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Decision Science, Business Statistics, Marketing Research

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Experience

- Jamia Millia Islamia – 22nd May 2008 Onwards
- Assistant Professor – Indian Institute of Tourism and Travel Management, Ministry of Tourism, Govt. of India, Gwalior,
- Faculty – Institute of Marketing Management, New Delhi
- Manager- Marketing & Promotions: Crystal Hues Ltd., New Delhi

Qualifications

- Ph.D. (Business Management), Vikram University, Ujjain, 2012
- MBA, Rashtrasant Tukadoji Maharaj Nagpur University (previously Nagpur University), 1999
- B.Sc. (Computer Science), Devi Ahilya University, Indore, 1996
- Higher Secondary, M.P. Education Board, 1996

Research Projects Completed

Ali, S.W., Singh, R & Wani, T.A. (2021). *Subsistence Marketing Systems in Conflict Zones: Antecedents, Implications and Recommendations*. Indian Council of Social Science Research (ICSSR), New Delhi.

Publications

1. Farooqi, R. & Ali, S.W. (Eds.) (2012). *Emerging Paradigms in Marketing*. Wisdom Publications.
2. Jain, R. K. & Ali, S.W. (2012). Entrepreneurial Motives of Indian Entrepreneurs: An Empirical Study. *The Indian Journal of Industrial Relations*, 48 (1), 59-78.

3. Jain, R. K. & Ali, S. W. (2012). Entrepreneurial and Intrapreneurial Orientation in Indian Enterprises: An Empirical Study. *South Asian Journal of Management*, 19 (3), 86-122.
4. Ali, S.W. & Jain, R. K. (2012). Personal Characteristics of Indian Entrepreneurs and Intrapreneurs: An Empirical Study. *Management and Labour Studies*, 37 (4), 295-322.
5. Ali, S.W. & Jain, R. K. (2013). Self-Efficacy Beliefs, Marketing Orientation and Attitudinal Orientation of Indian Entrepreneurs. *The Journal of Entrepreneurship*, 22 (1), 71-95.
6. Jain, R. K. & Ali, S.W. (2013). A Review of Facilitators, Barriers and Gateways to Entrepreneurship: Directions for Future Research. *South Asian Journal of Management*, 20 (3), 122-163.
7. Ali, S.W. & Sudan, S. (2014). Contemporary Political Marketing: Creation of Brand Modi. *MAIMS Journal of Management*, 9 (2), 26-35.
8. Talwar, R. & Ali, S.W. (2015). Foreign Direct Investment in Insurance Sector in India: A Critique. *Journal of Management Research*, 7 (1), 68-74.
9. Ali, S.W., Jain, R. K., & Kamble, S. (2015). Entrepreneurial and Intrapreneurial Attitudes: Conceptualization, Measure Development, Measure Test and Model Fit. *Management and Labour Studies*, 40 (1 & 2), 1-21.
10. Wani, T.A. & Ali, S.W. (2015). Innovation Diffusion Theory: Review & Scope in the Study of Adoption of Smart Phones in India. *Journal of General Management Research*, 2 (2), 98-115.
11. Wani, T.A. & Ali, S.W. (2015). Application of Consumer Based Brand Equity Model in Indian Banking Sector. *Management Dynamics*, 15 (1), 48-62.
12. Talwar, R. & Ali, S.W. (2016). Ethical Issues in Insurance Marketing in India: The Policy Holders' View. *Samvad*, XI (2), 1-12.
13. Wani, T.A., Ali, S.W. & Farooq, T (2016). Determinants of Online Purchase Intentions: A Study of Indian Buyers. *Amity Journal of Management Research*, 1 (1), 94-109.
14. Manchanda, S. & Ali, S.W. (2017). Comparative Advertising as an Effective Tool for Brand Wars. *South-Asian Journal of Multidisciplinary Studies*, 2 (4), 168-176.

15. Talwar, R. & Ali, S.W. (2017). Examining and Exploring the Relationships between Ethical Issues, Customer Trust and Customer Loyalty in Indian Life Insurance Industry: An Empirical Study'. *BVIMSR's Journal of Management Research*, 9 (2), 130-147.
16. Ali, S.W. & Sudan, S. (2017). Impulse Buying Tendency: An Analysis of Relationship with Selected Personality Variables. *Amity Journal of Marketing*, 2 (1), 61-78.
17. Ali, S.W. & Sudan, S. (2017). Comprehending Consumer Impulse Buying Behaviour: A Qualitative Review. *HSB Research Review*, 11 (1), 1-7.
18. Ali, S.W. & Sudan, S. (2018). Influence of Cultural Factors on Impulse Buying Tendency: A Study of Indian Consumers. *Vision: The Journal of Business Perspective*, 22 (1), 68-77.
19. Sherwani, F. & Ali, S.W. (2018). Smart Retail Development Through Use of Smart Supply Chain Enablers in India. *International Journal of Research in Management & Social Science*, 6 (1), 105-118.
20. Ali, S.W. & Sudan, S. (2018). Influence of Consumers' Characteristics on Impulse Buying Tendency. *International Journal of Research in Management & Social Science*, 6 (1), 149-159.
21. Singh, R., Wani, T., Ali, S. W. & Khare, A. (2021). Conflict-induced Entrepreneurial Resilience, Self-efficacy and the New Social Compact: A Study of BoP Micro Entrepreneurs in Conflict Zones. *Decision*, 48(3), Issue 1, 309-326. <http://dx.doi.org/10.1007/s40622-021-00282-w>
22. Ali, S.W., Wani, T.A. & Tyagi, N. (2022). A Qualitative Study on Innovation and Dimensional Aspects of the Omnichannel Retail Business Model. *International Journal of E-Business Research*, 18 (2). <https://doi.org/10.4018/IJEER.294108>
23. Ali, S.W. (2012). Study of External and Internal Dimensions of Marketing Orientation of Indian Managers. In R. Farooqi and S.W. Ali (Eds.), *Proceedings of National Conference on Emerging Paradigms in Marketing* (pp. 91-102). Wisdom Publications.
24. Ali, S.W. & Jain, R. K. (2013). Customer Orientation and Learning Orientation Among Intrapreneurs in Indian Service Providing Organizations. In S. Misra and D. Awasthi (Eds.),

Proceedings of Tenth Biennial Conference on Entrepreneurship (pp. 1171-1181). Bookwell.

25. Ali, S.W. & Talwar, R. (2014). A Study of Ethical Issues in Life Insurance Industry in India. In R. Farooqi and S. Siddiqui (Eds.), *Management Challenges in the New Era: Strategies for Success* (pp. 96- 102). Excel India Publishers.
26. Ali, S.W. & Wani, T.A. (2014). Consumer Behaviour of Customers Towards Smart Phones: An Indian Perspective. In R. Farooqi and S. Siddiqui (Eds.), *Management Challenges in the New Era: Strategies for Success* (pp. 9- 20). Excel India Publishers.
27. Talwar, R. & Ali, S.W. (2014). Ethical and Social Issues in International Business. In S. Veeramani and T.A. Siddiqui (Eds.), *The Emerging Global South and Asian Economic Order* (pp. 290-298). Excel India Publishers.
28. Ali, S.W. & Sudan, S. (2014). Asian Business Environment: A Comparative Study of Four Emerging Asian Economies. In T.A. Siddiqui and S. Veeramani (Eds.), *Dynamics of International Business and Finance in Global South* (pp. 33-45). Excel India Publishers.
29. Ali, S.W. & Wani, T.A. (2014). Technology Acceptance Model: Developments & Scope in the Study of Consumer Behaviour Towards Smart Phones in Indian Markets. *Proceedings of the International Conference on Emerging Trends in Global Management Practices- An Interdisciplinary Approach*, Symbiosis Centre for Management Studies, Noida.
30. Ali, S.W. & Wani, T.A. (2015). The Importance-Performance Analysis of Service Quality in the Colleges of Delhi University. *Proceedings of Global Conference on Managing in Recovering Markets*, Management Development Institute, Gurgaon.

Papers Presented: Seminars / Conferences

1. Ali, S.W. (2003, April 4-5). *Strategies for Development of Tourism in Uttaranchal* [Paper presentation]. Seminar on Strategies for Development of Tourism in Uttaranchal, Royal College of Tourism & Hotel Management, Nainital.
2. Ali, S.W. (2012, October 10). *Study of External and Internal Dimensions of Marketing Orientation of Indian Managers* [Paper presentation]. National Conference on Emerging Paradigms in Marketing, Centre for Management Studies, Jamia Millia Islamia, New

Delhi.

3. [Ali, S.W.](#) (2013, January 30-31). *An Attitudinal Survey of Entrepreneurs and Intrapreneurs of Selected Service Providing Enterprises* [Paper presentation]. Seventh International Conference: Mapping Business Excellence Through Vision, Values and Vibrant Practices, Prestige Institute of Management and Research, Indore.
4. [Ali, S.W.](#) & Sherwani, F. (2013, February 20). *Understanding Needs of First-Generation Entrepreneurs: A Study of Selected Dimensions* [Paper presentation]. National Conference on Innovation and Entrepreneurship: An Indian Experience, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
5. [Ali, S.W.](#) & Jain, R.K. (2013, February 20-22). *Customer Orientation and Learning Orientation Among Intrapreneurs in Indian Service Providing Organizations* [Paper presentation]. Tenth Biennial Conference on Entrepreneurship, Entrepreneurship Development Institute of India, Ahmedabad.
6. [Ali, S.W.](#) (2014, January 30-31). *Influence of Television Advertisements on Buying Behaviour of Services: A Case Study in the Context of NCR of Delhi* [Paper presentation]. National Conference on Changing Scenario of Business Management & Finance in India, Faculty of Commerce, S.S. Jain Subodh P.G. College, Jaipur.
7. [Ali, S.W.](#) & Talwar, R. (2014, February 20). *A Study of Ethical Issues in Life Insurance Industry in India* [Paper presentation]. National Conference on Management Challenges in the New Era: Strategies for Success, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
8. [Ali, S.W.](#) & Wani T.A. (2014, February 20). *Consumer Behaviour of Customers Towards Smart Phones* [Paper presentation]. National Conference on Management Challenges in the New Era: Strategies for Success, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
9. [Ali, S.W.](#) & Wani, T.A. (2014, March 7-8). *Technology Acceptance Model: Developments & Scope in the Study of Consumer Behaviour Towards Smart Phones in Indian Markets* [Paper presentation]. International Conference on Emerging Trends in Global Management Practices- An Interdisciplinary Approach, Symbiosis Centre for Management Studies, Noida.

10. Talwar, R. & Ali, S.W. (2014, September 19-20). *Ethical and Social Issues in International Business* [Paper presentation]. International Conference on An Alternate Globalization from South, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
11. Ali, S.W. & Sudan, S. (2014, September 19-20). *Asian Business Environment: A Comparative Study of Four Emerging Asian Economies* [Paper presentation]. International Conference on An Alternate Globalization from South, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
12. Ali, S. W. & Wani, T.A. (2015, March 11-13). *The Importance-Performance Analysis of Service Quality in the Colleges of Delhi University* [Paper presentation]. Global Conference on Managing in Recovering Markets, Management Development Institute (MDI), Gurgaon.
13. Ali, S. W. (2016, February 18). *Importance and Utility of Market Research in Start-Ups in the Context of Technopreneurs* [Paper presentation]. International Conference on Marketing in Emerging Economies, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
14. Ali, S. W. (2016, January 30-31). *A Review of Factors Influencing First Generation Entrepreneurs* [Paper presentation]. International Conference on Marketing in Emerging Economies, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
15. Ali, S. W. (2017, April 26-27). *A Factor Based Model of Motives & Work Environment Variables of Entrepreneurs in Travel and Tourism Industry* [Paper presentation]. National Conference on Entrepreneurship: Opportunities and Challenges in the Contemporary World, Department of Management Studies, South Campus, University of Kashmir.
16. Ali, S. W. (2017, May 4-6). *Digital Marketing Communication Strategies of Travel and Tourism Businesses for Brand Building* [Paper presentation]. National Conference on Silk Route Tourism: The Revival of Tributaries of Cultural and Archaeological Heritage, School of Business Studies, Central University of Jammu.
17. Ali, S.W. & Sudan, S. (2018, February 21). *Influence of Consumers' Characteristics on Impulse Buying Tendency* [Paper presentation]. 2nd International Business and Finance

- Conference, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
18. Sherwani, F. & Ali, S.W. (2018, February 21). *Smart Retail Development Through Use of Smart Supply Chain Enablers in India* [Paper presentation]. 2nd International Business and Finance Conference, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
 19. Ali, S.W. & Sherwani, F. (2018, September 6-8). *Brand Building of Tourism Destinations Through Websites: A Study of Effectiveness of Websites of State Tourism Departments of India* [Paper presentation]. National Conference on Destination Branding and Competitive Positioning, School of Business Studies, Central University of Jammu.
 20. Warsi, M.A. & Ali, S.W. (2019, July 2-4). *Islamic Principles of Management: An Islamic Perspective for Sustainable Organization Practices* [Paper presentation]. 16th World Congress, Academy for Global Business Advancement, Indian Institute of Technology, Delhi.
 21. Ali, S. W. (2020, February 16-18). *Sustainable Subsistence Entrepreneurial Ecosystems in Conflict Zones* [Paper presentation]. JTA Multidisciplinary International Conference, Jamia Millia Islamia, New Delhi.
 22. Ali, S. W. (2020, February 16-18). *Omni-Channel Marketing Strategy of Retailing Organizations in India* [Paper presentation]. JTA Multidisciplinary International Conference, Jamia Millia Islamia, New Delhi.
 23. Sherwani, F. & Ali, S.W. (2021, May 21-24). *Impact of the Covid-19 on Utilization and Performance of Healthcare Services in India* [Paper presentation]. International Management Conference 2021, Centre for Management Studies, Jamia Millia Islamia, New Delhi.
 24. Warsi, M.A. & Ali, S.W. (2021, October 23-24). *Management and Marketing in Islam: A Divine Method of Sustainable Organization Practices* [Paper presentation]. Sixteenth International Management: Innovative & Adaptive Strategies for Sustainable Entrepreneurial Business & Societal Growth, Prestige Institute of Management and Research, Indore.

Research Guidance: Ph.D. Supervised

1. Wani, Tahir Ahmed (2016): *Technology Adoption and Customer Satisfaction: A Cross-Sectional Study of Mobile Phone Users in India*. Centre for Management Studies, Jamia Millia Islamia, New Delhi.
2. Sudan, Swati (2018): *A Study of Influence of Personality and Culture on Impulse Buying Behaviour of Consumers*. Centre for Management Studies, Jamia Millia Islamia, New Delhi.
3. Talwar, Reena (2019): *Marketing Ethics: A Study of Life Insurance Sector in India*. Centre for Management Studies, Jamia Millia Islamia, New Delhi.
4. Manchanda, Shikha (2019): *Comparative Advertising and Its Impact on Consumer Behaviour: An Empirical Investigation*. Centre for Management Studies, Jamia Millia Islamia, New Delhi.
5. Sherwani, Fahima (2018*). *Decision Strategies for Enhancing the Performance of Indian Healthcare System: A Study of Select Dimensions*. Department of Management Studies, Jamia Millia Islamia, New Delhi.
6. Tyagi, Nikita (2019*). *A Comprehensive Study of Omni-Channel Strategies of Retail Organizations in India*. Department of Management Studies, Jamia Millia Islamia, New Delhi.
7. Warsi, M.A. (2019*). *Comparison Between Conventional and Islamic Principles of Management: An Empirical Analysis*. Department of Management Studies, Jamia Millia Islamia, New Delhi.
8. Yousuf, Sabeena, (2019*). *Influence of Digital Subcultures Comprising of Youth, Women & Netizens on Brand Advocacy- A Study in the Indian Context*. Department of Management Studies, Jamia Millia Islamia, New Delhi.
9. Siddiqui, A.Y (2019*). *Impact of Neuro Marketing on Consumer Purchase Behaviour Via Social Media*. Department of Management Studies, Jamia Millia Islamia, New Delhi.
10. Haider, M. (2019*). *A Study of Effectiveness of Digital Technology in Marketing of Social Welfare Schemes of Govt. of India*. Department of Management Studies, Jamia Millia Islamia, New Delhi.

* Date of registration (work in progress)