

**Dr. Rahela Farooqi**  
**Professor**  
**Department of Management Studies**  
**Hony. Director, University Placement Cell**  
**Jamia Milli Islamia (Central University)**  
**New Delhi- 110025**  
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### **Teaching Experience:**

- Professor at Department of Management Studies, Jamia Millia Islamia, New Delhi from May, 2014 till date.
- Associate Professor- at Centre for Management Studies, Jamia Millia Islamia, New Delhi from April 17, 2008 - April 2014
- Assistant Professor- at Centre for Management Studies, Jamia Millia Islamia, New Delhi from Feb 2002 - April 2008.
- Assistant Professor at New Delhi Institute of Management, New Delhi from Nov. 2000 - Jan 2002.
- BBA Coordinator/Lecturer at Faculty of Management, Unity Degree College, Lucknow from Dec 1998 - Aug., 1999.

### **Industry experience:**

- As Marketing Executive at TULEC Computer Education, Lucknow from Dec 97 to July 98
- As Sales Executive at Business India database limited at Lucknow from July 98 to Nov 98.

### **Academic Qualification**

<b>Degree / Certificate</b>	<b>Year</b>	<b>University/ Board</b>
<b>Ph.D.(Management)</b>	<b>2006</b>	<b>Rohilkhand, Bareilly</b>
<b>MBA (HR &amp; Marketing)</b>	<b>1997</b>	<b>FMSR, AMU, New Delhi</b>
<b>B.A (Eco. Hons)</b>	<b>1995</b>	<b>AMU, New Delhi</b>
<b>UGC-NET (Management)</b>	<b>1999</b>	<b>UGC</b>
<b>Junior Research Fellowship</b>	<b>2000</b>	<b>UGC</b>

**Areas:** Marketing Management,, Services Marketing, E-Marketing, Sales & Distribution Management, General Management

### **Major Research Project by UGC:**

A Study of the need and effectiveness of the Training Programmes conducted by the Academic Staff Colleges for University Teachers in the states of Delhi, Haryana, Punjab, H.P., U.P.

**(PhD guidance) 17 Phds awarded. 8 pursuing.**

1. P.S. Raychoudhuri in the area of Service Quality in Computer hardware
2. Vipra Kapoor in the area of Service Quality in Banking Sector
3. Suman Dhawan in the area of Knowledge Management in FDPs
4. Geeta Mishra in the area of Performance Management
5. Aastha Sachdeva in the area of Job Satisfaction in BPO & IT sector
6. Amaara Rehman in the area of Loyalty Programs in retail outlets
7. Nudrat Mohini Rahman in the area of Brand personality
8. Animesh Singh in the area of Ethics in FMCG sector
9. Rashi Banerji in the area of Credit Card Reward program
10. Shadma Shahid in the area of Luxury Marketing
11. Shiveen Ansari in the area of Online Consumer behaviour
12. Sadaf Firdous in the area of Internet Banking Service Quality
13. Mohd. Aslam in the area of CSR and Brand Equity
14. Priyanka Garg in the area of Emotional advertising
15. Arif Haidary in the area of E-loyalty in online shopping
16. Anita Verma in the area of adoption of Digital wallets
17. Amanpreet Kaur Mishra in the area of Green Marketing purchase behaviour

**Books published**

- “Marketing in Emerging Economies” edited by Dr. Rahela Farooqi, published by Manakin Press, ISBN : 978-93-84370-46-6, 2017
- “Management Challenges in the New Era: Strategies for Success” edited by Dr. Rahela Farooqi & Dr. Saif Siddiqui, Excel Publishers, ISBN: 978-93-83842-08-7, 2014
- Female Expatriate Managers: Issues & Challenges published by Lap Lambert Academic Publishing, Online book to be printed in USA , ISBN: 978-3-8484-9388-3, 2011-12 .
- “Emerging Paradigms in Management” edited by Rahela Farooqi & Saiyed Wajid Ali, published by Widsom Publications, ISBN: 978-93-81505.

**Research Papers Published: Refereed Journals**

- Examining the Influence of Consumer level Psychological factors on Green Purchase Behaviour: Analysing socio-demographic aspects among Indian millennials, “ Global Business Review, 2024 (Scopus & ABDC)
- “Using Nostalgic emotions to revive Indian ethnic drinks market: Competitive Strategy at Paper Boat”, FIIB Business Review, 2023 Sage publications (Scopus and ABDC)
- “Determinants of Green Consumer Behaviour among Indian consumers: an ISM approach”, Vision, 2022, Sage publications. (Scopus and ABDC)

- “Workplace Diversity and Individual Level outcomes; the role of gender as moderator”, South Asian Journal of Business Studies. Emerald publishing, 2022, ISSN 2398-628x (Scopus, ABDC)
- “Diversity Climate Perceptions and Turnover Intentions: Evidence from the Indian IT industry”, International Journal of Human Capital and IT professionals”, 2023 (Scopus and ABDC)
- “Determinants of Muslim consumers’ halal cosmetics repurchase intention: an emerging market’s perspective” Journal of Islamic Marketing,( Scopus, ABDC-B) Emerald, 2021
- “Affordable luxury consumption: An emerging market's perspective”, International Journal of Emerging Markets (ABDC-B), Emerald, 2021. (Scopus, ABDC)
- “Impact of Service Quality and Brand Image on Satisfaction of Airline Passengers in India: A SEM Approach”, Solid State Technology, 2020, 63 (2s).
- “Service Quality Measurement Models: comparative analysis and application in airlines industry”, Global Journal of Enterprise Information System, 2019, 11 (2), 29-41.
- “Consumer Behavior Towards Personal Luxury Goods: The Mediating Role of Brand Attachment”, IUP Journal of Marketing Management, 2019, 18(2), 7-29.
- “Service Quality to E-Service Quality: A Paradigm Shift”, 9th International Conference on Industrial Engineering & Operations Management, March 2019. (Scopus-indexed)
- “Impact of internet banking service quality on customer satisfaction”, Journal of Internet Banking and Commerce, 2017, 22 (1).
- “Moderating Effect of Demographic Variables on Attitude towards Online Shopping. An empirical study using Process”, IOSR Journal of Business & Management, 2017, 19(11), 47-54.
- “Exploring Employee Satisfaction with Performance Management and the Challenges Faced in Context of IT Industry” in Compensation & Benefits Review, An international journal published by Sage publications. November/December 2013
- A Study on the Effects of Dimensions of Service Quality on Customer Satisfaction in the Indian IT Hardware Industry with Special Emphasis on Medium Size B2B Sector” Global Business Review, Sept 2013, 14 (3), 3507-527, published by Sage publications. (Scopus, ABDC)
- The Art of Branded Luxury- Indian Consumer Buying Behaviour, Journal of IMS group, 11(01), 16-23, ISSN No. 0973-824X.
- Paper titled, “Evaluation of Retail Service Quality by using RSQS Model: A case study on Big bazaar Hypermarkets in NCT of Delhi”, ISBN No. 978-1-63041-998-1. Springer publications
- Paper titled “Conceptualization and Measurement of Service Quality Dimensions in Business Markets: A Case of Indian IT Industry” The IUP Journal of Management Research , Vol. XII No. 1 Jan 2013, pages -33-61, ISSN 0972-5342
- “The Connected Consumer-evolving Behavior Pattern in Retail Sector” Pranjana: the Journal of Management Awareness, Jul –Dec 13 ISSN.09719997, 40-45
- “Impact of Word-of-Mouth on Consumer Behavior in Indian Healthcare Industry, “, Global Journal of Finance and Management, ISSN 0975-6477, Vol 6, Number 2, 2014 page 125-132
- “References That People Do Not Neglect –A study of Word-of-Mouth in Indian Healthcare Industry” in International Journal of Marketing & Technology, Volume 4, Issue 5 ISSN: 2249-1058 , May 2014. Pages: 143-154
- Paper titled “Loyalty Programs- A Comparative Study of Attitude and Behaviour of Members and Non-members” in Asia-Pacific Marketing Review, Volume: 1, Jan-June 2012 Pages 107-112.ISSN: 2277-2057

- Paper titled, “Professional Development needs among Higher Education practitioners in India,” presented at International Conference of Arts , Social Science and Technology at Penang, Malaysia, organized by University of Technology, Kedah published in e-proceedings, ISBN 978-963-44499-1-9.
- Paper titled “The Concept of Ethics Applied in Business: A Retrospective”, IMR-Management Speak, Vol 4 No. 1, ISSN 2231-1467, Jan- Jun 2011, pages 53-65
- Paper titled “A Comparison of Loyalty Programs of two lifestyle retail stores using the Net-Promoter Score Method” published in Pranjana. Vol 13/ No 2/Jul-Dec 2010 pages: 38-46
- “Female Expatriate Managers: Barriers Experienced and Suggested Strategies” published in Prabandhan: Indian Journal of Management, May 2010, Vol. 3 pages 32-41, IC value: 5.09
- “Crisis Management and Services Marketing: Learning from Express Samina Shipwreck” published in Amity Business Review, Jan-June 2010, Vol 11, pp 36-45
- Paper on “ Nation Branding: A study of India’s Brand Equity and capabilities in Comparison to two other South Asian Countries” published in Pranjana: the journal of management Awareness, Jul-Dec 09 Vol 12/ No.2. pp 51-71
- Case Study on 360 degree Feedback Experience in HCL published in Asian Journal of Management & Research , Jan 2011, Vol 1
- Paper title “New Dimensions of Workplace Learning” published in Advances in Management, June 2008, Vol 1 (3) Page 50-55.

### **Research Papers Published: Edited book**

- ‘Unveiling the Concept of Neuromarketing and its implications in Digital Marketing’, Bloomsbury ISBN 978-93-56407-749
- “Shopping Cart Abandonment: A bane of online Retail Industry or huge opportunity”in , International Business: The Emerging Global South and Asian Economic Order, Excel India , 978-93-83842-80-3.page 169-176
- “Luxury-the Indian way”, International Business: The Emerging Global South and Asian Economic Order, Excel India , 978-93-83842-80-3.page 200-212.
- “Empirical evaluation of e-service quality of Flipcart using E-SQUAL model in NCR”, International Business: The Emerging Global South and Asian Economic Order,Excel India , 978-93-83842-80-3.page 272-284.
- Application of Knowledge Management in Academic Staff Colleges, Global Book Organisation , 978-93-80570-50-1.
- Knowledge Management and HRM, Global Book Organisation , 978-93-80570-50-1
- Luxury Lover’s Counterfeit Encounter: Indian Consumers’ Willingness to Knowingly Purchase Counterfeits, Management Challenges in the New Era: Strategies for Success” in Excel Publications. ISBN: 978-93-83842-08-7, pages 3 to 8.
- “Management Challenges in e-Commerce: Strategies for Success”, Management Challenges in the New Era: Strategies for Success” in Excel Publications. ISBN: 978-93-83842-08-7, pages 21 to 25.
- Emerging Opportunities in the Indian Credit Card Industry: Market profile,” Management Challenges in the New Era: Strategies for Success” in Excel Publications. ISBN: 978-93- 83842-08-7, pages 77 to 85

- “Online Marketing Strategies used for Advertising Smart Phones & Impact of Social Media on Consumer Purchase Behaviour”, Management Challenges in the New Era: Strategies for Success” in Excel Publications. ISBN: 978-93-83842-08-7, pages 103-112
- Paper titled “The Role of perception and Expectation as predictors of Service Quality and Priorities for Improving Customer Satisfaction in B2B Sector: An Empirical Study” in the book on “Emerging Paradigms in Marketing” Wisdom Publications, ISBN: 978-93-81505, pages 27-42.
- Paper titled “An Empirical Evaluation of Indian Bank Customer Perceptions of the Impact of Technology on Service Delivery in Banking Sector” in the book on “Emerging Paradigms in Marketing” Wisdom Publications, ISBN: 978-93-81505, pages 43-57
- Paper titled “A study of Distributors’ Perception of the Ethical Sales Practices by FMCG Companies in NCR” in the book on “Emerging Paradigms in Marketing” Wisdom Publications, ISBN: 978-93-81505, pages 271-281.
- Paper titled “ Service Marketing Issues and Challenges in the Indian Health Care Sector” published in the book “Contemporary Issues in Services marketing-Challenges for 21st Century” published by Global Research Publications, pages 283 - 298.
- Paper titled “ Quality Assurance in Indian Higher Education Sector : Trends & Challenges” published in MacMillan , Advanced Research Series .pp 257-272
- Paper titled, “Creating a Culture of Innovation”, presented at International Conference organized by Glogift & Faculty of Engg. & Technology, Jamia Millia Islamia in Mar.2004. Paper published in conference proceedings published by Tata McGraw Hill pp 88-94.

### **Papers Published in Conference Proceedings**

- Paper titled, “Service Quality to E-Service Quality a paradigm shift”, presented at the 9<sup>th</sup> Annual International Conference on Industrial Engineering and Operations Management in Bangkok, Thailand on 5-7<sup>th</sup> March, 2019
- Paper titled, “Evaluation of Retail Service Quality by using RSQS Model: A case study on Big bazaar Hypermarkets in NCT of Delhi”, ICRM-2013, organised By **Curtin University Australia, IIT Delhi, XLRI Jamshedpur** ISBN No. 978-1-63041-998-1. Springer publications. Dr. Rahela Farooqi, Rashi Banerji
- Paper titled, “*Professional Development needs among Higher Education practitioners in India,*” presented at **International Conference of Arts , Social Science and Technology at Penang, Malaysia**, organized by University of Technology, Kedah published in e-proceedings, ISBN 978-963-44499-1-9. (2012). Dr. Rahela Farooqi, Suman Dhawan

### **Seminars / Conferences: Papers Presented**

#### **International Conferences**

- Paper titled, “Service Quality to E-Service Quality a paradigm shift”, presented at the 9<sup>th</sup> Annual **International Conference on Industrial Engineering and Operations Management in Bangkok, Thailand on 5-7<sup>th</sup> March, 2019**

- Paper titled, “Determining the Relationship of Internet banking Service Quality and Customer satisfaction-a study of Delhi NCR” presented at XIX Annual International Conference of Society of Operations Management held at IIM Calcutta on 11th Dec, 2015
- Paper titled, “Brand personality and its Congruence with Consumer Self-Concept: Challenges in the Consumer Decision-making Process at Conference on Brand Management at Department of Management Studies, IIT Delhi on 17th April, 2016
- Paper titled, “ An Empirical Study to Determine Important Factors of Credit Card Reward Program- An Insight into Credit Card Industry in Recovering Market India” in the Global Conference on “ Managing in Recovering Markets at MDI Gurgaon on 24th March, 2015
- Paper titled, “Evaluation of Retail Service Quality by using RSQS Model: A case study on Big bazaar Hypermarkets in NCT of Delhi”, at International Conference on Research in Marketing - 2013 held on 21-22nd December 2013, at Department of Management Studies, IIT Delhi
- Paper titled, “A critical study to explore Online Consumer Behaviour with respect to two major players in Indian scenario”, in International Conference at Symbiosis Centre for Management Studies, NOIDA held during 07-08th March 2014
- Paper titled, “Professional Development needs among Higher Education practitioners in India,” presented at International Conference of Arts , Social Science and Technology at Penang, Malaysia, organized by University of Technology, Kedah in March 2012
- Paper titled, “The Art of Branded Luxury,” at International Conference on Reinventing management Strategy: The Design for future on 30th Nov 2013 at IMS Ghaziabad.
- Paper titled, “ A critical study to analyse the impact of Country of Origin on Percieved Brand Equity”, at Department of Commerce, Central University of Rajasthan on 28th November, 2013.
- Paper titled, “Globalisation and Challenges for Education with special reference to India,” presented at International Conference on Globalisation at Aalborg University, Denmark in Oct.2004.
- Paper titled, “How committed are supervisors in a bureaucratic organization”, accepted at International Conference of Academy of Human Resource Development at Putrajaya, Malaysia for conference in Dec.2006
- Paper titled, “Creating a Culture of Innovation”, presented at International Conference organized by Glogift & Faculty of Engg. & Technology, Jamia Millia Islamia in Mar.2004. Paper published in conference proceedings published by Tata McGraw Hill

### **National Conferences**

- Paper titled, “ Application of Knowledge Management in Academic Staff Colleges” presented in National Seminar on Knowledge Management and HRM on 14th March 2012 at Centre for Management Studies, Jamia Millia Islamia.
- Paper titled, “ Knowledge Management and HRM” in National seminar on 14th March 2012 at Centre for Management Studies, Jamia Millia Islamia.
- Paper titled, “ An ethical perspective to management education in our country “ presented on 17th Sep 2011 at Department of Management Studies, KIET, Ghaziabad.
- Paper titled “Crisis management in Services Marketing: An Interdisciplinary Approach” presented in National Conference at Apeejay School of management on 14th May 2010
- Paper titled “ Quality Assurance in Indain Higher Education Sector : Trends & Challenges” presented at National Conference at Indraprastha University on Feb 26, 2010. Proceedings published in MacMillan , Advanced Research Series.
- Paper presented at Indian Social Science Congress held at JMI from 18th-22nd Dec 2008 on the topic “A study of Green Marketing as a source of opportunity, innovation and competitive advantage”.
- Paper titled “Customer perceptions of Service Quality of Public and Private Sector Banks with respect to technology based services.” At M.J.P. Rohilkhand University Seminar on banking

sector in Feb, 2008.

- Case Study, “What went wrong”, presented at national workshop on Case Study at Indraprastha University, New Delhi.
- Paper titled, “War of talent” presented at research paper contest organized by Delhi Management Association, in Mar, 2008.

### **Course material Developed**

Written Chapters on Group Dynamics & Quality of Work Life for School of Vocational Studies, IGNOU.

### **Conference/ Workshops/ Orientation Programme Attended**

- Attended a three day workshop on Marketing Research from 18<sup>th</sup> to 20<sup>th</sup> November, 2015 at **IIML (Noida) conducted by renowned faculty from US, Professor Naresh Malhotra.**
- Participated in 4 day Case-Teaching Workshop at IMI institute conducted by Professor from **Richard Ivey School of Business, Canada** from 9<sup>th</sup> to 12<sup>th</sup> May, 2013
- Participated in the Three Day Workshop on Advances in Research Methods and Data Analytical Tools, organized by All India Management Association (AIMA) on 24-26<sup>th</sup> May 2012.
- Participated on One week Professional Development Programme for Senior Faculty in ICT in Teaching and Research from 19<sup>th</sup> to 24<sup>th</sup> march 2012.
- Participated in National Conference on Marketing Yesterday-Today-Tomorrow at Asia- Pacific Institute of Management, New Delhi on 13<sup>th</sup>-14<sup>th</sup> Jan, 2011.
- E-Content Management Training Programme at Centre for Information Technology, Jamia Millia Islamia from 12<sup>th</sup> to 21<sup>st</sup> October, 2009
- Workshop on Right to Information at Faculty of Engineering & Technology on 10<sup>th</sup> October, 2009
- One week workshop on Research Methodology, attended at Department of Educational Studies, Jamia Millia Islamia in 19<sup>th</sup>-23<sup>rd</sup> Feb-2007
- One month Orientation Course done at Academic Staff College, Jamia Millia Islamia from 16<sup>th</sup> Feb-17<sup>th</sup> Mar-2004
- 2 day workshop on Case Development attended at School of Management Studies, Indraprastha University on 31<sup>st</sup> Oct-1<sup>st</sup> Nov, 2003
- Workshop on Gender Sensitisation at workplace, attended at Centre for Management Studies, JMI.
- Workshop on Entrepreneurship, attended at Centre for Management Studies, JMI.

### **Guest Talk/Lecture delivered (selected)**

- Tourism Marketing Strategy of India and its states on 2<sup>nd</sup> September 2013 at **University of Applied Sciences, Erfurt, Germany.**
- “Innovation and Best Practices in Management” at Department of Commerce, Mata Sundari College for women, Delhi University on 22<sup>nd</sup> Jan, 2016.
- “Emerging trends in Marketing” at Rukmani Devi Institute of Management on 18<sup>th</sup> Aug 2015
- Lecture on “Issues and Challenges in Services Marketing” at Academic Staff College, BPS Mahila University, Sonapat on 26<sup>th</sup> Nov. 2014.
- Lecture on “Time Management” at Academic Staff College, JMI in Orientation Program on 24<sup>th</sup> Nov. 2014.
- Lecture on “Fundamentals of Research” at Academic Staff College, JMI on 22<sup>nd</sup> Nov. 2014.
- Lecture on “Communication Skills” at Academic Staff College, AMU, Aligarh on 15<sup>th</sup> Nov 2014.
- Lecture on “Time Management” at Academic Staff College, JMI to non-teaching staff in 2013.

- Lecture on Social Media Marketing at Meerabai Polytechnic, New Delhi in the national Seminar on “Emerging Paradigms on Management” on Nov 2012.
- Improving Written Communication Skills at Orientation program, at Academic Staff College on , 27<sup>th</sup> Dec 2012
- Teacher Motivation & Morale at Orientation Programme, , at Academic Staff College on ,27<sup>th</sup> Dec 2012
- Introduction to Case Teaching Methodology, a case of Tata Nano at Refresher Course in Management at ASC, JMI, Nov 2012.
- An Introduction to Customer Relationship Management at Refresher Course in Management, Academic Staff College, Jamia Millia Islamia, New Delhi- 110025, Jan-2010
- The Global Marketplace at Refresher Course in Management, Academic Staff College, Jamia Millia Islamia, New Delhi, in Jan 2009.
- Branding of Places as a tourist destination at Department of Tourism, Jamia Millia Islamia
- Segmentation, Targeting & Positioning in Services at Bhai Parmanand Institute of Management Studies, Jan 2009
- Talent Management at Orientation Programme, Department of Social Work, Jamia Millia Islamia, 2006

### **Seminars Organized**

- Conference Co-ordinator of International Conference on “Marketing in Emerging Economies” on 18<sup>th</sup> February, 2016 at Centre for management Studies, JMI
- Conference Coordinator, of National Conference on “Management Challenges in the new era: Strategies for Success” on 20<sup>th</sup> February, 2014 at Centre for Management Studies, JMI
- Conference Coordinator, of National Conference on “The Emerging Paradigms of Marketing” on 10<sup>th</sup> October 2012 at Centre for Management Studies, JMI
- Course-Coordinator of Refresher Course in Commerce and Management, 8<sup>th</sup> Oct -31st Oct.2014
- Course-Coordinator of Refresher Course in Commerce and Management, 8<sup>th</sup> Sep-28<sup>th</sup> Sep,2011
- Co-convenor of Management Science Committee at Indian Social Science Congress, held at Jamia Millia Islamia, New Delhi, 18-22 Dec, 2008.
- Co-coordinator of Seminar on “Marketing of Services-Strategies for Success” organised by Centre for Management Studies, JMI, in Sep.04

### **Non-teaching Responsibilities Held**

1. Presently Hony. Director Training and Placement , University Placement Office at Jamia Millia Islamia from September 2021
2. Hony. Deputy Director Training and Placement , University Placement Office at Jamia Millia Islamia from August, 2016-2019
3. Academic Coordinator MBA FT (2018-2021)
4. Placement Coordinator for 2012-13, 13-14, 14-15.
5. Academic Coordinator of the Centre from 2006 to 2011
6. Placement Coordinator from 2003-2005.

### **Achievements**

Received “**Papa Mian Padma Bhushan**”, Best Girl Award with a cash scholarship in 95 at Women’s College, AMU, Aligarh.