

DR. ZEENAT HASNAIN (Guest Teacher)

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Date of Birth: 04.08.1968



PROFILE:

Ph.D in Management with Nineteen years of Academic experience with Renowned Educational Institutions of India. At present I am teaching in 'Jamia Millia Islamia,' New Delhi. I did double Masters, one in Economics and another in Business Management. I am a very cool and calm person with having good amount of patience. Teaching is my passion. Taught various subjects like Marketing, Industrial Marketing, HRM, Business Strategy, Advertising and Sales Promotion, Corporate Management, Business Communication, Organizational Behavior, Essential Of Management, International Business, Corporate Management, Human Psychology, Business Environment, Marketing of services, Consumer Behavior, Business Organization and Practices at Post graduate & under graduate levels. Participated and Conducted Seminars. Major specialization Marketing Management.

EDUCATIONAL QUALIFICATIONS:

- Ph.D in Business Administration with the title as " Nature , Relevance And Applicability of Islamic Ethos And Values in Modern Day Orgnisation" from The University of Lucknow, Lucknow, India in 2008 (Year)
- Post Graduate (MA) in Economics, Kanpur University, India in 1988
- Masters Degree in Business Administration from IGNOU, India in 2004
- One Year Diploma in E-commerce, NIIT, Lucknow, India in 2001

SEMINARS/CONFERENCES

- Conducted and Participated Seminar with theme " Entrepreneurship" in Unity Management and Law College & University of Lucknow, in 2002
- Participated in the seminar on "*Bhartiya Bhashaon Men Shabdawali: Kal Aaj Aur Kal*" organized by commission for Scientific and Technical Terminology at Department of Commerce and Business Studies, Jamia Millia Islamia, New Delhi, from 3rd July to 5th July , 2017.
- Participated in Second International Conference on " Global Business Strategies for Sustainability" (GLOBUSS – 2019) Driving Business Excellence Through Digital Transformation (October 18 -2019)

Paper Presented

- Presented a paper Titled as "Opinion on Preference to Managerial Ethics/Work Ethics among Muslim Managers". In the conference organized by Conference Info in association with Academic Science at Mahratta Chamber of Commerce Industries and Agriculture, Pune, Maharashtra, India.
- Presented a paper Titled as" Opinion of Muslim Managers on Religious Dress Code and Exhibition" in the conference organized by Conference Info in association with Academic Science.
- Presented a paper Titled as " Impact of Dress Code on Professional Organizations" in the second International Conference on " Global Business Strategies for Sustainability" Organized by AMITY school of Business, NOIDA, India

Paper Published

- Paper published in IJETSR, Volume 4, Issue 10, October 2017, ISSN 2394- 3386, Titled as " Opinion on Preference to Managerial Ethics/Work Ethics among Muslim Managers".
- Paper published in IJETSR, Volume 4, Issue 11. November 2017 ISSN 2394- 3386, Titled as " Opinion of Muslim Managers on Religious Dress Code and Exhibition"

WORK IN HAND

- Presently I am teaching in Jamia Millia Islamia, Central University, (Deptt of commerce and Business Administration) New Delhi.
- Designing, Writing and Anchoring Scripts for "Online Program" in Jamia Millia Islamia, Central University, under the guidelines of UGC (Bachelor of Business Studies)

- **Teaching in the Institute of Management and Technology (Centre for Distance Learning, Ghaziabad) as visiting faculty.**

WORK EXPERIENCE

1. Designation: Assistant Professor
 Organization: Deptt. of Commerce and Business Studies, Jamia Millia Islamia, New Delhi.
 Duration: July 2010 till Date
 Level: Graduate- BBA, B.Com
 Post Graduate- M.com

Teaching Subjects: Marketing Management, Consumer Behavior, Business Organization and Practices, Industrial Marketing, Business Communication, Business Environment, Organizational Behavior, Essentials of Management, Basics of Foreign Trade & Policy and International Business.
 Retail management, Customer Relationship Management.

2. Designation: Assistant Professor (**Full Time**)
 Organization: Institute of Management, Research & Technology, Lucknow, India
 Duration: February 2008 to April 2010
 Level: Postgraduate MBA
 Teaching Subjects: Marketing Management, Consumer Behavior, Business Environment, Essential of Management, International Business, Corporate Management etc.

3. Designation: Lecturer (Guest Faculty)
 Organization: Zed Career Academy, Lucknow, India
 Duration: June 2007 to June 2008
 Level: Postgraduate MBA
 Teaching Subjects: International Business, Corporate Management and Marketing Management

4. Designation: Assistant Professor(Guest Faculty)
 Organization: Integral Deemed University Lucknow, Lucknow. India
 Duration: June 2007 to June 2008
 Level: Postgraduate [MBA]
 Teaching Subjects: Human Resource Development, Advertising and Sales Management & Organizational Behavior

5. Designation: Assistant Professor

Organization: Department of Business Administration,
University of Lucknow, Lucknow. India
Duration: January 2002 To May 2007
Level Postgraduate [MBA]
Teaching Subjects: Marketing management, Industrial Marketing,
Human Resource Development, Business
Strategy, , Advertising and Sales Management,
Corporate Management, Business Organization
and Practices, Business Communication, Marketing
Fundamentals, Organizational Behavior

6. Designation: Lecturer
Organization: Unity Management and Law College,
Lucknow, India
Duration: September 2001 to August 2004
Level Graduate [BBA],,[LLB]
Teaching Subjects: Marketing management, Advertising and Sales
Management, Business Organization and
Practices, Business Communication, Marketing
Fundamentals, Human Resource Development,
Organizational Behavior, Human psychology.

PERSONAL DETAILS

Date of Birth: 04.08.1968

Reference

1. Name- Prof. N U K Sherwani
Designation HOD,, Deptt. of "Commerce and Business Studies".
Organization Jamia Millia Islamia Central University, New Delhi, India
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2. Name Prof. B L Bajpai
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Organization University of Lucknow, India
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