

Dr. Sarah Hussain

Associate Professor and Head
Department of Tourism and Hospitality
Management, Jamia Millia Islamia,
New Delhi.

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TEACHING EXPERIENCE (July 2008 till date)

Position	Organisation	Period
Head	Department of Tourism & Hospitality Management, Jamia Millia Islamia, New Delhi	Since September 2020
Associate Professor	Department of Tourism & Hospitality Management, Jamia Millia Islamia, New Delhi	Since September 2019
Principal	Banarsidas Chandiwala Institute of Hotel Management & Catering Technology (BCIHMCT), affiliated to GGSIP University, Delhi	January 2019 to September 2019
Associate Professor and Academic Head	BCIHMCT, affiliated to GGSIP University, Delhi	May 2018 to January 2019
Assistant Professor & Media Coordinator	BCIHMCT, affiliated to GGSIP University, Delhi	August 2009 to May 2018
Training Manager (Teaching Position)	UEI-Global School of Service Management, Noida (Affiliated to Bharatiar University & Hotel School, The Hague)	July 2008 to July 2009

INDUSTRY EXPERIENCE (August 1996 to June 2008)

Worked at Taj Hotel, Resorts and Palaces (India and International assignment), Times of India (Bennett, Coleman & Co., Ltd) and, Time Life Educational Technologies - Time Warner Group.

EDUCATION:

- **PhD in Hospitality** from **Amity University**, Noida (2013 – 2017).
- **Master of Hotel Management** from **ICFAI University** –2011.
- **Bachelor of Arts** from **Chhatrapati Shahu Ji Maharaj University**, Kanpur -2002
- Three Year Diploma in **Hotel Management** from **Institute of Hotel Management (IHM-A) – erstwhile IIBM -Aurangabad** 1995 -1998
- Three Year Certificate Course in **Hotel Management** from **AH&MA (American Hotel & Motel Association)** 1995 -1998
- Class XII (ISC) – **Mayo College Girls School**, Ajmer –1994

RESEARCH PUBLICATIONS (Recent)

- Narula, G. , Kaushik, T. , Hussain, S. & Demicco, F. (2022). Expectations of Domestic Women Business Travelers from Hotel Accommodation: A Perspective of Hotel Managers . *Advances in Hospitality and Tourism Research (AHTR)* , 10 (3) , 337-360. DOI: <https://doi.org/10.30519/ahtr.969226>
- Soni, G., **Hussain, S.**, & Kareem, S. (2022). Environment Friendly Practices Adopted In Hotels And Their Impact On Customer Satisfaction: A Critical Review Of The Literature And Research Implications For The Hospitality Industry. *Atna Journal of Tourism Studies*, 17(1), 115-142, <https://doi.org/10.12727/ajts.27.5>
- Narula, G., Kaushik, T., & **Hussain, S.** (2022). A Value-Based Segmentation Approach for Domestic Women Business Travelers. *Prabandhan: Indian Journal of Management*, 15(2), 40-54. DOI: <http://dx.doi.org/10.17010/pijom%2F2022%2Fv15i2%2F168334>
- **Hussain, S.**,and Singh, P. (2021). Research Ethics. In Chowdhary, N. & Hussain, S. *Handbook of Research and Publication Ethics* (pp. 15-32). New Delhi: Bharti Publications. ISBN: 978-93-90818-53-2
- Chowdhary, N. & **Hussain, S.** (2021) *Handbook of Research and Publication Ethics*. New Delhi: Bharti Publications. ISBN: 978-93-90818-53-2
- Kaushik, T., **Hussain, S.** and Soni, G. (2020). The Expected New Normal for Domestic Women Business Travellers from Hotels Post COVID-19. *Shodh Sarita*, 7(28), 34-39. ISSN: 2348-2397.
- **Hussain, S.**, Shaf, F. and Kareem, S. (2020). Expectations of Indian guests from Hotel Preparedness in COVID-19. *Journal of Tourism, Hospitality & Culinary Arts*, 12(3), 31-51. ISSN: 1985-8914; E ISSN: 2590-3837.
- **Hussain, S.** and Soni, G. (2020). Developing entrepreneurial mindset amongst students of Hotel Management, Hospitality and Tourism". *Entrepreneurship in Hospitality: Current Ecosystem, Challenges and the way forward*. ISBN:978-93-89657-39-5.
- Shah, F., **Husaain, S.** and Kareem, S. (2020). Prospects and Challenges of Homestays in North Kashmir. *Studies in Indian Place Names (UGC Care Journal)*,40 (10),1069– 1075. (ISSN2394-3114)
- **Hussain, S.** and Khanna, K. (2019). Guest Satisfaction: A Comparative Study of Hotel Employees' and Guests' Perceptions. *International Journal of Hospitality & Tourism Systems*. Volume 12 Issue 1' 83-93. {ISSN: 0947-6250(Print)}
- **Hussain, S.** and Soni, G. (2019). Challenges Faced by Hospitality Industry in India. *Pacific Hospitality Review*, Vol.7, Issue 12, January 2019 - June 2019. (ISSN 2320- 1398).
- Soni, G. and **Hussain, S.** (2018). Dark Tourism: Changing Perception of Travelers for Indian Tourism. *OmniScience: A Multi-disciplinary Journal*. 2018; 8(3): 11– 21. (eISSN: 2231-0398; ISSN:2347-9949)
- **Hussain, S.** and Soni, G. (2018). Role of Hospitality Industry towards Community Based Tourism in India. *Pacific Hospitality Review*, 6(11), 59 – 69. (ISSN 2320-1398).
- **Hussain, S.** (2018) *Indian Travel, Tourism & Hospitality Research: A Global Insight*. An Outcome of 8th International Hotel, Travel & Tourism Research Conference. (ISBN: 9788192085074)

- **Hussain, S.** (2017). Expectations of Generation Y Hotel Guests: An Exploratory Study. *Indian Journal of Applied Research*. 7(4), 363 – 366. (ISSN 2249 -555X).
- **Hussain, S.** and Khanna, K. (2016). A Study on Recent Trends for Guest Satisfaction in Selected Hotels of Delhi. *Prabandhan: Indian Journal of Management*, 9(8), 48 – 58. (ISSN:0975-2854)
- **Hussain, S.** and Khanna, K. (2016). Single Lady Travellers in Delhi Hotels: Practices and Challenges. *Indian Journal of Applied Hospitality & Tourism Research*, Vol 8, 114-121. (ISSN0975-4954).
- **Soni, G.** and **Hussain, S.** (2016). A Study on the Impact of Tourism on the Himalayas. *E-Commerce for Future and Trends*. 3(1), 27–35. eISSN: 2454-9347

Articles in Trade Journals

- **Hussain, S.** (2021, 06 03). New normal: Treading the middle path in travel. Retrieved from [travel.economictimes.indiatimes.com/https://travel.economictimes.indiatimes.com/speakeasy/sustainable-travel/4952](https://travel.economictimes.indiatimes.com/speakeasy/sustainable-travel/4952)
- **Hussain, S.** (2020, June 03). Covid-19: A paradigm shift for the Hospitality Industry. Retrieved from [travel.economictimes.indiatimes.com:https://hospitality.economictimes.indiatimes.com/author/479253715/sarah-hussain](https://hospitality.economictimes.indiatimes.com/author/479253715/sarah-hussain)
- **Hussain, S.** (2015, March-May). What women really want: A Hotel Perspective. *Hotel and Restaurants Network*.
- **Hussain, S.** (2010, July). Feminine Friendly Hotels. *Clean India Journal*. https://www.cleanindiajournal.com/feminine-friendly_hotels/
- **Hussain, S.** (2010, August). Natural Cleaning Agents. *Clean India Journal*. https://www.cleanindiajournal.com/natural_cleaning_agents/

PAPERS PRESENTED IN CONFERENCES (Recent)

- “Rising From the Ashes: Technological Advancements in the Restaurant Sector Amidst the COVID-19 Pandemic” in the National Conference on HR Management and International Business Transformation in the Digital Era at Department of Management Studies, Jamia Millia Islamia, New Delhi.
- “Reorienting Teaching Dynamics of Culinary Education with Sustainability” in the International Scientific Conference “SOCIETY. TECHNOLOGY. SOLUTIONS” on 8th of April, 2022 at Vidzeme University of Applied Sciences, Latvia.
- “The Impact of Environment Friendly Practices On Customer Satisfaction In Hotels: A Review Of Literature” in the International Conference on Travel, Tourism, Hospitality & Culture-2022m (ICTTHC-2022) during 11th & 12th March. 2022 organised by Institute of Hotel Management Catering Technology & Applied Nutrition, Brambe, Ranchi, Jharkhand, India.
- “Transformed Food Consumption Patterns at Dine-In Facilities in the Times of Covid-19: A Step towards Achieving SDGs” in the 3rd Joint International Conference on Tourism, Hospitality, and Sustainable Development Goals held from 16th to 18th February, 2022 organised by National Institute of Tourism and Hospitality Management, Hyderabad, Telangana.
- “Promoting Wellness & Spa Tourism Through Social Media Platforms During Covid-19 Pandemic” in the 9th IBS Conference on Marketing & Strategy held on the theme Marketing 5.0: Opportunities and Challenges during January 21-22, 2022

organized by IBS Hyderabad, IFHE University, India.

- “Using the List of Values (LoV) for Segmenting Domestic Women Business Travellers in the Hospitality Industry” paper presented at 12th International e Conference on “Digitalization as a Vehicle for Innovation, Organizational Growth and Effectiveness” 19th December 2020.
- “Prospects and Limitations of Homestays in North Kashmir” paper presented at JTA Multidisciplinary International Conference 2020 (JTACON-2020), Jamia Millia Islamia (16th – 18th February, 2020).
- “Dark Tourism-Changing perception of traveler for Indian Tourism” paper presented at International Conference on Tourism for Developing Economies: The Path Unexplored, Indian Institute of Tourism and Travel Management, Noida, (13th – 15th September, 2018).
- “Community Tourism in India: Effective Practices of Hospitality Industry” paper presented at International Conference on 8th International Conference on Management Practices and Research New Horizons in Global Business, (ICMPR-2018), Apeejay Institute of Management, Delhi, (20th July, 2018).
- “Guest Satisfaction Analysis in Selected Hotels of Delhi” paper presented at National Conference on “Silk Route Tourism: The Revival of Tributaries of Cultural and Archaeological Heritage”, 4-6 May, 2017.
- “Community Tourism in India: Role of Hospitality Industry” paper presented at National Conference on “Silk Route Tourism: The Revival of Tributaries of Cultural and Archaeological Heritage”, 4 – 6 May, 2017.
- “Expectations of Generation Y Guests from Hotels” paper presented at Amity International Tourism & Hospitality Conference, organized by School of Business Studies, Central University Jammu. September 2-3, 2016.
- “A study on impact of tourism on Himalayas” paper presented at GDGU iHOST 2016, International Conference on Hospitality & Tourism at GD Goenka University, Gurugram.
- Guest Satisfaction: A perspective of Hotel Staff & Management, GDGU iHOST 2016, International Conference on Hospitality & Tourism at GD Goenka University, Gurugram.
- Single Lady Travellers in Delhi Hotels: Practices and Challenges, India International Hotel Travel and Tourism Research Conference, 10 – 12 February, 2016 held at BCIHMCT, New Delhi.

DOCTORAL RESEARCH SUPERVISION

- Under Supervision: 6

RESOURCE PERSON/ CHAIR/ CO-CHAIR FOR CONFERENCES(RECENT)

- **Resource Person** at 2 week (14.02.2022-27.02.2022) **FDP organized by BGSBU, Rajouri (J&K), India** on “Developing Entrepreneurial Mindset amongst Students of Hospitality & Tourism” on 17.02.2022.
- **Chaired 3rd DTHM International Conference** on Enterprise and Entrepreneurialism in Tourism and Hospitality 28-30 January, 2022 at Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi, India (Supported by Ministry of Tourism, Govt. of India).
- **Resource Person** at two week (2 - 15" December, 2021) **Refresher Course** in

Tourism, Hospitality and Management on the 14th December, 2021 at NEHU, Shillong, Meghalaya, India. **Topic:** Identifying Research problem and How to Write Research Proposal.

- **Chaired** Five-Day (6th-10th December, 2021) Faculty Development Programme (FDP) “Responsible Tourism a New Normal” organized by Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi, India, in collaboration with AICTE Training and Learning (ATAL) Academy, India.
- **Panelists in the Panel Discussion** on the topic “The New Normal of Hospitality and Tourism” on June 29, 2021 at the International Conference on Hospitality and Tourism on the theme “The New Normal of Hospitality and Tourism: Post-Pandemic Trends, Issues and Opportunities” organized by Jagran Lakecity University, School of Hospitality and Tourism, Bhopal, Madhya Pradesh, India (June 28-29, 2021)
- **Invited Speaker on the topic** “Entrepreneurial Education in Hospitality and Tourism” on June 28, 2021 in the International Conference on Hospitality and Tourism on the theme “The New Normal of Hospitality and Tourism: Post-Pandemic Trends, Issues and Opportunities” organized by Jagran Lakecity University, School of Hospitality and Tourism, Bhopal, Madhya Pradesh, India (June 28-29, 2021).
- **Special Guest of the Inaugural Ceremony** of ICHT-2021 and delivering an **Address** on the current scenario in Hospitality and Tourism during the Pandemic Crisis on June 28, 2021 at the International Conference on Hospitality and Tourism on the theme “The New Normal of Hospitality and Tourism: Post-Pandemic Trends, Issues and Opportunities” organized by Jagran Lakecity University, School of Hospitality and Tourism, Bhopal, Madhya Pradesh, India (June 28-29, 2021).
- **Co-Chair at 1st Virtual International Conference on Rural Tourism** - Challenges, Scope and Entrepreneurship Development 12 & 13 September 2020 organised by Vardering India in collaboration with DIT University, Dehradun, India.
- **Resource Person at Orientation Program** organized by School of Hotel Management, Delhi Technical Campus, Greater Noida, Uttar Pradesh, India (affiliated to GGSIP University) on 11th August 2020. Topic: How to be employable after BHM in post Covid Scenario.
- **Resource Person in Panel Discussion:** “Preparing for Future of Tourism Post Covid- 19”, Organised by Centre for Hospitality & Tourism Studies, Baba Ghulam Shah Badshah University, Rajouri, J&K, India.
- **Co-Chair** at Technical Session of Tourism and Hospitality Management at JTA (Jamia Teachers’ Association) Multidisciplinary International Conference 2020, Jamia Millia Islamia, New Delhi. Conference Dated Feb 16,2020.
- **Resource Person** in Panel Discussion: “Hospitality and Tourism Industry in India: Post Covid Road Map” at National Webinar, dated 20th April, 2020, on Corona-NCovid-19 “Hospitality & Tourism Industry in India – impact, innovation and planning for post- crisis. Organised by University Institute of Hotel and Tourism Management (UIHTM) Panjab University, Chandigarh, India.
- **Co-Chair** for Technical Session “Hotel & Tourism Operations Issues during COVID- 19 Times: Managing Liquidity, Human Resources & Guests, Planning for Future” at National Webinar dated 20th April, 2020, on Corona-NCovid-19 “Hospitality & Tourism Industry in India – impact, innovation and planning for

post-crisis. Organised by University Institute of Hotel and Tourism Management (UIHTM) Panjab University, Chandigarh, India.

- **Co-Chaired International Conference** on - Transformational Tourism: Shaping the Tourism Narratives of Well-being. March 6-8, 2020 at Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi, India.
- **Chaired** India International Hotel Travel and Tourism Research Conference in February 15-16, 2019.

JOURNALS & BOOKS EDITOR:

1. Edited Book - ISBN-10 : 9390818532; ISBN-13 : 978-9390818532. Handbook of Research and Publications Ethics (2021), Bharti Publications.
2. ISSN 0975-4954: Indian Journal of Applied Hospitality & Tourism Research”, Vol. 10 (2019)
3. ISBN: 978-81-920850-8-1. Book: Global Hospitality & Tourism Research: Innovations & Best Practices (2019), published by Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi.
4. ISSN 0975-4954: Indian Journal of Applied Hospitality & Tourism Research”, Vol. 9 (2018)
5. ISBN: 9788192085074: Indian Travel, Tourism & Hospitality Research: A Global Insight, 2018 published by BCIHMCT, New Delhi.
6. ISSN 0975-4954: Indian Journal of Applied Hospitality & Tourism Research”, Vol. 8 (2017)
7. ISBN: 9788192085067 Trends and Issues in Indian Hospitality and Tourism: Research and Innovations 2017 published by Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi.
8. ISSN 0975-4954: Indian Journal of Applied Hospitality & Tourism Research”, Vol. 7 (2016)
9. ISBN: 9788192085050: Current Issues and Emerging Trends in Hospitality and Tourism Research, 2016 published by Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi.

EDITORIAL BOARD MEMBER

- Editorial Advisory & Review Board member: Journal of Services Research (Scopus)
- Transdisciplinary International Journal of Academic Research (<http://tjarjournal.com/>)

ADMINISTRATIVE POSITIONS HELD AT UNIVERSITY LEVEL

- Head, Department of Tourism and Hospitality Management, Jamia Millia Islamia since 25.09.2020 (continuing)
- Officiated as Head of the Department of Tourism and Hospitality Management, JMI on various occasions in 2019 & 2020.
- Hotel Management Advisory Committee Member at Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi (2019 & 2020).
- Principal at Banarsidas Chandiwala Institute of Hotel Management & Catering

Technology, New Delhi (affiliated to GGSIPU, Delhi) from February 2019 to September 2019.

- Academic Head at Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi (affiliated to GGSIPU, Delhi 2018-2019).
- Coordinator - IQAC at Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi (affiliated to GGSIPU, Delhi) (2018-2019).
- Media Co-ordinator for Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi (affiliated to GGSIPU, Delhi) 2009 to 2019.
- Member of ICC at BCIIHMCT 2016 to 2019.

CONTRIBUTION TO THE CORPORATE LIFE WITHIN JMI

- Member of the Anjuman (Court), Jamia Millia Islamia from 19.09.22.
- VC's Nominee for Local Selection Committee at Jamia Girls Sr. Sec. School August 2022.
- Member of Hospitality Committee for NAAC Peer Team Visit December 2022.
- Member of Committee of Studies of Centre of Management, JMI (as a person teaching allied or cognate subjects)
- Social Media Coordinator for Institutional Innovation Cell (IIC) of Jamia Millia Islamia since March 2021.
- Organised Local Paper Selection Committee as The Head of Department Tourism and Hospitality Management on 12.10.2020.
- VC's Nominee for admissions at Centre of Management Studies, JMI in December 2020.
- Observer for class XI Science entrance exam conducted for JMI at Abhinav Public School on 25.10.2020.
- VC's Nominee for Selection Committee for Guest Teachers for Musheer Fatima Nursery School October 2020.
- Teacher coordinator for JTA Multidisciplinary Conference for Tourism and Hospitality Department February 2020.
- Member of Hospitality Committee for Centenary Celebrations 2019-20
- Member of Hospitality Committee for Convocation Ceremony 2019
- Placement Coordinator for Hotel Management 2019 onwards.
- Grievances Committee Member representing the Department of Tourism and Hospitality Management 2019 onwards.
- Member of Department (Dept. of Tourism and Hospitality Management, JMI) RAC since 2019.
- Member DRC of Department (Dept. of Tourism and Hospitality Management, JMI) since 2019.

CONTRIBUTIONS OUTSIDE JMI

- Member, Area Advisory Board of Amity School of Hospitality, Amity University, Uttar Pradesh since 2019.
- IIM, Simaur - Interview panel member for the supernumerary admission process – March 2020.
- Member of UG Board of Studies, Institute of Hotel and Tourism Management, MDU, Rohtak for two years from August 2020.
- Examiner IHTM, MDU, Rohtak April 2019
- Examiner – Amity University Noida March 2013.

DESIGN OF NEW CURRICULA AND COURSES

- Member, Area Advisory Board of Amity School of Hospitality, Amity University, Uttar Pradesh since 2019.
- Designed the syllabus of Bachelor of Hotel Management, Department of Tourism and Hospitality Management, Jamia Millia Islamia, New Delhi 2020.
- Member of UG Board of Studies, Institute of Hotel and Tourism Management, MDU, Rohtak. Meeting attended for review of overall syllabus.
- Jamia Hamdard - review of overall syllabus and introduction of MHM 1st October, 2019.
- Coordinated with Amity University, Noida in syllabus preparation of UG & PG Course - **Managing Front Office in Hotels (MBA & BHM)**2019.
- Coordinated with Amity University, Noida in syllabus preparation of **PG Course - Managing Room Revenue for Hospitality Industry (MBA)**2019.
- Coordinated with Amity University, Noida in syllabus preparation of **Room Revenue Management for Hospitality Industry** for UG Course – Bachelor of Hotel Management2019.
- Coordinated with Amity University, Noida in syllabus preparation of **PMS for UG Course – Bachelor of Hotel Management**2019.
- Coordinated with Amity University, Noida in syllabus preparation of PMS for UG Course – Bachelor of Hotel Management 2019.
- Designed the syllabus of BHMCT for Guru Gobind Singh Indraprastha University, Delhi 2018.

WORKSHOPS CONDUCTED AND ATTENDED

- Attended DST-NIMAT sponsored FDP on Entrepreneurship from 13th - 23rd December, 2019 organized by NIFTEM, Sonapat, Haryana.
- Organised A Two Day Certificate Course (Level 1) In Wines at BCIHMCT, New Delhi on July 29 - 30, 2019 in collaboration with (Institute of Wine and Beverage Studies) recognized by Association De La Sommellerie Internationale (Asi), France.
- Attended workshop on “Nominal Grouping Technique for Solving Problem Faced by Middle Level Management” at Rukmani Devi Institute of Advanced Studies, Rohini, 5 - 6 June, 2013.
- Conducted training for employees of EdCIL (India) Limited under Ministry of Human Resource Development (on Grooming & Body Language, Corporate and Personal Etiquettes, Telephone and Message Handling, Team Vs Groups) from Aug 06-13, 2012 at BCIHMCT, NEW DELHI.
- Attended Industry Exposure Training for “Faculty Development” at Crowne Plaza Today New Delhi Okhla for Front Office department from December 24 to 28, 2012.

MEMBERSHIPS AND AFFILIATIONS

- Advisory Member WICCI Hospitality & Tourism Council NCR (Women’s Indian Chamber of Commerce and Industry (WICCI): *India’s National Business Chamber for Women*).
- Life member of India Hospitality Congress.
- Member of Centre for Education Growth and Research (CEGR), New Delhi
- Member of Trainers Forum – The largest Trainers network in India
- Member of Hotel and Hospitality Media, Networking and Career
- Member of Hotel Industry Professionals Worldwide

COURSES TAUGHT AT M. Phil /Ph.D. PROGRAM

- Research Methodology since 2019

COURSES TAUGHT AT UNDERGRADUATE PROGRAM

- Research Methodology
- Research Project Report
- Room Division Management
- Front Office Operations and Management
- Hospitality Sales and Marketing
- Housekeeping Operations and Management
- Business Communication
- Event Management
- Nutrition
- Personality Development for Hospitality

RESEARCH INTERESTS

- Hospitality Management
- Tourism Management
- Guest Satisfaction, Service Quality, Customer Loyalty.
- Women Guests/ Women Travellers
- Entrepreneurship in Hospitality and Tourism.
- Community based tourism.
- Environment Management/ Sustainability in Hospitality and Tourism

The above information is best to my knowledge.
(Dr. Sarah Hussain)