

CURRICULUM VITAE



Name : **MOHAMMED KAMALUN NABI**
Date of Birth : February 28, 1968
Present Address : Dr. MOHAMMED KAMALUN NABI
Professor
Dept. of Commerce & Business Studies,
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Near Zilla School,
PO/DIST - Bhadrak, Odisha.
PIN - 756 100, India.

Academic Qualification:

Examination	University	Year
M.B.A (Marketing Management Specialization)	IGNOU, New Delhi	2008
Ph.D. (Marketing area)*	Berhampur University, Orissa <i>(Vide Notification No. 2063/Exam. Con/M&PH Dated 01.12.1997)</i>	1997
M.Phil	Berhampur University, Orissa	1990
M.Com.	Utkal University, Orissa	1988

***Doctoral Dissertation** : Buying Behaviour of Consumer Durables: A Study of
Television Buyers

Research Experience : 20 years

Honours Received : **Junior Research Fellowship**
(Berhampur University, Oct. 1993-Sept. 1994)

Research Guidance : **Ph.D. – 11 Awarded**
(07 as Supervisor & 04 as Co-Supervisor)
05 (In Progress)

Teaching Experience : **28 Years (U.G. – 24 Years & P.G. – 20 Years)**

1. Lecturer in Commerce, R.C.M.S. College, Berhampur University, Orissa, from 20.09.1994 to 25.10.2002
2. Faculty member, Dept. of Business Administration, B.I.E.T, Biju Patanaik University of Technology, Orissa from 26.10.2002 to 30.11.2006.
3. Asst. Professor, Dept. of Commerce & Business Studies, Jamia Millia Islamia, New Delhi from 01.12.06 to 30.11.2018
4. Associate Professor, Dept. of Commerce & Business Studies, Jamia Millia Islamia, New Delhi since 01.12.2018 to 30.11.2021.
5. Professor, Dept. of Commerce & Business Studies, Jamia Millia Islamia, New Delhi since 01.12.2021 to till date.

Administrative Experience:

1. Director, Faculty of Business Administration, BIET, Orissa from 15.01.04 to 30.11.06.
2. Officer-In-Charge of Training and Placement Cell, BIET, Orissa from 26.07.04 to 30.11.06.
3. NSS programmes officer from 27-11-1998 to 25-10-2002
4. Programme Co-ordinator, B.COM, B.B.S. and B.I.B.F. Courses, Center for Distance and Open Learning, Jamia Millia Islamia, New Delhi from 2011 to Jan 2016.
5. Teacher Placement Co-ordinator, Department of Commerce and Business Studies, Jamia Millia Islamia from 2011 to till date.
6. Advisor, Subject Association, Department of Commerce and Business Studies, Jamia Millia Islamia from 2011 to 2013.
7. Faculty Co-ordinator, B.Com and M.Com Courses, Center for Distance and Open Learning, Jamia Millia Islamia, New Delhi from 1st May 2015 to Jan 2016.
8. Hony. Asstt. Director (Academic), Jamia Millia Islamia, New Delhi from 4th May 2016 to 2019.
9. Convener, Business Club, Jamia Millia Islamia, New Delhi from August, 2016 to 2019.
10. Convener, Quiz Club, Jamia Millia Islamia, New Delhi from 3rd April, 2019 to till date.
11. Assistant Superintendent of Examinations, Undergraduate Courses, Compartment Semester Examinations-2020
12. Start-up Activity Coordinator, Institutional Innovation Cell (IIC), Jamia Millia Islamia, from 31st March, 2021 to till date.
13. Member, Departmental Grievance Redressal Committee of the Students, Jamia Millia Islamia from 24.11.2021 to till date.
14. President, Football Sports Club, Jamia Millia Islamia, New Delhi from 1st Feb, 2022 to till date.

Membership in Academic Bodies:

1. Member, Board of Studies in Business Management, F.M. University, Orissa, for the session 2005-06.
2. Member, Board of Studies, Dept. of Commerce & Business Studies, Jamia Millia Islamia, New Delhi from 2006 till date.
3. Member, Faculty Committee, Faculty of Social Sciences, Jamia Millia Islamia, New Delhi from 22-2-2007 to 21-02-2010.
4. Editorial Board Member, Journal of Business Management, Commerce & Research, ISSN 2278-5280.
5. Associate Editor, IIM Journal, New Delhi, ISSN – 2277-4211.
6. Member, Editorial Review Board, Amity Journal of Marketing ISSN: 2455-975X (Print) and ISSN: 2456-1703 (Online).
7. Reviewer, Research Journal of Textile and Apparel, Emerald Publishing House, United Kingdom.
8. Reviewer, Inderscience Publishers, Switzerland.
9. Editorial Board Member, Journal of Management Research and Analysis
10. Member, Innovative Education and Scientific Research Foundation, 2021 (Membership ID: IESRF/21/277), New Delhi.

Publications

Books

1.	<i>Buying Behaviour of Consumer Durables in India</i>	<i>Indian Publishers Distributors, New Delhi, ISBN 81-7341-013-6</i>	1994	Dr. M. K. Nabi <i>Prof. K. C. Raut</i>
2.	<i>Durable Purchases and Consumer Decision Making</i>	<i>Academic Excellence, New Delhi ISBN: 978-81-89901-49-3</i>	2008	Dr. M. K. Nabi <i>Prof. K. C. Raut</i>
3.	<i>Consumer Behaviour</i>	<i>Sonali Publications, New Delhi ISBN: 978-81-8411-245-0</i>	2010	<i>Dr. L. K. Pani</i> Dr. M. K. Nabi <i>Prof. K. C. Raut</i>
4.	<i>Children and Advertising</i>	<i>Sonali Publications, New Delhi ISBN: 978-81-8411-369-3</i>	2011	Dr. M. K. Nabi <i>Prof. K. C. Raut</i>
5.	<i>Business Law</i>	<i>Wisdom Publications, New Delhi. ISBN: 978-93-81505-82-3</i> 2nd Edition:2018	2014 2018 (2 nd Edn.)	Dr. M. K. Nabi <i>Pardeep Kumar</i>
6.	<i>Consumer Behaviour and Mobile Services: An Interface</i>	<i>Enkay Publications House, New Delhi. ISBN: 978-93-80995-97-7</i>	2015	<i>Dr. S. K. Jena</i> Dr. M. K. Nabi <i>Prof. K. C. Raut</i>
7.	<i>Consumer Rights and Protection in India</i>	<i>New Century Publications, New Delhi. ISBN: 978-81-7708-400-9</i>	2015	Dr. M. K. Nabi <i>Dr. M. I. Nabi</i> <i>Prof. K. C. Raut</i>
8.	<i>Marketing of Financial Services by Commercial Banks in India</i>	<i>Enkay Publications House, New Delhi. ISBN: 978-93-80995-33-5</i>	2015	Dr. M. K. Nabi <i>Dr.M.R. Rabbani</i>

9.	<i>Profitability and productivity of Indian Commercial Banks</i>	<i>Ocean Publishing House, New Delhi ISBN-978-81-930613-1-2</i>	2015	<i>Dr. R.K. Jena Dr. S.K. Das Dr. M.K. Nabi Prof. K.C. Raut</i>
10.	<i>Organised Retail in India</i>	<i>Ocean Publishing House, New Delhi ISBN-978-81-930613-4-3</i>	2015	<i>Dr. M. K. Nabi Dr. M. Z. Khan</i>
11.	<i>E-CRM in Commercial Banks: A Practitioner's Approach</i>	<i>Ocean Publishing House, New Delhi ISBN-978-81-930613-6-7</i>	2016	<i>Dr. Mohd. Rashid Faoqi Dr. M.K. Nabi Dr. Mrinalinee</i>
12.	<i>Entrepreneurship (As per CBCS, B.COM (Hons.) Odisha Syllabus)</i>	<i>Vrinda Publication (P) LTD. Delhi. ISBN- 978-81-8281-578-0 Reprint:2018</i>	2017 2018 (Reprint)	<i>Dr. M. K. Nabi Prof. K. C. Raut</i>
13.	<i>Principles of Marketing (As per CBCS, B.COM (Hons.) Odisha Syllabus)</i>	<i>Vrinda Publication (P) LTD. Delhi. ISBN- 978-81-8281-583-4</i>	2017	<i>Dr. M. K. Nabi Prof. K. C. Raut</i>
14.	<i>Business Law</i>	<i>Taurean Publications ISBN- 978-81-941760-5-3 Second Revised Edition-2019</i>	2018 2019 (2 nd Edn.)	<i>Dr. M. K. Nabi</i>
15.	<i>Personal selling and Salesmanship (As per CBCS, B.COM (Hons.) Odisha Syllabus)</i>	<i>Vrinda Publication (P) LTD. Delhi. ISBN- 978-81-8281-588-9</i>	2018	<i>Dr. M. K. Nabi Prof. K. C. Raut</i>
16.	<i>Company Law</i>	<i>I.K. International New Delhi ISBN: 978-9386768377</i>	2019	<i>Dr. M. K. Nabi</i>
17.	<i>Personal Selling and Salesmanship</i>	<i>Taurean Publication New Delhi. ISBN: 978-81-939518-7-3</i>	2019	<i>Dr. M. K. Nabi Prof. K. C. Raut</i>
18.	<i>Legal Aspects of Business</i>	<i>Taxmann Publication (P.) Ltd. New Delhi ISBN: 9-789356-221802</i>	2022	<i>Dr. M. K. Nabi</i>

Research Articles

Sr. No.	Title of the Paper	Authors Name	Journal/Edited Book	Publisher & Year of Publication
1.	TV as a Media of advertising Television	M.K. Nabi & K.C. Raut	Indian Journal of Marketing, Vol. XXI, No. 1-4, pp.21-26	Associate Management Consultants (P) Ltd., New Delhi Sept-Dec. 1990
2.	CTV Industry – The Future is not that Bleak.	M.K. Nabi & K.C. Raut	Business Standard	Business Standard Ltd., New Delhi May 19, 1992
3.	Entrepreneurship Development in	M.K. Nabi &	Yojana, Vol. 36 : No. 12 pp. 18-21	Ministry of Information and

	Orissa-Some Issues.	A.K. Mohanty		Broadcasting, Govt. of India, New Delhi July 15, 1992
4.	Whither Consumerism?	M.K. Nabi & K.C. Raut	Southern Economist, Vol. 31, No: 23 & 24. pp. 13-15	Southern Economist Private Ltd., Bangalore April 1 & 15, 1993.
5.	TV Industry: Problems and Prospects.	M.K. Nabi & K.C. Raut	Business Standard	Business Standard Ltd., New Delhi September 30, 1993
6.	Problems and Imperatives of Rural Marketing in India	Dr. M.K. Nabi & K.C. Raut	Indian Journal of Marketing, Vol. XXIV, No. 2-3. pp. 16-24	Associate Management Consultants (P) Ltd., New Delhi Feb-Mar. 1995
7.	Development of Financial Infra-structure in Orissa : A Case of Commercial Banks	M.K. Nabi & K.C. Raut	The Orissa Journal of Commerce, Vol. XIX, No. 1. Pp. 60-66	Orissa Commerce Association, Odisha ISSN: 0974-8482 1995
8.	Rural Development in Orissa: A Case of Implementation of JRY in Bhanjanagar Block.	M.K. Nabi & G.K. Panigrahy	The Orissa Journal of Commerce, Vol. XX, No. 1. Pp. 46-54	Orissa Commerce Association, Odisha ISSN: 0974-8482 1996
9.	Productivity and Profitability Analysis of Balasore Gramya Bank (Abstract)	Dr. S.K. Das & M.K. Nabi	The Orissa Journal of Commerce, Vol. XX, No. 1. p. iii	Orissa Commerce Association, Odisha ISSN: 0974-8482 1996
10.	Awareness of Consumerism: An Exploratory Survey.	K.C. Raut , G.K. Panigrahy & M.K. Nabi	The Orissa Journal of Commerce, Vol. XXI, No. 1. Pp. 107-112	Orissa Commerce Association, Odisha ISSN: 0974-8482 1997

11.	Corporate Reporting through Inter Firm Comparison: A Study of Paper Industry in Orissa.	G.K. Panigrahy & M.K. Nabi	The Orissa Journal of Commerce, Vol. XXII, No.1, pp. 130-138.	Orissa Commerce Association, Odisha ISSN: 0974-8482 1998
12.	Brand Loyalty Behaviour of Colour Television Owners: An Exploratory Analysis.	Dr. K.C. Raut & Dr. M.K. Nabi	Indian Management, Vol.37, No.9, pp.51-55	The Journal All India Management Association, A Business India Group Publication, Bombay Sept. 1998
13.	Media of Product Advertising : An Exploratory Analysis	R. Panigrahi & M.K. Nabi	The Journal of Commerce and Economics, Vol. VI & VII. Pp. 33-38	Odisha, June & Dec. 1998
14.	Financing Pattern of ICCL : A Case Study	G.K. Panigrahy & M.K. Nabi	The Orissa Journal of Commerce, Vol. XXIII, No.1, pp.28-35	Orissa Commerce Association, Odisha ISSN: 0974-8482 1999
15.	Child Labour : The Harsh Reality	R. Panigrahi & Dr. M.K. Nabi	Southern Economist, Vol. 38, No.3, pp. 11-12	Southern Economist Private Ltd., Bangalore June, 1999
16.	Television Industry : Cut-throat Competition	Dr. K.C. Raut & Dr. M.K. Nabi	Facts For You, pp. 10-13	EFY Enterprises Pvt. Ltd. New Delhi August 2000
17.	Credit Rating: An Emerging Issue in the Indian Capital Market	Dr.G.K.Panigrahy & Dr. M.K. Nabi	The Orissa Journal of Commerce, Vol. XXIV, No.1, pp.148-163.	Orissa Commerce Association, Odisha ISSN: 0974-8482. 2000
18.	Credit-Deposit Ratio of Rushikulya Gramya Bank: A Micro Study	Dr. K. C. Raut & Dr. M.K. Nabi	Southern Economist, Vol. 39, No.19, pp. 5-8	Southern Economist Private Ltd., Bangalore June 2001
19.	Small Scale Industries in Orissa : An Analysis	R. Panigrahi & Dr. M.K. Nabi	The Orissa Journal of Commerce, Vol. XXV, No1, pp 118-123	Orissa Commerce Association, Odisha ISSN: 0974-8482.

				2001
20.	Portrayal of women in Indian Advertising	Prof. K.C. Raut & Dr. M. K. Nabi	The Strategy, Vol. V, pp. 41-45, Nov, 2002	P.G. Dept. of Business Admin., Berhampur University, Odisha 2002
21.	Value Engineering: Prospects and Challenges	H.K. Misra & Dr. M. K. Nabi	The Strategy Vol. VII, pp 65-68	P.G. Dept. of Business Admin., Berhampur University, Odisha Oct. 2003
22.	Art of Facing Interview	H. K. Misra, Dr. M.K. Nabi & A. K. Mohanty	Employment News, Vol. XXVIII, No.41. pp. 1-2	Ministry of Information and Broadcasting, Govt. of India, New Delhi Jan 10-16,2004
23.	Quality Circle	H.K. Misra & Dr. M. K. Nabi	Yojna (Oriya), pp. 19-20	Ministry of Information and Broadcasting, Govt. of India, New Delhi, March 2004
24.	Indian Toy Market	Dr. M. K. Nabi	Yojna(Oriya), New Delhi, pp 23-24	Ministry of Information and Broadcasting, Govt. of India, New Delhi July 2004
25.	Infrastructure for Tourism Growth in Orissa	Dr. G. K. Panigrahy & Dr. M. K. Nabi	The Orissa Journal of Commerce, Vol. XXXVI, No. – 1 PP. 150- 156.	Orissa Commerce Association, Odisha ISSN: 0974-8482 2004
26.	Marketing on the Web: Some Issues	Dr. M. K. Nabi & Dr. S. A. Siddiqui	Vishleshak, Vol. 2, pp. 46-50	DRIEMS B-School, Orissa January 2008

27.	Green Marketing: Can you Afford to Ignore it?	Dr. M.K. Nabi	Laksh, The Bi- Annual Journal of IPEM, Vol. 2, Issue No. 2, pp. 43-48	Institution of Professional Excellence & Management, Ghaziabad. July-Dec 2008
28.	Micro Finance in India: An Empirical Study of Bharatiya Samruddhi Finance Limited (Abstract)	Dr. G.K. Panigrahy & Dr. M.K. Nabi	The Indian Journal of Commerce, Vol.61, No. 4	Indian Commerce Association Oct – Dec 2008
29.	Experiences and Expectations from Shopping Malls: An Explanatory Analysis.	Dr. M.K. Nabi, G.K. Panigrahy & Prof. K.C. Raut	The Orissa Journal of Commerce, Vol. XXX, No.1 pp. 174-180	Orissa Commerce Association, Odisha ISSN: 0974-8482. January 2009
30.	Durable Purchase Behaviour of Indian Consumers: An Empirical Analysis	Dr. M.K. Nabi, Prof. K.C. Raut & Dr. L.K. Pani	Indian Journal of Commerce, ISSN: 0019-512X, pp. 55-64	Indian Commerce Association January- March 2010
31.	Green Marketing Myopia: A Conceptual Framework	Dr. M.K. Nabi & Prof. M. Saeed	Ekansh, Issue 3 pp. 1-3, ISSN 2230-9756	GNIT Group of Institutions, Greater Noida July – December 2011
32.	Grand Master and Entrepreneur in Banking Industry: Tan Sri Teh	Dr. M.K. Nabi & Dr. M. Saeed	Commerce & Business Studies, Vol-5 Issue:1 pp.04-09 ISSN:0974-1879	Awadh Commerce & Management Associations, Faizabad, January, 2012
33.	Dynamics of Business Strategy: A Case Study of City Group	Dr. M.K. Nabi & Prof. M. Saeed	IIM Journal, An International Referred Journal, Vol-1 No-1, pp. 1-10, ISSN – 2277-4211	Professionalism Development Foundation, New Delhi July-December, 2012
34.	An Entrepreneurship Case in Point: Anand Krishnan – Building the Empire	Dr. M.K. Nabi & Prof. M. Saeed	Journal of Business Management, Commerce and Research, An International Referred Journal Vol.1, Issue – I, pp. 16-22, ISSN 2278-5280. Impact Factor 4.83	ASSET, Bhubaneswar, Odisha June, 2012

35.	Branding Green: A Necessity Rather than a USP	A.Saurikhia Dr. M.K. Nabi A. Saurikhia	Effulgence, Vol. 10, No – 2, pp . 14- 18, ISSN: 0972-8058	Rukmani Devi Institute of Advanced Studies, New Delhi, July- December, 2012
36	Neo-Consumers on the Block: Consequence of Television Advertising on Children.	Dr. M. K. Nabi & Prof. K. C. Raut	Journal of Business Management, Commerce and Research, An International Referred Journal Vol.1, Issue – 2, ISSN: 2278-5280, pp. 54-60. Impact Factor 4.83	ASSET Bhubaneswar, Odisha September,2012
37.	Innovative Banking In India Customer Satisfaction and Bank Strategies	M.R. Rabbani & Dr. M.K.Nabi	Journal of Business Management, Commerce and Research, An International Referred Journal Vol.1, Issue – IV, pp. 34 -42, ISSN 2278-5280, Impact Factor 4.83	ASSET Bhubaneswar, Odisha March,2013
38.	A Critical Appraisal on Consumer Protection: A Study of Service Sector Redressal in the State of Odisha	Dr. M.K.Nabi & Dr. M.I. Nabi	IIM Journal, An International Referred Journal, Vol-2 No-1, pp. 87-98, ISSN – 2277-4211.	Professionalism Development Foundation, New Delhi January-June, 2013
39.	Application of Multidimensional Scaling Model Towards Positioning of Commercial Banks: A case Study of Public Sector Vs. Private sector Banks	M.R. Rabbani & M.K. Nabi	International Research Journal of Social Sciences and Management, Singapore, Vol:03, No:2 pp. 54 – 61, ISSN: 2251 – 1571 Impact Factor 3.951	TIG Research Publications Pte. Ltd., Singapore June, 2013
40.	Business Environment in South Korea: An International Perspective	Dr. M.K. Nabi & Prof. M.Saeed	SAARANSH: An International Bi-annual Refereed Research Journal,Vol. No. 5, Issue No. 1 pp: 1-9, ISSN 0975-4601,	Rajkumar Goel Institute of Technology, Ghaziabad July 2013
41.	Impact of Media in Fostering Brand Loyalty: An Empirical Analysis	Dr.R.Panigrahi & Dr.M.K. Nabi	Jamshedpur Research Review, Vol.1,Issue-IV, pp.79-95, ISSN-2320-2750	Gyan Jyoti Educational & Research Foundation, Jamshedpur Sept-Nov,2013

42.	Impact of FDI on the Indian Retail Sector	M. Afzal Saifi & Dr. M.K.Nabi	Journal of Business Management, Commerce and Research, An International Referred Journal Vol. II, Issue no-6, pp. 1-10, ISSN 2278-5280, Impact Factor 4.83	ASSET Bhubaneswar, Odisha, Dec-2013
43.	Ethics in Indian Advertisements: Concepts and Regulatory Measures	Dr. M.K.Nabi & Dr.R.Panigrahi	SIDDHANT: A Journal of Decision Making, Volume-14, No.-1, pp. 1-9, ISSN 2231 – 0649	Regional College of Management, Bhubaneswar, Odisha January-March 2014
44.	Service Quality and Customer Satisfaction: An Empirical Study on Public Sector And Private Sector Bank	M.R. Rabbani & Dr. M.K.Nabi	Journal of Management, Vol. II, Issue – 1, pp. 34-41, ISSN 2320-8899	F.M. University, Odisha, 2014
45.	Effectiveness of E-CRM in Commercial Bank- A Review	Dr. Rashid Farooqui, Dr. M.K. Nabi & Neeraj Kumar	DIRD Rays Vol. I, No-1, pp. 29-42, ISSN No 2348-2559	Delhi Institute of Rural Development, New Delhi, Jan-July 2014
46.	Customers' Attitude Towards Organised Vis-à-vis Unorganised Retailing: A Case Study of Delhi & NCR.	M.Afzal Saifi & Dr.M.K. Nabi	IIM Journal, An International Referred Journal Vol. 3, Issue No. 1, pp. 80-98. ISSN No. 2277-4211.	Professionalism Development Foundation, New Delhi Jan-June, 2014
47.	HRD Practices in Indian Public Sector Companies: An Exploratory Study of the Executive of NALCO	Dr. M. K. Nabi, Sasmita Upadhaya & Sumbul Zaman	IIM Journal, An International Referred Journal Vol. 4, Issue No. 2, pp. 89-97. ISSN No. 2277-4211.	Professionalism Development Foundation, New Delhi July-Dec, 2014
48.	Customer Perception Towards Service Quality in Hotel Industry: An Empirical Study	Amrita Rout, Dr. M. K. Nabi, & Mohd. Afzal Saifi	IIM Journal, An International Referred Journal Vol. 4, Issue No. 2, pp. 98-106. ISSN No. 2277-4211.	Professionalism Development Foundation, New Delhi July-Dec, 2014

49.	Indo-Saudi Trade Relations and Strategic Initiatives	Faiyaz Ahmad & Dr. M.K. Nabi	Journal of Business Management, Commerce and Research, An International Referred Journal Vol. III, Issue no-XI, pp. 44-58, ISSN 2278-5280 <i>Impact Factor 6.33 (2013)</i>	ASSET Bhubaneswar, Odisha Dec 2014
50.	Role of Micro, Small and Medium Enterprises in Development of Women Entrepreneurship	Dr.M.K. Nabi, Mohsina Hayat & Mohd. Afzal Saifi	International Journal of Research in Management & Social Science Volume 3, Issue 1 (VI), pp. 8-17. ISSN No. 2322-0899	Empyreal Institute of Higher Education January- March, 2015
51.	Customer Perception and Performance of Green Banking: A Case Study of Selected Banks in India	Amandeep Singh, Tarandip Kaur and Dr. M. K. Nabi	IIM Journal, An International Referred Journal Vol. 5, Issue No. 1, pp. 40-48. ISSN No. 2277-4211.	Professionalism Development Foundation, New Delhi Jan- June, 2015
52.	Impact of Advertisement on Consumer Behaviour of FMCG in Bhadrak Town: with a focus on Consumption of Detergent Powder	Dr. M. K. Nabi, Dr. L. K. Pani, R. R. Mohapatra.	International Journal of Recent Advances in Engineering & Technology (IJRAET). Vol. 4, Issue No-5, ISSN No (Online). 2347-2812 , Special issue. pp. 15-20	Modern Engineering & Management Studies Balasore, Odisha. March 2016
53.	Shopping Mall Purchase and Customer Satisfaction: A Study of Selected Malls in Delhi and NCR	Dr. M. K. Nabi Dr. Mueenuzzafar Khan	Journal of Business Management, Commerce & Research, Vol. IV, Issue No. XV, pp. 24-35. ISSN 2278-5280 <i>Impact Factor 4.83</i>	ASSET Bhubaneswar, Odisha, March-2016
53.	Shoppers' Perception towards Flea Markets: A Study of the Weekly Flea Market of Old Delhi.	Dr. M. K. Nabi, Mohd. Kashif	Journal of Marketing Vistas. Vol. 6, Issue No-2. ISSN No- 2249-9067. Pp. 1-7. Pp. 1-7,	Institute of Public Enterprise, Hyderabad. July-December 2016
54.	Corporate Social Responsibility: Opportunity Galore for Start-Up India	Dr. M. K. Nabi, Vivek	IIM Journal, An International Referred Journal Vol. 8, Issue No. 2, pp. 55-66. ISSN No. 2277-4211.	Professionalism Development Foundation, New Delhi July-Dec, 2016

55.	GST and its Impact on Indian Economy: A Key Tax Reform for the Mitigation of Cascading of Taxes	Dr. M. K. Nabi, Vivek	Intercontinental Journal of Finance Research Review. Vol. 5, Issue - 2, pp. 24-32. ISSN(E): 2321-0354 ISSN (Print): 2347-1654. Impact Factor: 4.236 UGC Approved Journal, S. No. 48817	Intercontinental Management Research Consortium, Bangalore, April – June 2017
56	Corporate Social Responsibility and Consumer Behaviour: An interface	Vivek Dr. M.K. Nabi	Research Expo International Multidisciplinary Research Journal, Vol. – VIII, Issue – II, <i>pp. 47 – 57, ISSN: 2250-1630</i> UGC Approved International Referred Journal	Publish World, Anand, Gujrat, April, 2017
57.	GST: Implications on Indian Economy	Major Dr. S A. Taher, Dr. M.K. Nabi	Orissa Journal of Commerce, Volume XXXVIII, Oct 2017, pp. 6-11, ISSN: 0974-8482	Orissa Commerce Association, Oct-2017
58.	Hyper-Personalization-Fashion Sustainability Through Digital Clienteling	Geetika Jain, Sapna Rakesh, Dr. Mohd. Kamalun Nabi and K.R. Chaturvedi	Research Journal of Textile and Apparel (Emerald Group Publishing, United Kingdom), UGC-CARE List (Indexed in Scopus) Vol. 22, Issue No. 4, pp. 320-334 ISSN No. 1560-6074 DOI:10.1108/RJTA-02-2018-0017	2018
59.	Influence Strategies of Children on Buying Behaviour of their Parents: An Empirical Study	Dina Z. A. Hijjo and Dr. M.K. Nabi	International Journal of Marketing and Management Research, Vol. 9, Issue No. 5, pp. ISSN: 2229-6883 Impact Factor: 5.108	May-2018
60.	Globalization of Organized Retail Markets: Emerging Challenges and Future Prospects	Mohd. Afzal Saifi Dr. M.K. Nabi	International Journal of Research and Analytical Reviews, Vol. 5, Issue No. 3, pp. 893z-900z E-ISSN 2348-1269, P- ISSN 2349-5138 UGC Journal No. 43602	Atman Publication July-Sept 2018
61.	Store Atmospheric and Consumer Purchase Behaviour: An Interface	Dr. M.K. Nabi	The Orissa Journal of Commerce, Vol. XXXIX, Number-2, pp. 79-85 ISSN: 0974-8482 UGC Listed Journal	Orissa Commerce Association, October-2018

62.	Exploring the Relationship between Corporate Social Responsibility and Customer Loyalty: An Empirical Study	Vivek Dr. M.K. Nabi	International Journal of Research and Analytical Reviews, Vol. 5, Issue No. 4, pp. 342-349 E-ISSN 2348-1269, P- ISSN 2349-5138 UGC Journal No. 43602 DOI:10.6084/m9.doi.one.IJRAR1905285	Atman Publication December-2018
63.	Online Shopping Awareness and Adoption Behaviour of Customers of National Capital Region: An Empirical Study	Imran Ahmad Dr. M.K. Nabi	International Journal of Research and Analytical Reviews, Vol. 5, Issue No. 4, pp. 329-341 E-ISSN 2348-1269, P- ISSN 2349-5138 UGC Journal No. 43602 DOI:10.6084/m9.doi.one.IJRA R1905284	Atman Publication December-2018
64.	Cashless Transactions in India: Challenges and Opportunities	Mohd. Afzal Saifi Dr. M.K. Nabi	AN INTERNATIONAL PEER REVIEWED Journal of Business Management, Commerce & Research Vol.-VI, No.-III, pp. 1- 8, DEC-2018 (ISSN 2319-250X)	ASSET Bhubaneswar, Odisha, Dec. 2018
65.	Building Brand Equity through Corporate Social Responsibility: The Moderating Effect of Brand Image	Vivek Dr. M.K. Nabi	International Journal of Research in Social Sciences, Vol. 9, Issue No. 1(2), pp. 304-315 E-ISSN 2249-2496, UGC Journal No. 48887 <i>Impact Factor: 7.081</i>	International Journal of Multidisciplinary Research Academy (IJMRA), January-2019
66.	Entrepreneurship: A Catalyst for Employment Generation and Inclusive Growth	Vivek Dr. M.K. Nabi	The Management Page (A Referred Bi-Annual Journal of RCEM) Vol. 9. Issue No. 2, pp. 69-76	RCEM Publication, March- 2019
67.	Entrepreneurship and Economic Development: A Conceptual Study	Vivek Dr. M.K. Nabi	Journal of Business Management, Commerce & Research, Vol. VII, Issue No. I, pp. 22-29. E-ISSN 2319-250X	ASSET Bhubaneswar, Odisha, June-2019
68.	Retail Transformation from Traditional Retailing to Digital Retailing: Challenges and Opportunities	Mohd. Afzal Saifi and Dr. M.K. Nabi	Think India Quarterly Journal Volume 22. Issue No. 4 pp. 1340-1357. ISSN 0971-1260. UGC Approved DOI https://doi.org/10.26643/think-india	Vichar Niyas Foundation, Oct-Dec, 2019

69.	Determinant Attributes of Perceived Risks from Online Shopping: A Study of Delhi & NCR	Imran Ahmad and Dr. M.K. Nabi	Think India Quarterly Journal Volume 22. Issue No. 4 pp. 1340-1357. ISSN 0971-1260. UGC Approved DOI https://doi.org/10.26643/think-india	Vichar Niyas Foundation, Oct-Dec, 2019
70.	Consumer Protection: New Age Challenges	Dr. Md Irshadun Nabi, and Dr. M.K. Nabi	The Orissa Journal of Commerce Volume XXXX, Issue No. IV, ISSN No. 0974-8482, pp. 66-75. UGC CARE Listed, Refereed Journal.	Orissa Commerce Association, Oct-Dec, 2019
71.	Perception of Consumers towards Corporate Social Responsibility: An Empirical Study	Vivek and Dr. M.K. Nabi	The Odisha Journal of Commerce and Management, Volume. V, Issue: 1, pp. 1-12. ISSN: 0976-8599	School of Commerce, Gangadhar Meher University, Amruta Vihar, Sambalpur, Odisha, December-2019
72.	Consumer Protection: Policy and Law in India	Mohammed Irshadun Nabi and Dr. M.K. Nabi	Studies in Social Science Research. Volume No. 1, Issue No. 1 pp. 39-47. E-ISSN: 2690-0785	SCHOLINK INC. May-2020 USA
73.	Covid-19 Pandemic and Indian Micro Small and Medium Enterprises (MSMEs): Challenges and Way Forward	Dr. Mohd. Afzal Saifi & Dr. M.K. Nabi	Journal of Business Management, Commerce and Research An International Refreed Journal (JBMCR) Vol. IX, Issue-II, pp-1-11 e-ISSN No. 2319-250X	ASSET Bhubaneswar, Odisha December, 2020
74.	Students' Perception towards E-Learning during COVID-19 Pandemic in India: An Empirical Study	Dr. Mohammed Arshad Khan, Dr. Vivek, Dr. M.K. Nabi, Dr. Maysoon Khojah and Dr. Mohammad Tahir	Sustainability (Q2 Category, Web of Science Indexing Journal). Vol. 13, Issue-1, and pp. 1-14. ISSN: 2071-1050. Impact Factor: 2.576 DOI: https://dx.doi.org/10.3390/su13010057	MDPI, Sustainability 2021, Basel, Switzerland, 23 rd December 2020
75.	Facets of Consumer Protection: An Exploratory Hypothesis	Dr. M.K. Nabi & M.I. Nabi	Splint International Journal of Professionals. Volume No. 8, Issue No. 1, and pp. 101-104. ISSN: 2349-6045	Indian Journals.com Jan-Mar, 2021

76.	Genesis of Consumer Protection in India: Say not the struggle not availeth	Mohammed Irshadun Nabi and Dr. M.K. Nabi	Journal of Business Management, Commerce and Research, (JBMCR) Vol. IX, Issue-III, pp-41-45 e-ISSN No. 2319-250X	ASSET Bhubaneswar, Odisha March, 2021
77.	Learners' Perspective Towards E-Exams during COVID-19 Outbreak: Evidence from Higher Educational Institutions of India and Saudi Arabia	Dr. Mohammed Arshad Khan, Dr. Vivek, Dr. Maysoon Khojah, Dr. M.K. Nabi, Dr. Mohinder Paul and Syed Mohd. Minhaj	International Journal of Environmental Research and Public Health (Q2 Category, Web of Science Indexing Journal). Vol. 18, Issue-12, and pp. 1-18. ISSN: 1660-4601 Impact Factor: 2.849 DOI: https://doi.org/10.3390/ijerph18126534	MDPI, Sustainability 2021, Basel, Switzerland, June-2021
78.	Perception of Consumers towards Neuromarketing: An Empirical Study	Dr. M. K. Nabi and Shubham Gupta	Journal of Business Management, Commerce and Research- An International Refreed Journal (JBMCR). Vol. IX, Issue-IV, pp-19-28 e-ISSN No. 2319-250X	ASSET Bhubaneswar, Odisha June, 2021
79.	Impact of TVCs in Attitude Formation of Children and their influence on Family Purchase Decision Making: An Extensive Literature Review	Ayesha Tabassum and Dr. M.K. Nabi	Vidyabharati International Interdisciplinary Research Journal (VIIRJ) – Open Access, Peer Reviewed and Referred Journal. Vol. 13, Issue-2, pp-50-60. e-ISSN No. 2319-4979 URL: http://www.viirj.org/vol13issue2/7.pdf	Dec, 2021
80.	Consumer Protection Act, 2019: Lost Ground Reclaimed	Dr. Smarita Mohanty, Dr. M. Irshadun Nabi, and Dr. Mohd. Kamalun Nabi	Journal of Business Management, Commerce and Research- An International Refreed Journal (JBMCR). Vol. IX, Issue-V, pp-9-12 e-ISSN No. 2319-250X	September, 2021
81.	A Study on Spending Behaviour of FootFalls at Flea Market: Evidence from India	Dr. M.K. Nabi	Splint International Journal of Professionals. Volume No. 8, Issue No. 4, and pp. 310-320. ISSN: 2349-6045	Indian Journals.com Oct-Dec, 2021

82.	Corporate Social Responsibility and Firm-Based Brand Equity: The Moderating Effect of Marketing Communication and Brand Identity	Abdullah A. Alakkas, Vivek, Mohinder Paul, Mohammed Kamalun Nabi and Mohammed Arshad Khan	Sustainability (Q2 Category, Web of Science Indexing Journal). Vol. 14, Issue- 10, and pp. 1-21. ISSN: 2071-1050. Impact Factor: 3.251 DOI: https://doi.org/10.3390/su1410603	MDPI, Sustainability 2021, Basel, Switzerland, May 2022
83.	Facets of Advertisement and Consumer Protection: An Indian Perspective	Dr. M.K. Nabi and Mohammed Irshadun Nabi	Splint International Journal of Professionals. Volume No. 9, Issue No. 1, and pp. ISSN: 2349-6045	Indian Journals.com Jan-March, 2022
84.	Online Advertisement and its influence on Teenagers Buying Behaviour: An Empirical Study	Ayesha Tabassum and Dr. M.K. Nabi	IOSR Journal of Business and Management. Volume No. 24, Issue No. 6 and pp. 07-18. ISSN: 2278-487X	IOSR Journal June-2022

Articles/Chapters Published in Edited Books/Seminar Proceedings/Souvenir

1.	Entrepreneurship Development in Orissa : Some Issues	Prof. K.C. Raut & Dr. M.K. Nabi	Entrepreneurship Development Policies & Strategies, pp. 32-39	P.G. Dept of Commerce, Utkal University, Orissa 2003
2.	Judicial Response to Environmentalism	Dr. M.K. Nabi & M.I. Nabi	Proceedings of AICTE & BIET Sponsored workshop on Environmental Crisis: A Challenge to Present Day Modern World. Pp. 37-42.	BIET, Odisha 4th May 2004
3.	Corporate Governance : Some Issues	Dr. M.K. Nabi & Samim Ara Begum	Proceedings of National Management Seminar on Corporate that Care : Truth or Myth	DRIEMS B-School, Orissa April 2006
4.	Transparency Aspect of Right to Information Act	L.K. Pani & Dr. M. K. Nabi	Published in “Right to Information (RTI) And Rural Development in India” edited by Mishra, S.S, et.al. pp. 53-57	New Century Publication, New Delhi, 2009
5.	Economic Value Added: An Indian Experience.	Dr. S.C. Das & Dr. M. K. Nabi	“Economic Value Added” edited by Das, B. and Pramanik, A.K, pp. 95-104	Deep and Deep Publications, New Delhi, 2009

6.	Banking Sector Reforms in India: Some Issues	M. Arshad Khan, Dr. M. K. Nabi & M. Altaf Khan	Banking Sector Reforms in India: Problems And Prospects, edited by Tomar, M.S., Yadav, B.S., pp. 86-98 ISBN: 978-81-8329-347-1.	Shree Publications and Distributor, New Delhi, 2010
7.	Agribusiness in India: Issues and Challenges	Dr. M. K. Nabi	Souvenir, UGC Sponsored Seminar on Agribusiness: A Means to Inclusive Growth of Rural Sector in Odisha, pp. 25-29	Department of Commerce, V.N. Autonomous College, Odisha 2012
8.	Next-Generation HRD Practices in Indian Public Sector Companies: An Exploratory Study	Dr. M. K. Nabi & Dr. S. Upadhyaya	Ethnography of Strategic Leadership Towards Sustainability, pp. 111-121. ISBN: 978-93-89224-64-1	Kunal Books, New Delhi. 2019
9.	Supply Chain Management & Family Business Management	Dr. M.K. Nabi	Family Business Management, pp. 94-108. ISBN: 978-81-946375-5-4	Empyrean Publishing House, New Delhi, 2020.

Conference/Seminar Attended:

1.	XVI Annual Conference, Orissa Commerce Association, Berhampur University, Orissa. May 5-6, 1990.	Participated in the deliberations & Presented a Paper on “Entrepreneurship Development in Orissa: Some Issues”.
2.	XV Indian Social Science Congress, Berhampur University, Orissa. December 19-23, 1990.	Participated in the deliberations.
3.	XVII Annual Conference, Orissa Commerce Association, Bhadrak College, Bhadrak, Orissa. November 26-27, 1994	Participated in the deliberations & Presented a paper on “Development of Infrastructure in Orissa: A Case of Commercial Banks”.
4.	XLVIII All India Commerce Conference, Kakatiya University, Warangal, December 29-31, 1994	Participated in the deliberations & Presented a paper on “Indian Consumers: From Dormancy to Dominancy”.
5.	XLIX All India Commerce Conference University of Rajasthan, Jaipur, Rajasthan, October 14-16, 1995.	Participated in the deliberations & Presented a paper on “Rural Marketing Management: Some Issues”.
6.	XLIII Annual Conference, Orissa Commerce Association, S.C.S. College, Puri, Orissa. January 13-14, 1996	Participated in the deliberations & Presented papers I. “Rural Development in Orissa: A Case of Implementation of JRY in Bhanjanagar Block”. II. “Productivity and Profitability Analysis of

		Balasore Gramya Bank”.
7.	National Seminar on “Financial Sector Reforms and Globalisation”, Department of Commerce, Berhampur University, Orissa, January 20-21, 1996.	Participated in the deliberations
8.	XLX All India Commerce Conference, Osmania University, Hyderabad, A.P. December 27-29 th , 1996.	Participated in the deliberations
9.	XIX Annual Conference of the Orissa Commerce Association, Women’s College, Jharsuguda, Orissa March 1-2.1997	Participated in the deliberations & Presented a paper on “Consumer Awareness of Consumerism: An Exploratory Survey”.
10.	XX Annual Conference of the Orissa Commerce Association, P. N. College, Khurda, Orissa January 24-25, 1998	Participated in the deliberations & Presented a paper on “Corporate Reporting through Inter Firm Comparison: A Study of Debt Financing of Paper Industry in Orissa”.
11.	Computer Application in Social Sciences, Centre for Social Studies, South Gujarat University Campus, Surat, February 2-11, 1998	Attended the course
12	4 week U.G.C sponsored Orientation Programme, Jamia Millia Islamia, New Delhi, 6th Feb. to 5th march,1999	Attended the Orientation Programme
13.	Orientation on Water & Environmental Sanitation, Sponsored by UNICEF, Orissa Office, August 29, 1999	Attended Orientation Programme
14.	55th Orientation Course for NSS Programme Officers, IIT, Kharagpur, Sept. 7-16, 1999	Attended Orientation Course
15.	XXII Annual Conference of Orissa Commerce Association, Ispat College, Rourkela, March 17-18, 2000	Participated in the deliberations & presented a paper on “Credit Rating in India”
16.	National Workshop on “e-commerce”, P.G. Department of Commerce, Berhampur University, April 16-17, 2000	Attended the Workshop
17.	Workshop on “Problem of Entrepreneurs in Ganjam District”, P.G. Department of Commerce,	Attended the Workshop

	Berhampur University, May 14, 2000	
18.	82nd Orientation Course for NSS Programme Officers , Berhampur University, Orissa, Sept. 11-20, 2000	Attended Orientation Course
19.	XXIII Annual Conference of Orissa Commerce Association , Maharshi College, Bhubaneswar, February 24-25, 2001	Participated in the deliberations & presented a paper on “Small-Scale Industries in Orissa: An Analysis”
20.	National Seminar on “Commerce Education in the New Millennium” , Department of Commerce, Berhampur University, Orissa, March 24-25, 2001.	Participated in the deliberations & presented a paper on “Making Commerce Education Relevant”.
21.	Refresher Course for NSS Programme Officers , Berhampur University, Orissa, August 27-31, 2001	Attended the Refresher Course
22.	54th All India Commerce Conference , Aligarh Muslim University, Aligarh, 22-24 December, 2001	Participated in the deliberations
23.	Workshop on” Building World Class Managers” Sambalpur University, Jyoti Vihar, Sambalpur 25 th Jan 2002	Attended the Workshop
24.	Refresher Course in Management , Sambalpur University, Jyoti Vihar, Sambalpur, Orissa. 2 nd -29 th Jan 2002	Attended the Refresher Course
25.	U.G.C. Sponsored National Seminar on Entrepreneurship Development , Utkal University, Bhubaneswar, Orissa, 29-30 March, 2003	Participated in the deliberation and presented on a paper “ Entrepreneurship Development in Orissa : Some Issues”
26.	XXIV Annual Conference, Orissa Commerce Association , Kendrapara College, Kendrapara, Orissa, Jan 17-18, 2004	Participated in the deliberations and presented a paper on “Infrastructure For Tourism Growth In Orissa”.
27	AICTE Sponsored One Day National Seminar on “Environmental Crisis: A Challenge to Present Day World” , BIET, Orissa, 4 th June ,2004	Participated in the deliberations and presented a paper on “ Judicial Response to Environmentalism”.
28	Refresher Course in Management , Osmania University, Hyderabad, 13 th Dec.04 – 2 nd Jan 05	Attended the Refresher Course
29	UGC Sponsored National Seminar on “ The Need for a New Marketing Strategy for Rice” U.N College, Soro, Orissa, Jan9-10,2005	Participated in the deliberations

30	Silver Jubilee Conference, Orissa Commerce Association, Vyasaganar College, Orissa, Jan 15-16, 2005	Participated in the deliberations
31	U.G.C Sponsored State Level Seminar on Financing Agriculture For Rural Development in Orissa : Role of RRBs”, Simulia College, Simulia, Orissa, 31st Jan – 1st Feb’2005	Participated in the deliberations
32	National Management Convention On “Future Organisation : Strategising Business” IBAT School of Management, Bhubaneswar, 4-6th Feb’ 2005	Participated in the deliberations
33	4 day Short-term Course On “ISO-14000”, NITTTR Extension Centre, Bhubaneswar, 21st- 24th March,2005	Attended the Workshop
34	2 – Day Workshop on Research Methodology, IBSC, Bhubaneswar, June 25th 26th , 2005	Attended the Workshop
35	One Day National Level Faculty Development Programme On Language, Literature & Ethics, Sri Muthukumaran Institute of Technology, Chennai, 19th August 05	Attended the Seminar
36	3-Day State Level Training Programme on the Training of Trainers on self employment, Institute of Entrepreneurship Development , Govt of Orissa, 21st –23rd Sep 2005	Attended the training
37	One Day National Seminar on “Modern Management Trend” BIET , Bhadrak, Orissa, 4th Feb 2006	Participated in the deliberations and presented a paper on “ Green Marketing : Some Issues”
38	One Day National Seminar on “ Corporate That Care : Truth or Myth ”, DRIEMS, Cuttack, Orissa, 30th April, 2006	Participated in the deliberations and presented a paper on “Corporate Governance: Some Issues”.
39	National Management Seminar-2007 on technology and innovation as a source of sustainable competitive Advantage, DRIEMS, Orissa, 10th March 2007.	Participated in the deliberations and presented a paper on I. “Marketing on the Web: Some Issues” II “CRM: An integrated Approach”.
40	National Seminar on Corporate Governance, Jamia Millia Islamia, New Delhi, 29th March 2007.	Participated in the deliberations and presented a paper on “Whither Corporate Rating Agencies.

41	National Conference on “Productivity of Indian Commercial Banks in Post-Reform Era” , S.R. College, Orissa, 11 th & 12 th August 2007.	Participated in the deliberations and presented a paper on “Reforms in Banking Sector and Challenges Ahead”.
42	National Seminar on “Emerging Trends in Financial Services” , Institute of Professional Excellence And Management, Ghaziabad, U.P 3 rd November, 2007	Participated in the deliberations
43	60th All India Commerce Conference Osmania University, Hyderabad 27 th – 29 th Dec 2007	Participated in the deliberations and presented a paper on “Micro Finance in India: An Empirical study of Bharatiya Samruddhi Finance Ltd.”
44	XXVIII Annual Conference, Orissa Commerce Association , F.M. College, Balasore, Orissa, 1 st –2 nd March, 2008	Participated in the deliberations and presented a paper on “ Customer Experiences and Expectations in Shopping Malls: A Study of Malls in NCR”
45	National Seminar on “Global Convergence of Financial Reporting” Jamia Millia Islamia, New Delhi March 13 th – 14 th 2008	Participated in the deliberations
46	61st All India Commerce Conference , Dhanwate National College, Nagpur, Maharashtra December 27 th -29 th 2008	Participated in the deliberations
47	National Seminar on “Banking Sector Reforms in India : Problems and Prospects,” DN (PG) College, Bulandshahr, U.P., Feb 20 th -21 st 2009	Participated in the deliberations and Presented a paper on “Banking sector Reforms In India: Some Issues”.
48	National Pharmaceutical Seminar on “Current Challenges and Opportunities In Indian Pharmaceutical Industry” , Jamia Hamdard, New Delhi, March 7 th 2009	Participated in the deliberations
49	62nd All India Commerce Conference Maharshi Dayanand Saraswati University, Ajmer, 10 th to 12 th October, 2009	Participated in the deliberations & presented papers on: (i) Emergence of Neo-Consumers: Consequences of Television Advertising on Children (ii) Use innovation to ‘Catch them Young’ and watch your brand grow.
50	UGC sponsored National level Conference , held at U.S Mahavidyalaya, Mugpal, Jajpur, Orissa, 20 th December 2009	Participated in the deliberations & presented a paper on Value Added Tax : Implications for the Indian Economy

51	Workshop on the Development of Question Bank on “Introduction to Management” (MVE-005) PG Diploma in Pharmaceutical Sales Management Programme (PGDPSMP), IGNOU, New Delhi, 27-28th Jan, 2010	Attended workshop as a resource person
52	One day workshop on the Development of Question Bank on “ Sales Management ” (MVE-006) PG Diploma in Pharmaceutical Sales Management Programme (PGDPSMP), IGNOU, New Delhi, 29th Jan, 2010	Attended workshop as a resource person
53	Delivered a talk on “Consumer Decision Making Process” to the participants of 11th Refresher Course in Commerce and Management organized by Academic Staff College, Jamia Millia Islamia, New Delhi on 1ST December 2010	Acted as a Resource person
54	63rd All India Commerce Conference Department of commerce Goa University, Goa, 1 st to 3 rd October, 2010	Presented a paper on: Green Marketing Myopia
55.	One Day National Conference on “Islamic Financial System: Prospects and Challenges” organised by DCBS on 8th March 2011, Jamia Millia Islamia New Delhi	Participated in the deliberations and acted as Conference Coordinator
56	National seminar on “E-Waste Management and Recycling in India- Issue and challenges” Organized by Department of Economics Jamia Millia Islamia, New Delhi, 110025 17 th to 18 th March 2011	Participated in the deliberations
57	National Conference on “Sustaining Growth in the Era of Global Recovery SGEGR- 2011” Organised by Dr. Rangrajan Dr. Sakunthala Engineering College, Avadi, Chennai on 26 th -27 th August 2011.	Participated in the deliberations and presented a Paper on “Challenges Faced by Indian Women & Its Effect on the Economy of India”
58	National seminar on “Future of Financial Markets” Organized by Centre For Management Studies, Jamia Millia Islamia, New Delhi, 110025 5 th September, 2011.	Participated in the deliberation and presented a Paper on “Challenges in Marketing of Financial Services: A Conceptual Framework”

59	Two days workshop on Development of Self Learning Material and counseling Process in Distance Education , Organized by the Centre for Distance and Open Learning, Jamia Millia Islamia, New Delhi, 30 th and 31 st March, 2011	Participated in the deliberations.
60	XXXIII Annual Conference, Orissa Commerce Association , Choudwar College, Cuttack, Odisha, 12nd & 13rd January, 2013	Participated in the deliberations.
61	One Day Orientation Programme To Open and Distance Learning System. Organized by the Centre for Distance and Open Learning, Jamia Millia Islamia, New Delhi, 28 th March, 2014	Participated in the deliberations.
62	National Seminar on “CASH TRANSFER SCHEME:IMPACT ON SOCIO ECONOMIC CONDITION” Organised by Department of Commerce, Soghra College, Bihar Sharif, Bihar on 29 th & 30 th Nov’2014.	Presented a paper entitled “Cash Transfer Scheme: Success Through Aadhaar”.
63	67th All India Commerce Conference-2014 , KIIT University & Utkal University, Bhubaneswar, 27 th -29 th Dec. 2014.	(i) Presented a paper on: Bank Service and Customer Satisfaction: A Case Study of SBI and ICICI in the N.C.R (ii) Acted as a Rapporteur in Technical Session-“Services Marketing: Challenge Ahead.”
64	One Day National Conference on “Recent Innovations in Engineering & Management Sciences” Organized by Dept. of Computer Sciences & Engineering & Dept. of Business Management, Modern Engineering & Management Studies, Balasore on 20 th March, 2016.	Presented a paper on: “Impact of Advertisement on Consumer Behaviour of FMCG in Bhadrak Town: with a focus on Consumption of Detergent Powder.”
65	69th All India Commerce Conference , Organized by Indian Commerce Association at Lucknow University, Lucknow, 11 th – 13 th Nov. 2016.	Participated in the deliberation and Presented Papers entitled: <ol style="list-style-type: none"> 1. “Corporate Social Responsibility: A Strategic Resource for Opportunity Identification at the Start-Up Level”. 2. “Globalization of Organized Retail Markets: Issues and Challenges”. 3. “Impact of Globalization on Indo-Gulf Oil Relations”.
66	70th All India Commerce Conference , Organized by Indian Commerce Association at IIS University, Jaipur, 12 th – 14 th Oct. 2017.	Participated in the deliberation and Presented Papers entitled: <ol style="list-style-type: none"> 1. “Entrepreneurship: A Catalyst for Employment Generation and Inclusive Growth in the Nation”. 2. “Impact of Financial Liberalization on the

		Banking Sector in India: A Conceptual Study”. 3. “Cashless Transactions in India: Challenges and Opportunities”.
67	58th National Cost Convention 2018 Organised by The Institute of Cost Accountants of India, Vigyan Bhawan, New Delhi, 16 th -17 th March, 2018.	Participated in the deliberation
68	71st All India Commerce Conference, Organized by Indian Commerce Association at Osmania University, Hyderabad, Telangana State 20 th – 22 nd December, 2018.	Participated in the deliberation and Presented Papers entitled: 1. “Corporate Social Responsibility and Brand Equity: The Mediating Role of Brand Image”. 2. “Retail Transformation from Traditional Retailing to Digital Retailing: Challenges and Opportunities”. 3. “A Study on Customers’ Awareness and Adoption of Online Shopping”.
69	19th International Business Horizon INBUSH ERA WORLD SUMMIT 2019, Amity University, Noida, 20 th -22 nd February, 2019.	Participated in the deliberations and presented a paper on “Women Entrepreneurship- A Step towards Gender Equality and Reduced Inequalities”.
70	72nd All India Commerce Conference-2019 and International Seminar Organized by Indian Commerce Association at KIIT University, Bhubaneswar, Orissa, 22 nd to 24 th December, 2019	Participated in the deliberation and Presented Paper titled: A Study of Factors Influencing Grocery Shopping from Organised Retail Outlets
71	One Day National Webinar on “Financial Inclusion and Corporate Social Responsibility for Sustainable Development”, P.G. Department of Commerce, Fakir Mohan University in Collaboration with Odisha Commerce Association, 8 th October, 2021	Participated in the Webinar
72	Workshop on “How to Publish in Academic Journals and Succeed with your Publication?” organised by Taylor & Francis Group, Oct 26, 2021.	Participated in the Webinar

73	11th Online National Logistics and Supply Chain Management Symposium of Mark logistics, 2021 on the theme “The Future of Marketing: Digital Logistics” organised by ASBM University, Bhubaneswar, Odisha, November 13, 2021.	Participated in the Webinar
74	Webinar on “Publishing Ethics and Ethical Issues Concerning Global Health Research” organised by Taylor and Francis Group, November 16, 2021.	Participated in the Webinar
75	One Day National Webinar on “GST: Win-Win Impact for Taxpayers, Consumers and Government” organised by Fakir Mohan University in collaboration with ICAI, 16.11.2021	Participated in the Webinar
76	International Finance Conference, Track XVII (Marketing Area), organized by Centre for Management Studies, Jamia Millia Islamia, New Delhi on March 29-30, 2022	Session Chair
77	Vivekananda International Conference- VINC 2023 , Organised by Vivekananda Institute of Professional Studies in association with Duta Bangsa University and Belarus State Economy University, 20 th -21 st January 2023.	Participated in the deliberation and Presented Paper titled: Emotional Brand Attachment: A Systematic Literature Review.
78.	Business Process Re-Engineering in the Modern Era- BIZPRIME , organized by Department of Commerce (Shift-II), Loyola College, Chennai on 28 th February, 2023.	Participated and Presented Paper titled: A Bibliometric Analysis of Emotional Brand Attachment Using VOS viewer.

Orientation & Refresher Courses Attended

1.	4 Week U.G.C Sponsored Orientation Programme, Jamia Millia Islamia, New Delhi, 6th Feb to 5th March, 1999.	Attended the Orientation Programme
2.	Refresher Course in Management, Sambalpur University, Jyoti Vihar, Sambalpur, Orissa. 2nd-29th Jan 2002.	Attended the Refresher Course

3.	Refresher Course in Management , <i>Osmania University, Hyderabad</i> , 13 th Dec.04 – 2 nd Jan 05, 2004.	Attended the Refresher Course
4	13th 3- week Refresher Course in Commerce and Business Management , <i>Jamia Millia Islamia, New Delhi</i> , 20 th Nov.– 12 th Dec. 2012.	Attended the Refresher Course
5	Orientation/Interactive programme on “Turnitin” (an originality check and anti-plagiarism web tool), Organised by Dr. Zakir Hussain Library, Jamia Millia Islamia, New Delhi, 7 th April, 2015.	Participated and attended the orientation Programme
6	Workshop on “Reference Management in Research” Organised by Dr. Zakir Hussain Library, Jamia Millia Islamia, New Delhi, 26 th May, 2015.	Participated and attended the Workshop
7	Workshop on “h-index of the authors of Indian Journals” Organised by Dr. Zakir Hussain Library, Jamia Millia Islamia, in Collaboration with INFLINET Centre, New Delhi, 8 th October, 2015.	Participated and attended the Workshop
8.	Awareness Programme on “Shodhganga & Anti-Plagiarism Software” Organised by Dr. Zakir Hussain Library, Jamia Millia Islamia, in Collaboration with INFLINET Centre, New Delhi, 25 th August, 2017.	Participated and attended the Workshop
9.	Workshop on “Scholarly Writing & Intellectual Ethics” Jointly Organised by Dr. Zakir Hussain Library, Jamia Millia Islamia, New Delhi, and Elsevier 26 th September, 2017.	Participated and attended the Workshop
10.	Workshop on “Training and Orientation on J-Gate @ eShodhSindhu” Jointly Organised by Dr. Zakir Hussain Library, Jamia Millia Islamia, New Delhi, 05 th October, 2017.	Participated and attended the Workshop
11.	Faculty Development Programme on “Effective Teaching and Learning practices” organized by Shyama Prasad Mukherji College for Women, University of Delhi 22nd to 26th September, 2018.	Participated and attended the programme
12.	Faculty Development Programme on “Research Methodology” organized by	Participated and attended the programme

	Internal Quality Assurance Cell, PGDAV College, University of Delhi 11 th to 17 October, 2018	
13.	Faculty Development Programme on “ Research Methodology & Teaching Pedagogy ” organized by Teaching Learning Centre, Ramanujan College, University of Delhi in association with Department of Financial Studies, South Campus, University of Delhi (as Knowledge Partner) Indian Accounting Association, NCR Chapter from 30 th April, 2019 to 5 th May, 2019.	Participated and attended the programme
14	One week Online FDP on “Personal Finance and Tax Planning” organised by S.G.T.B. Khalsa College, Delhi University, 18-24 November, 2021.	Participated in the deliberation
15	One day Programme on “How to Bridge the Gap between Student Skillset and Industry Requirements’ Workshop” conducted by Testbook Skill Academy on 29 January 2022.	Participated and attended the programme

Seminar/Conference Organised

1.	Organised One Day National Seminar on “Modern Management Trend,” BIET, Bhadrak, Orissa, 4 th Feb 2006.
2.	As Conference Co-ordinator Organized a National Conference on Islamic Financial System: Prospects and Challenges on 8 th March 2011 in Jamia Millia Islamia, New Delhi.
3.	Organised ‘GFMASAR’ Short term Course in the Department of Commerce and Business Studies, Jamia Millia Islamia in Collaboration with BOMBAY STOCK EXCHANGE (BSE) from 21.02.2014 to 26.03.2014.
4.	Session Chaired at the International Conference on Reinventing Business Practices, Startups and Sustainability – ICRBSS 2022 organised by the Department of Management Studies, SRMIST, Vadapalani in association with University of Nizwa and SRM University, Sonepat on 29.09.2022 and 30.09.2022.

Self learning Material Developed

Sl. No	Title	Year
1.	Written Unit – 1, 2 & 3 of SLM titled “Marketing Policy Analysis” (M.Com – 1.3, First Semester) of Institute of Distance and Open Learning, Guwahati University, Guwahati, Assam. ISBN: 978-93-259-7082-3	2013

2.	Written Complete SLM (Unit: I – V) titled Store Location, Design and Visual Merchandising (Paper Code: MBRM – 3002), MBA – Retail Management III Semester) of Directorate of Distance Education, Pondicherry University , Pondicherry. ISBN No: 978 – 93 – 81932 – 05 – 6.	2013
3.	Written SLM titled “ Marketing Management (MB-202) ” for online MBA Course of NIT, Arunachal Pradesh . [NIT(AP)/HOD-MH/49/2013-14]	2015
4.	Written SLM titled “Industrial Laws” for online MBA Course of NIT, Arunachal Pradesh.	2015
5.	Written SLM for BBS Course of Centre for Distance & Open Learning, Jamia Millia Islamia , New Delhi Advertising Practices (BBS – 207), (Unit: 1-13), ISBN: 978-93-82997-97-9	2016
6.	Written SLM for BBS Course of Centre for Distance & Open Learning, Jamia Millia Islamia , New Delhi: Advertising Media Choices (BBS – 303), (Unit: 1-14), ISBN: 978-93-82997-99-3	2016
7.	Written SLM for BBS Course of Centre for Distance & Open Learning, Jamia Millia Islamia , New Delhi: Personal Selling and Salesmanship (BBS – 304), Unit: 1-12, ISBN: 978-93-82997-82-5	2016
8.	Written SLM for BBS Course of Centre for Distance & Open Learning, Jamia Millia Islamia , New Delhi: Company Law (B.Com – 103) (Unit 8 – 14) ISBN: 978-93-82997-69-6	2016
9.	Written SLM for BBS Course of Centre for Distance & Open Learning, Jamia Millia Islamia , New Delhi: Business Law (B.Com – 104) (Unit 1-4, 12-20) ISBN: 978-93-82997-60-3	2016
10.	Written SLM for BBS Course of Centre for Distance & Open Learning, Jamia Millia Islamia , New Delhi: Principles of Marketing (B.Com – 204) (Unit 5 – 17) ISBN: 978-93-82997-70-2	2016
11.	Written SLM for M.Com Course of Centre for Distance & Open Learning, Jamia Millia Islamia , New Delhi: Marketing Management (MCM – 107) (Unit 1.4-1.9, 10.6 – 10.11) ISBN: 978-93-5259-433-7	
12.	Written SLM titled “ Advertising and Brand Management (MM-305) ” for online MBA Course of NIT, Arunachal Pradesh , Unit 1-5.	2016
13.	Written SLM titled “ Consumer Behaviour ” for online MBA Course of NIT, Arunachal Pradesh , Unit 1-5.	2016
14.	Written SLM titled “ Sales & Distribution Management (MB – 401) ” for online MBA Course of NIT, Arunachal Pradesh , Unit 1-5.	2016

Ph.D. Guidance (Awarded):

S. No	Name of the Scholar	Year	Title of the Thesis	Supervisor/Co-Supervisor
1.	Dr. Lalat K. Pani	2009	“Durable Purchase Decision and Consumer Behavior”. Notification No: Exam. Ph.D./2009, Dated - 27.06.2009 F. M. University, Odisha	Prof. K. C. Raut Dr. M. K. Nabi (Co-supervisor)
2.	Dr. Md. Irshadun Nabi	2013	A Critical Appraisal on Consumer Protection: A Study of Service Sector Redressal in Bhadrak District. Notification No: Exam. Ph.D/2013, Dated – 15.05.2013. F. M. University, Odisha	Dr. P. K Roy Dr. M. K. Nabi (Co-supervisor)
3.	Dr. Sunil Kumar Jena	2013	Services Marketing and Consumer Satisfaction : A Case Study of Mobile Services in Orissa, Notification No: Exam. Ph.D/2013, Dated – 30.09.13 F. M. University, Odisha	Prof. K. C. Raut Dr. M. K. Nabi (Co-supervisor)
4.	Dr. Mustafa Raza Rabbani	2014	Marketing of Financial Services by Public Sector and Private Sector Banks: A Comparative Study of SBI and ICICI Banks. F.No.COE/Ph.D./(Notification)/357/2014 Dated - 31.01.2014 Jamia Millia Islamia, New Delhi	Dr. M. K. Nabi (Supervisor)
5.	Dr. Akhilesh Saurikhia	2014	Effectiveness of Word of Mouth Publicity on Buying Behaviour of Consumer Durable Products: An Empirical Study F.No.COE/Ph.D./(Notification)/362/2014 Dated - 22.05.2014 Jamia Millia Islamia, New Delhi	Dr. M. K. Nabi (Supervisor)
6.	Dr. Mueenuz zafar Khan	2014	Organised Retailing in India: A Study of Selected Shopping Malls. F.No.COE/Ph.D./(Notification)/370/2014. Dated -31.12.2014.	Dr. M. K. Nabi (Supervisor)
7.	Dr. Mohd. Afzal Saifi	2020	Consumer Shift from Unorganised to Organised Retailing: An Empirical Study F.No.COE/Ph.D./(Notification)/485/2020. Dated 03.11.2020. Regd. No. Ph.D/Comm/15	Dr. M. K. Nabi (Supervisor)

8.	Dr. Imran Ahmad	2020	Perception of Consumers Towards Online Shopping F.No.COE/Ph.D./(Notification)/486/2020. Dated 23.11.2020. Regd. No. Ph.D/Comm/14 Student Id: 20147961 Dated: October 9, 2014	Dr. M. K. Nabi (Supervisor)
9.	Dr. Vivek	2020	Corporate Social Responsibility and Corporate Brand Image: An Interface F.No.COE/Ph.D./(Notification)/486/2020. Dated 23.11.2020. Regd. No. Ph.D/Comm/15 Student Id: 20158823 Dated: 29.09.2015	Dr. M. K. Nabi (Supervisor)
10.	Dr. Ayesha Tabassum	2023	Perception of Children Towards television Commercials Regd. No. PHD-AFU-17-13M Notification No. : AFU-31/2023/01 Dated: 31.01.2023	Dr. M.K.Nabi (Co-supervisor)
11.	Dr. Dina Z.A. Hijjo	2023	Role of Family Members in Consumer Durable Purchases Notification No.- COE/Ph.D./(Notification)/536/2023 F.No. COMM/126/2022 Dated 03.04.2023. Regd. No. Ph.D/Comm/16 Student Id: 20169372 Dated: 28-12-2016	Dr. M. K. Nabi (Supervisor)

Ph.D. Guidance (Under Progress)

S. No	Name of the Scholar	Title of the Thesis	Guide
1.	Anam Khanam	Impact of Greenwash on Green Purchase Intention: An Empirical Analysis Student Id: 202009005 Dated: 09/09/2021	Dr. M. K. Nabi (Supervisor)
2.	Ariba Khan	Impact of Social Media Influencers on Online Purchase Intention: An Empirical Study Student Id: 202009047 Dated: 13/09/2021	Dr. M. K. Nabi (Supervisor)
3.	Zebran Khan	Effect of eWOM on Brand Equity and Purchase Intention : An Empirical Study of Apparel Brands Student Id: 202008961	Dr. M. K. Nabi (Supervisor)

4.	Ishwar Singh	Perception Analysis of Flea Market: An Empirical Study of Delhi NCR Buyers Student Id: Dated:	Dr. M. K. Nabi (Supervisor)
5.	Ravinder Pant	Impact of Emotional Brand Attachment on Consumer Purchase Intention: A Study of Apparel Brands Student Id: 202008982 Dated: 10/09/2021	Dr. M. K. Nabi (Supervisor)

Membership in the Professional Bodies:

1. Member, International Economics Development Research Center (IEDRC), Hong Kong.
2. Life Member, Indian Commerce Association.
3. Life Member, Indian Accounting Association.
4. Life Member, Orissa Commerce Association.

(Prof. M.K. Nabi)