Orissa - A Study of State Bank of India

CONSULTING EXPERIENCE

Honorary Consultant in the area of Marketing of MSME

Sl. No.	Client / Organization's Name	Nature of Assignment	Duration of Assignment
1	PHD Chamber of Commerce	To Study Marketing Problems of Industry	1995
2	LaghuUdyagBharati Delhi Chapter	To Study Marketing Problems of Industry	1995
3	Associated with Center for Quality Management and Entrepreneurship Development for solving the Managerial Problems of Small Business Entrepreneurs, Faridabad.	Training for entrepreneurship development	1996

HONOURS /AWARDS & FELLOWSHIPS FOR OUTSTANDING WORK

Sl. No.	Name of Award / Fellowships	Awarded by	Year of Award
01	Best Professional Academic Award	Researchers' Association of Orissa	2006
02	Most Promising Educators in Higher Education Across India	Academic Council of ULektz	2019
03	Lifetime Achievement Award	VDGOOD Professional Association	2020

NO. OF RESEARCH SCHOLARS SUCCESSFULLY GUIDED

Sl. No.	Scholar	Topic of Research	Year	University
1	Mr. Prasanta Kumar Padhy, Berhampur University	"Interpersonal Skills in Management with Special reference to State Bank of India in Orissa".	1997	Berhampur University, Odisha.
2	Mr Subas Chandra Nayak, City College, Berhampur	"Role of Financial Institutions in Reviving Small Scale Sick Industries in Orissa"	1998	Berhampur University, Odisha.
3	Shri Kamal Yadav, Professor of Business Administration, IGNOU, New Delhi.	"Problems and Strategies in Services Marketing with Particular reference to Measurement of Service Quality of selected Airlines Operating in India".	1998	JAMIA
4	Mr. Shakeel Ahmad Deputy Secretary University Grant Commission, New Delhi	"Human Resource Development in University System: A Comparative Study of Non-Teaching Staff of University of Delhi & Jamia Millia Islamia New Delhi"	1999	JAMIA
5	Mr. Javed Qamar, Vice Principal, Jamia Millia Islamia, Central University, New Delhi	"Marketing of Financial Services in Delhi – A Study on Punjab National Bank"	2000	JAMIA
6	Ms. Subhanjali Sindhwani, Reader, Arbindo College, Delhi University.	"Role of Foreign Trade Marks in India".	2004	JAMIA
7	Ms. Gazala Hassan, Consultant, LBS Academy of Administration, Masuri	"An Impact of poverty eradication Programme of Public Sector Banks at Dehradun District"	2006	JAMIA

8	Ms. Sheelan Dagar, Professor, New Horizon Institute, Bangaluru	“Marketing of Higher Educational Services in International Perspective - A Case Study of Selected Institutes in Delhi”	2007	JAMIA
9	Ms. Tarannum Aamir, Aast. Professor, Delhi University	Promotional Strategies of Tourism Industry in Uttaranchal, State of India.	2007	JAMIA
10	Ms. Neera Chopra Aast. Professor, University of Delhi	A Study of Emerging Issues in Human Resource Management in Pharmaceutical Industry. A case study of Cipla and Ranbaxy	2007	JAMIA
11	Mr. S.K.Agarwal Joint Director IT, New Delhi	Marketing Strategies for Indian IT Industry (Software Products and Services) for Development of Exports.	2008	JAMIA
12	Ms. Malika Kumar Aast. Professor Sri. Ram College of Commerce , New Delhi	An Analytical Study on the Marketing Problems of Cooperative Banks in Uttaranchal in the Post Liberalization Era.	2008	JAMIA
13	Mr. Gopal, Asst Professor, IGNOU, New Delhi	Evaluating the Effectiveness of Executive Training and Competency in PSUs: A Study with Reference to BHEL, Ramachandra Puram, Andhra Pradesh	2009	JAMIA
14	Ms. Amrendar Kaur Aast. Professor Khalsa College, New Delhi	Marketing of Financial Services of Commercial Bank with International Perspective. (A comparative study of Public Sector Bank and Foreign Bank)	2009	JAMIA
15	Mr. Om Prakash, Wali Indian Institute of Foreign Trade, New Delhi	“Marketing Potential of E-Learning Supported Training in Indian Companies”	2010	JAMIA
16	Ms. Namita Mishra Research Scholar, JMI New Delhi	A Study on Impact of Poverty Eradication Programmes through State Bank of India in Kendrapara District of Orissa	2010	JAMIA
17	Mr. Suresh Prashad Padhy Deputy Residential Commissioner, Orissa	Corporate Governance in Public Sector in India: A Comparative Study of BHEL and NBCC.	2011	JAMIA
18	Mr. M Sultan Khan Research Scholar, New Delhi	Marketing Strategy for Promotion of Tourist Inflow in India.	2011	JAMIA
19	Mr. Naushadul Haque Mullick Dean Faculty of Management IILM, ND	Consumer Expectations from Shopping Malls in NCR, Delhi	2012	JAMIA
20	Mr. Varun Bhaskar Manager HR Reliance Retail, ND	A Study of OD and OB in Consumer Electronics Industry (With Special Reference to LG and Samsung)	2012	JAMIA
21	Mr. Mohammed Arshad Khan Research Scholar, JMI, ND	An Analysis of Loan and Advances Disbursement and Recovery Management in Regional Rural Banks in U.P. with Special Reference to Regional Rural Bank Bareilly, UP.	2012	JAMIA
22	Mr. Anurag Singh Assistant Professor, Jaipuria Management Institute, Greater Noida, UP	Post Reform Merger, Acquisition and Performance of Indian Banking Sector	2012	JAMIA