

Dr Naushadul Haque Mullick
Professor



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Near Mahamaya Balika InterCollege
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Office- Centre for Management Studies
Maulana Ali Jauhar Marg, Okhla
Jamia Millia Islamia
New Delhi -110025
India
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Academic Qualifications

- Ph.D. * (Marketing)
- M.B.A (Marketing)

Area of Specialization:Marketing

*Topic :Consumer Expectation's from Shopping Malls in NCR Delhi.

Present Association

Professor of Marketing, Centre for Management Studies, Jamia Millia Islamia
(A Central University), New Delhi

Work Experience

G) Professor : Centre for Management Studies,
Jamia Millia Islamia (A Central University), New Delhi
Period of service : From 10th March, 2017 till date
Job Assignment : Teaching in MBA (Full Time) & MBA (International Business)
Strategic Management
Consumer Behavior
Sales & Distribution Management
Customer Relationship Management
International Marketing

- F) Associate Professor : Department of Management,
Jamia Hamdard , New Delhi
- Period of service : From 06th January,2015 to 09th March, 2017
Job Assignment : Teaching in MBA (Full Time)
Sales & Distribution Management
Digital Marketing
Consumer Behavior
Brand Management
- E) Principal & Professor : IIMT School of Management, Gurgaon
(Marketing)
- Period of service : From 15th May,2012 to 05th Jan, 2015
Job Assignment :Teaching in MBA (Full Time)
Sales & Distribution Management
Consumer Behavior
Product Management
Marketing Simulation
- D) Professor (Marketing) : Asia Pacific Institute of Management,
New Delhi
- Period of service : From 21st June,2010 to 09th May, 2012
Job Assignment : Teaching in MBA (Full Time)
Sales & Distribution Management
Services Marketing
Consumer Behavior
Customer Relationship Management
- C) Associate Professor: IILM Graduate School of Management,
(Marketing) New Delhi
- Period of service : From 11th Aug,2003 to 31st May, 2010
Job Assignment : Teaching in MBA (Full Time)
Sales & Distribution Management
Services Marketing
Consumer Behavior
Customer Relationship Management
- B) Asst. Professor : Asia Pacific Institute of Management,
(Marketing) New Delhi
- Period of service : From 02nd July, 2001 to 06th Aug, 2003
Job Assignment : Giving classes to MBA-Full Time
Sales & Distribution Management
Services Marketing
Consumer Behavior
Customer Relationship Management

A) Lecturer (Marketing) : Ghanshyam Binani Academy of Management,
Mirzapur (U.P)

Period of service : From 30th March,2000 to 30th June, 2001

Job Assignment : Giving classes to MBA-Full Time
Sales & Distribution Management
Services Marketing
Consumer Behavior
Customer Relationship Management

Corporate Experience : 14 years in ONIDA & Zenith Computers Limited, Mumbai.

Publications:

- *“The impact of Social Media platforms “Facebook and Instagram” in influencing Purchasing Behavior of Green Products”, published by Sage Publications Inc (Online)Firsthttps://doi.org/10.1177/09722629221133960)dtd.2023/1/7,Pages:09722629221133960| 2023*
- *“Examining the Antecedents of Behavioral Intention toward Organic Food in India” Sustainability and Climate Change, published by Mary Ann Liebert Inc (https://doi.org/10.1089/sc.2022.0082) ,ISSN-26922924, Volume 15, Issue 6, Page 422- 435| December 2022*
- *An Analytical Study of Consumer Attitude towards Green Products published inNMIMS Management Review(https://doi.org/10.53908/NMMR.300103), ISSN: 0971-1023, Volume XXX Issue-1 | January 2022*
- *“Using Structural Equation Modeling to predict Indian people’s attitudes and intentions towards COVID-19 vaccination”Diabetes & Metabolic Syndrome: Clinical Research & Reviews, published by Elsevier and available at Science Direct (https://doi.org/10.1016/j.dsx.2021.05.006). 1871-4021, Volume 15, Issue 3, May-June 2021, page -1017-1022*
- *“Effects of Green Advertising on Consumer Behavior towards Green Products: A special reference to Ghaziabad District”PIMT Journal of Research, ISSN-2278-7925, Vol-13, No-3, Apr-June 2021.*
- *“Green Marketing: A Study on Consumer purchase Intention in India”Shodh Sarita, ISSN-2348-2397, Vol-11, Issue-41, Jan-Mar 2021 issue.*
- *“An Exploratory Study of Consumer’s Attitude towards Green Products”PIMT Journal of Research, ISSN-2278-7925, Vol-13, No-1, Oct-Dec 2020, page 108-112*
- *“Green Marketing: Determinants and their effects on Consumers Purchasing Behavior for Green Products”Shodh Sarita, ISSN-2348-2397, Vol-07, Issue-28, Oct-Dec 2020 issue.*
- *“Sukuk in Iran’s Banking, Challenges and Opportunities: A Study of Four Decades of Sakuk in Iran” Journal of Critical Reviews , ISSN-2294-5125, Vol-7, Issue -1, 2020 : page 887-890*
- *“Exploring the Effect of Electronic Banking Services on the satisfaction level of Maskan Bank’s customers using the Kano Model: A Case Study of the customers of Maskan Bank Branches in Mashhad” International Journal of Engineering & Technology (IJET), ISSN-2319-8613, Vol-12, No -2, (March-April-2020) : page 310-320*

- “Study the Effect of Electronic Banking Services on Increase of Resources in Mashhad Shahr Bank” *International Journal of Engineering & Technology (IJET)*, ISSN-2319-8613, Vol-12, No -2, (March-April-2020) : page 431-442
- *Banking the poor in Iran, Illusion or Reality? Advanced Pharmacy Education & Research* , ISSN-2249-3379, 2020; 10 (S1): page 129-132
- *Customer Satisfaction in Achieving Customer Loyalty through mediation of trust: An Empirical Study on Mobile payment users*”, Ramanujam International Journal of Business & Research (RIJBR), ISSN-2455-5959, Vol 4-2019, page 209-222.
- “*Technological Disruptions of Cloud Computing and their transformational Impact on Technology based Innovative Business Model (Startups)*”, Think India, ISSN-0971-1260, Vol-22- Issue 4 (Oct-Dec 2019),page 9257-9256.
- “*A Conceptual Perspective on Brand Switching Behavior of Consumers in Telecommunication Industry*”, Journal of Commerce Trade, ISSN (Print) 0973-4503, ISSN (Online) 2454-1702, Vol.11, Number 1, April 2016, page 50-58.
- “*Increasing Financial Inclusion through Islamic Banking in India*”, International Journal of Business Management & Research, ISSN (Print) 2249-6920, ISSN (Online) 2249-8036, Vol.6, Issue 1, Jan-Feb 2016, page 27-34.
- “*Relational Psychological Contract and Employee Motivation*”, “International Journal of Social Science & Interdisciplinary Research”Vol.5 (2), February (2016) pp.20-28, ISSN 2277-3630
- “*Domestic and International Food Security: Issues and Challenges*”, IMPACT-International Journal of Food Science & Technology (IJFST); Vol.6. Issue 3, June 2016, 1-4
- “*Nature of Implied and Psychological Contract (A Conceptual Study)*”, International Journal of Marketing, Financial Services & Management Research, Vol.4, No.4, Oct-Dec 2015, ISSN-2277-6788
- “*Islamic Banking & Finance in India*”, International Journal of Marketing, Financial Services & Management Research, Vol.4, No.4, Oct-Dec 2015, ISSN-2277-6788
- “*Image as a factor for enhancing shopping preferences in Indian malls*”, published in Middle East Journal of Management (Inderscience Enterprises Limited), 2014,Vol.1, No 3,pp 245-258 , ISSN 2050-3644)
- “*FIAT: a good product with a wrong strategy*”, Emerald Emerging Markets Case Studies Collection, Vol 3 No.1, 2013,pp.1-6 (ISSN 2045-0621)
- “*The Success of Shopping Malls Lies in the Hands of Mall Developers*” a paper published in “Indian Journal of Marketing” New Delhi. Volume 43, Number 6, June, 2013, pp 40-46, ISSN 0973-8703. Impact Factor-1.1023
- “*Factors for shopping malls to be success in Delhi NCR (India)*”, in Asia Pacific Journal of Business (APJB), published by Department of Marketing, College of Business Administration, Kangwon National University, South Korea, Volume 4, Number 1 , June 2013, pp 25-30, ISSN 2233-5900
- “*Enhancing the Image & Brand Equity of a shopping mall*”, in “Studies in Business & Economics” , in January’2014 , published by Faculty of Economics Sciences, Lucian Blaga University of Sibiu, Vol.8, Issue 3, December 13, pp 72-81, ISSN 1842-4120
- “*Shopping Malls & Consequences of Human Rights on small traders in NCR Delhi*” a paper published in “Indian Journal of Marketing” New Delhi. Volume 42, Number 5, May, 2012, pp 25-29, ISSN 0973-8703, Impact Factor-1.1023
- “*Mom & Pop Stores mauled by Malls*” a case study published in “Retail Biz” magazine, Mumbai, Volume 09, Issue 5, April-June ’2012, pp 09-11.

- *“Retailing Perspectives: Challenges & Opportunities”* a paper published in “Virtue” a bi-annual journal being published by D.A.V. Institute of Management, Faridabad, Volume III, Issue 1, January ’2012, Page 65-78. ISSN No.2230-7117.
- *“Consumer Expectations from Shopping Malls”* a paper published in “PROFICIENT-An International Journal of Management”, Vol.IV, January’2012, pp 18-27. ISSN 0975-475X.
- *“Perceptions and Image of Indian Consumers at Shopping Malls”* a paper published in “International Journal of Marketing Principles & Practices by International Institute of Marketing Professionals, Canada, Volume-I, Number-I, September 2011, pp 18-24, ISSN No 1927-1689.
- *“Transforming a Retail Centre into a brand through Professional Mall Management”* published in “International Journal of Research in Commerce, Economics & Management” Volume No:1(2011), Issue No.2(June), pp 42-46, ISSN-2231-4245
- *“Future of Shopping Malls lie in the hands of Mall Developers”* a paper presented and published in the proceedings of the National Conference in Marketing (Theme: Marketing: Yesterday-Today-Tomorrow) held in New Delhi on January 13-14’2011.
- *“Success Factors for Shopping Malls in NCR Delhi”* a paper presented and published in the proceedings of the 2nd International Conference on Management and Behavioral Science (2ICMBS) held in New Hardwar on June 04-05’2011, ISBN-978-81-89547-99-3.
- *“Marketing of Information Products and Services for Libraries in India”* a paper presented and published in the proceedings of the National Conference of Library Sciences (Theme: "Managing Libraries in New Information Environment" in New Delhi on 8th and 9th January 2011, ISBN - 978-8189855-19-0.
- *“Strategy for Mall Developer to Shape Shopping Mall”* published in “The Horizon” (July 2010)- No.II/2010, Volume-I, pp 50-57, ISSN-0975-5535

Research Papers Presented

- *“An Analytical Study of Consumer Attitude towards Green Products”* a paper presented at Business Interventions for Effective Management of Technology and Innovation Conference, held on March 6-7’2020, at IIM, Sirmaur.
- *“An Exploratory Study of Consumers Attitude towards Green Products”* a paper presented at 7th PANIIM World Conference, held on November 12-14-December’2019, at IIM, Rohtak.
- *“Examining the Demand Determinants of Organic Food in India”* a paper presented at Seventeenth AIMS International Conference on Management, held at AIMS Kozhikode, India on 2-4 January ’2019, at IIM, Kozhikode.
- *“Role of Atmospherics in Enhancing Retail Experience of Customers”* a paper presented at PANIIT International Management Conference, held on November 30-December 01’2018, at IIT, Roorkee.
- *“Role of Atmospherics in Enhancing Retail Experience of Customers”* a paper presented at PANIIT International Management Conference, held on November 30-December 01’2018, at IIT, Roorkee.
- *“Fiat: A Good Product With a Wrong Strategy”* a Case Study presented in the “ICSC International Case Study Conference, held on December 14-15, 2012 at ICFAI Business School (IBS) , Hyderabad.
- *“Preferences of Consumers in the malls of Delhi NCR”* a paper presented in the “IIML International Conference in Marketing on Shaping the Future of Research in Marketing in

Emerging Economies: Looking Ahead, held on January 13-14, 2012 at Indian Institute of Management Lucknow – Noida Campus.

- “*Success Factors for Shopping Malls in NCR Delhi*” a paper presented and published in the proceedings of the 2nd International Conference on Management and Behavioral Science (2ICMBS) held in New Hardwar on June 04-05’2011.
- “*Crisis at Maggi: A wakeup Call for all Multinationals*” A Case Study presented in the “Conference on Brand Management (CBM2016) held at Indian Institute of Technology Delhi, India on April 16-17, 2016.
- “*Customer Perceptions of their Shopping Experience at Retail Centre in Delhi NCR*” in “Indian Retail Conference - Indian Retail: Will it Strive or Thrive” organized by School of Business, Public Policy and Social Entrepreneurship (SBPPSE), Ambedkar University, Delhi (AUD) held at India International Centre, New Delhi on February 26-27’2016.
- “*Analysis of Consumer Preferences in the malls of Delhi NCR*” a paper presented in the National Conference and the abstracts of the contributed papers published (Theme: Paradigm Shift in Business practices: Challenges & Perspectives) held by the Department of Management Studies, Poornima Group of Colleges, Jaipur on March 26’2011.
- “*Future of Shopping Malls lie in the hands of Mall Developers*” a paper presented and published in the proceedings of the National Conference in Marketing (Theme: Marketing: Yesterday-Today-Tomorrow) held in New Delhi on January 13-14’2011.
- “*Marketing of Information Products and Services for Libraries in India*” a paper presented and published in the proceedings of the National Conference of Library Sciences (Theme: "Managing Libraries in New Information Environment" in New Delhi on 8th and 9th January 2011.

BOOK PUBLICATIONS

(As an Author)

1. Customer Relationship Management, *Oxford University Press, New Delhi*, ISBN –0-19-945675-5
2. Entrepreneurship Development, *Enkay Publishing House, Delhi*, ISBN: 13:978-9380995181.
3. Strategic Management, *Enkay Publishing House, Delhi*, ISBN: 13:978-9380995045.
4. Crisis Management in Business, *Enkay Publishing House, Delhi*, ISBN: 13:978-9380995021
5. Disaster Management, *Enkay Publishing House, Delhi*, ISBN: 13:978-9380995038
6. Consumer Expectations of Shopping Malls in NCR Delhi (India), *LAP LAMBERT Academic Publishing GmbH & Co.KG, Germany*, ISBN:978-3-8465-3010-8
7. Effectiveness of Innovative Outdoor Advertisement for Marketing Movies, *LAP LAMBERT Academic Publishing GmbH & Co.KG, Germany*, ISBN:978-3-659-21043-3

(As a Co-Author)

1. Sales & Distribution Management, *Enkay Publishing House, Delhi*, ISBN- 13: 8190849975.
2. Global Trends in Service Marketing, *Enkay Publishing House, Delhi*, ISBN: 13: 978-8190849999
3. Supply Chain Management, *Enkay Publishing House, Delhi*, ISBN -13: 978 – 8190849968
4. Marketing Communications & Public Relations, *Enkay Publishing House, Delhi*, ISBN- 13: 978 – 8190849982

Written Chapter in following books:

1. Written a Chapter (Chapter 10) on “*Where does International Marketing come from*” in the book “The Routledge Companion to International Management Education” published by Routledge, (ISBN: 0415783143, 9780415783149) ,Pg. 117-124.
2. Written a Chapter on “*Marketing Channels Management (Distribution)*” in the Certified Marketing Management Professional (CMMP) designation handbook published by International Institute of Marketing Professionals (IIMP) Canada

Ph.D. Guidance

Ph.D. Awarded : 06

Ph.D. enrolled :06

Special Training Programs Attended

- Attended a one week - Hands-on Training on SPSS Base 15.0 from (1-9 May '08) conducted by SPSS South Asia Pvt. Ltd., Bangalore.
- Attended a one-week Faculty Workshop for ERP Curriculum Training (18-22 August'08) organized by SAP Labs India, Bangalore at IMI Delhi.

FDP Attended

- Attended a one-week FDP on *Strategic Management* from 12-17 September.2005 organized by Strategic Management Forum & Indian Institute of Management, Kozhikode.
- Attended a one-week FDP on *International Business Strategy* from 19-23 December' 2005 organized by Strategic Management Forum & the Indian Institute of Foreign Trade, New Delhi.
- Attended a one-week Workshop on “Case Writing and Case Method of Teaching” from 18-22 September' 2006 organized by IIM, Ahmedabad.

EDITORIAL BOARD/REVIEWER

1. Faculty Reviewer of Harvard Business Publishing -Core Reading material - MBA program
2. Faculty Reviewer of Harvard Business Publishing – Sales Force Design and Management - MBA program
3. Member of the Editorial Review Board of “*International Journal of Marketing Principles & Practices*” a journal published by International Institute of Marketing Professionals, Canada.http://www.theiimp.org/editorial_team.htm).
4. Reviewer of Emerald Emerging Market Case Studies & European Journal of Marketing.
5. Article Editor for Sage Open.

MDP DONE

1. Organized Management Development Program on “Enhancing Sales Force Performance” at Asia Pacific Institute of Management for (Senior & Middle level Executives) of various Corporates (January 21 ,2012)
2. Organized Management Development Program on “Enhancing Sales Performance” at Asia Pacific Institute of Management for (Senior & Middle level Executives) of various Corporates (January 21-22 ,2011)
3. Management Development Program on “Media Marketing” done by IILM for Rajasthan Patrika (Senior & Middle level Executives) where I was a resource person for Direct Marketing, Personal Selling & Sales Promotion. (April 23 – 27,2007)
4. Management Development Program on “Services Marketing” for the Branch Managers of Indian Bank (Delhi NCR region) at Staff Training College, New Delhi on September 09’2011

CONSULTANCY PROJECT

Conducted two Short Term Courses for ‘*TRAINING & DEVELOPMENT OF ITS SALES FORCE*’ & ‘*DESIGNING OF DIRECT MARKETING CHANNELS*’ for Front line Executives & Middle Level Managers of Indo Matsushita Appliances Ltd. (National NIPPO Rice Cookers).

Invited Lectures and talks given

1. Moderated and participated in the Panel Discussion in the Annual Management Conclave-2021 on “Leveraging Industry 4.0 for Business Excellence: Gliding through Pandemic (COVID-19) at BanarsidasChandiwala Institute of Professional Studies, New Delhi on 16th January, 2021.
2. Delivered Lecture on “ How to prepare Vision and Mission document” in the Second Online FDP program organized by UGC-HRD Centre, JMI on 10th December’2020
3. Delivered Lecture on “ Nature of Strategic Management” in the First Online FDP program organized by UGC-HRD Centre, JMI on 29th September’2020.
4. Delivered Lecture on “Industry Academia Linkage” in the FDP program at UGC-HRD Centre, JMI on 21st June’2019.
5. Delivered Lecture on “Balancing Professional & Personal Life” in the FDP program at UGC-HRD Centre, JMI on 08th November’2017.
6. Delivered Lecture on “Customer Relationship Management” in the Evening Talk to SBI Officers at SBI Academy, Gurgaon on 31st October ‘2017.
7. Chaired a Technical session in the Indian Retail Conference “Indian Retail: Will it Strive or Thrive” organized by School of Business, Public Policy and Social Entrepreneurship (SBPPSE), Ambedkar University held at India International Centre, New Delhi on February 26-27’2016.
8. As a speaker talked on ‘Stealth Marketing’ Contemporary Issues in Marketing: Opportunities for India Inc. in the MAIIMS Marketing Summit’2015 held on February17’2015 at Maharaja Agrasen Institute of Management Studies, New Delhi.
9. Chaired a Technical session in the International Conference on “Global Performance Challenges: Building and Sustaining Competitiveness” at Amity Business School, Gurgaon (Amity University, Manesar) on September 11’ 2014.
10. As a speaker in the National Marketing Conference “Refine, Re-imagine, Reinvent- Road Map for New Age Marketing” in the Technical session “Unlocking the Power of New age Marketing Tools” held on December 14’2013 at Institute of Technology & Science (ITS)- Greater Noida

11. As an Expert Panel member in the Panel Discussion and also Chaired a Technical Session in the National Conference on “Innovation & Challenges in Management Practices” at BanarsidasChandiwala Institute of Professional Studies, New Delhi on February 17’ 2012.
12. As a key note speaker in International Management Conference (BICON) “New Horizon of Entrepreneurial Development” by Biyani Girls College, Jaipur on November 25’2011.
13. As an Expert panel member in Marketing Area (Course Review) on June 02’2011 at Accman Institute of Management, Greater Noida.
14. As a member for Panel Discussion on “Power of Green Ideas” at Netaji Subhas Institute of Management, New Delhi on May 25’2011.
15. As a Panel Expert for National Conference on ‘Turbulent Business Environment: The Road Ahead’ on February 11-12’2011 at Gittarattan International Business School, New Delhi.
16. Chaired a Technical session in the National Conference on Marketing on “Emerging Issues in Marketing: Challenges and Perspectives” at BanarsidasChandiwala Institute of Professional Studies, New Delhi on February 05’ 2010.
17. Resource person for Certificate Course of Retail Management to MBA Final year students on February 04’2010 at Department of Management Studies, Poornima Group of Colleges, Jaipur (Rajasthan).
18. Resource person for the *Management Development Program on “Media Marketing”* done by IILM for Rajasthan Patrika (Senior & Middle level Executives) where I was a resource person for Direct Marketing, Personal Selling & Sales Promotion. (April 23 – 27,2007)
19. Resource person for the *Management Development Program on “Services Marketing”* for the Branch Managers of Indian Bank (Delhi NCR region) at Staff Training College, New Delhi on September 09’2011.

CONFERENCES/WORKSHOPS ORGANIZED

1. 17th – 2 Week Refresher Course in Commerce & Management Studies on Contemporary Issues in Commerce & Management Education (18 - 30 November’2019) organized by UGC-HRD Centre, JMI.
2. Member of the Organizing Committee of *Leadership for Academician Program (LEAP)- A National Initiative for Leadership Development in Higher Educational Institutions (HEIs), Department of Higher Education MHRD, GOI, India* organized by UGC-HRD Centre, JMI in association with The University of Virginia, Charlottesville, U.S.A. (10th March-30th March 2019).
3. 16th – 3 Week Refresher Course in Commerce & Management Studies on “Emerging Trends in Commerce & Management Studies: Issues & Challenges” (28th Jan to 16 February 2019) organized by UGC-HRD Centre, JMI.
4. National Conference on *Marketing (Theme: Marketing: Yesterday-Today-Tomorrow)* held at Asia Pacific Institute of Management, New Delhi on January 13-14’2011.
5. Marketing Conclave on “*Winning Markets through Creativity & Innovation*” on Octt’22’2010
6. Service Workshop on “*Managing Service Delivery for Excellence*” on Sept’04’2010.

(N.H.Mullick)