**Dr. Natasha Saqib**

Assistant Professor

Department of Management Studies

University of Kashmir, South Campus

Mobile No: 8715024275/8825024249

E-mail:- natashasaqib@hotmail.com

**Mission:**

To strive for achieving and sustaining excellence in teaching, research, consultancy, and administration. Also, I wish to work for the promotion of academic excellence in the Higher Education system.

**Work Experience: Teaching Experience of 12 Years at the University Level.**

* Working as Senior Assistant Professor in the Department of Management Studies, University of Kashmir, South Campus from 23rd February 2018 to present.
* Worked as Assistant Professor in the Department of Management Studies, University of Kashmir, South Campus from 23rd February 2012 to 22nd February 2018.
* Worked as Assistant Professor in the School of Business Studies, Islamic University of Science & Technology, Awantipora, from March 2010 to December 2011.
* Worked as Part-Time/Guest Lecturer for the Institute of Hotel Management Catering Technology and Applied Nutrition, RajBagh, Srinagar, from January 2010-May 2010.

**Key Responsibilities:**

* Teaching & Supervising Postgraduate Students.
* Evaluate, monitor, and mentor students' academic progress.
* Guide, lead, and mentor students in research projects.
* Develop and implement innovative instructional methods.
* Create, innovate, and implement career-enhancement programs and activities
* Handling administrative work of the department.
* Dealing with all the planning and developing activities of the department.
* Organizing seminars/Guest lecturers in the department.
* Organizing conferences/workshops in the university.

**Administrative Experience:**

* Coordinator, Department of Management Studies, University of Kashmir, South Campus, from July 2018 to July 2021.
* Coordinator, Department of Management Studies, University of Kashmir, South Campus, from June 2017 to September 2017.
* Career Councillor, Department of Management Studies, University of Kashmir, South Campus, from January 2021 to present.
* Serving and supporting functional activities of the Department/Campus.
  + Convener of Cultural cum literally Committee
  + Convener of Gender Sensitization Committee
  + Convener of Estates Committee
  + Convener of Gender Advancement for Transforming Institutions Committee
  + Member of Departmental Committee
  + Member of Departmental Research Committee
  + Member of Purchase Committee
  + Member of Library Committee
  + Member of Transport committee
  + Member of PG Board of Studies.
  + Member of Canteen Committee
  + Member of Purchase Verification Committee
  + Member of NSS Committee
  + Member of Campus Development Committee
  + Member of Campus Disciplinary Committee
  + Member of Health Centre Committee

**Academic Qualification**

* **Ph.D. Marketing**

University of Kashmir

Doctoral Thesis Title: - ***Positioning Strategies in the Indian emerging market: an empirical study of the FMCG Sector.***

* **MBA** September 2009

Islamic University of Science and Technology

Distinction

* **Bachelor’s in Industrial Chemistry** March 2007

University of Kashmir

First Division

* **Sr.Secondary**  December 2003

Mallinson Girls Higher Secondary School, JK BOSE,

Distinction.

* **Secondary**  December 2001

Presentation Convent High School, JK BOSE

Distinction.

**Area of Specialization:**

* Marketing and Entrepreneurship

**Achievements:**

* Qualified National Eligibility Test (NET), June 2009.
* Awarded Maulana Azad National Fellowship for the year 2010-2011.

**Certificate course**

* Women entrepreneurship and new enterprise management from 12to 29th October 2020, organized by Entrepreneurship Research Cell – office of International Affairs, The Maharaja Sayajirao University of Baroda, Gujarat.
* International certified career coach program (Foundation level – 1) 15 Credits Organised By Mindler and Career Development Alliance (USA) from 27 to 28th August 2021.

**Design of Courses in the Department of Management Studies**

* Designed a "**Women and Entrepreneurship”** course as an open elective subject for 4th-semester postgraduate students of the University of Kashmir, South Campus.
* Designed a Course entitled **“Perspectives of Management”** as an open elective subject for Ist semester postgraduate students of the University of Kashmir, South Campus.
* Designed a **“Women and Management”** course as an open elective subject for 2nd-semester postgraduate students of the University of Kashmir, South Campus.
* Designed a **“Women and Leadership”** course as an open elective subject for 3rd-semester postgraduate students of the University of Kashmir, South Campus.

**Projects Completed:**

1. **“A Positioning Strategy for a Tourist Destination Based on Analysis of Customer’s Perceptions and Satisfaction” (2016**)*, a project* funded under the UGC scheme "Innovative Research Activities."
2. **“Development and Validation of the Social Media Addiction Scale for the Indian Emerging Market” (2019),** a project funded under the UGC- IMPRESS scheme.

**Publications:**

* 1. Saqib, N., and Amin. F, (2023), "**Development and validation of the Indian social media addiction scale***."Online Information Review*, Vol. ahead-of-print No. ahead-of-print. (SSCI / Scopus/ Australian Business Deans Council (ABDC)/ UGC CARE Group II / Emerging Sources Citation Index, Clarivate Analytics/Emerald Publishing Limited).**Impact factor: 3.3**
  2. [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib) (2023), **"Typologies and taxonomies of positioning strategies: a systematic literature review**," [*Journal of Management History*](https://www.emerald.com/insight/publication/issn/1751-1348), Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JMH-10-2022-0055> (Scopus/ Australian Business Deans Council (ABDC)/ UGC CARE Group II / Emerald Publishing Limited). **Impact factor: 1.6**
  3. [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib)  and [Bashir, G.](https://www.emerald.com/insight/search?q=Gowsia%20Bashir) (2023), “**Business Model Innovation through Digital Entrepreneurship- A Case of Online Food Delivery Start-Up in India**," *International Journal of E-Entrepreneurship and Innovation,* Vol. 13, No 1. (Scopus/ UGC CARE Group II / Emerging Sources Citation Index / IGI Global Publishing Limited).
  4. [Bashir, G.](https://www.emerald.com/insight/search?q=Gowsia%20Bashir) and [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib) (2023),” **Entrepreneurial tendencies in franchisors: evidence from India**," [*International Journal of Innovation Science*](https://www.emerald.com/insight/publication/issn/1757-2223), Vol. 15 No. 3, pp. 530-557 (Scopus/ UGC CARE Group II / Emerging Sources Citation Index / Emerald Publishing Limited). https:// doi 10.1108/IJIS-02-2022-0024. **Impact Factor: 3.4**
  5. [Bashir, G.](https://www.emerald.com/insight/search?q=Gowsia%20Bashir) and [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib) (2023), "**Entrepreneurial tendencies in franchisees: evidence from India,"** [*Journal of Entrepreneurship in Emerging Economies*](https://www.emerald.com/insight/publication/issn/2053-4604)*,* Vol. 15 No. 1, pp. 183-211. <https://doi.org/10.1108/JEEE-04-2021-0168>, ISSN: 2053-4604. (Scopus/ Australian Business Deans Council (ABDC)/ UGC CARE Group II / Emerald Publishing Limited). **Impact Factor: 4.6**
  6. Khan. F, Khursheed Shabana, Amin Faseeh, And Saqib. N( 2022)**, "Learning And Creativity In Virtual Communities: Nurturing Entrepreneurial Intentions Of Muslim Women,"** *Management and Labour Studies*. [Vol 47 No. 4](https://journals.sagepub.com/toc/mlsa/47/4) (Scopus/ Australian Business Deans Council (ABDC)/ UGC CARE Group II / /Sage Publishing Limited) <https://doi.org/10.1177/0258042X221106601>
  7. Saqib, N., and Amin. F, (2022), “[**Social Media Addiction: A Review on Scale Development**](https://peerreview.sagepub.com/Author/CoAuthoredManuscripts)**,"** *Management and Labour Studies*. Vol. ahead-of-print No. Ahead of print. (Scopus/ Australian Business Deans Council (ABDC)/ UGC CARE Group II / /Sage Publishing Limited).
  8. Saqib, N. (2022), **“Adding Value to Kashmir Saffron: Could Ingredient Branding be a Solution?** *Journal of Food, Agriculture, and Environment*, Vol 20 No. 2 (UGC CARE Group I).
  9. Saqib, N., and Satar. M, (2021), “**Development of empirically-based customer-derived positioning taxonomy for Consumer Electronics sector in the Indian emerging market”** *International Journal of emerging markets*. Vol. ahead-of-print No. Ahead of print. <https://doi.org/10.1108/YC-11-2020-1257>. (SSCI / Scopus/ Australian Business Deans Council (ABDC)/ UGC CARE Group II / Emerging Sources Citation Index (Clarivate Analytics/Emerald Publishing Limited). **Impact Factor: 2.7**
  10. [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib) and [Shah, A.M.](https://www.emerald.com/insight/search?q=Ali%20M.%20Shah) (2021), **“Development of empirically-based customer-derived positioning taxonomy for FMCG sector in the Indian emerging market**," [*Young Consumers*](https://www.emerald.com/insight/publication/issn/1747-3616), Vol. 23 No. 2, pp. 233-254. (Scopus/ Australian Business Deans Council (ABDC)/ UGC CARE Group II / Emerging Sources Citation Index (Clarivate Analytics/Emerald Publishing Limited). **Impact Factor: 3.5**
  11. [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib) and [Bashir, G.](https://www.emerald.com/insight/search?q=Gowsia%20Bashir) (2021)**, "Critical Review of Social Media Addiction Measures**," *Vidyabharati International Interdisciplinary Research Journal*, Vol (special issue), pp 2273-228 (UGC CARE Group II /Web of Science).
  12. [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib) and [Satar, M](https://www.emerald.com/insight/search?q=Mir%20Shahid%20Satar" \o "Mir Shahid Satar)S (2021), **"Exploring business model innovation for competitive advantage: a lesson from an emerging market**," [*International Journal of Innovation Science*](https://www.emerald.com/insight/publication/issn/1757-2223), Vol. 13 No. 4, pp. 477-491 (Scopus/ UGC CARE Group II / Emerging Sources Citation Index / Emerald Publishing Limited). **Impact Factor: 3.4**
  13. [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib) (2020), **"Positioning – a literature review**," [*PSU Research Review*](https://www.emerald.com/insight/publication/issn/2399-1747)*: An International Interdisciplinary Journal,* Vol. 5 No. 2, pp. 141-169 (Scopus/ UGC CARE Group II /Emerald Publishing Limited).
  14. Saqib, N. (2019), “**Positioning strategies: A literature review** , *Journal of Critical Reviews,* Vol 6, pp. 2616-2631 (Scopus/ UGC CARE Group II )
  15. Saqib, N. (2019), “**A Positioning Strategy for a Tourist Destination Based on Analysis of Customer's Perceptions and Satisfaction: A Case of Kashmir, India"** *Journal of Tourism Analysis,* Vol. 26 No. 2, pp. 131-151 (Scopus/ UGC CARE Group II / Emerald Publishing Limited).
  16. Satar. M and Saqib, N. (2019), **“Individual Social Entrepreneurship Orientation: towards Development of a Measurement Scale**," *Asia Pacific Journal of Innovation and Entrepreneurship* Vol. 13 No. 1, pp.49-72. (UGC CARE Group II /Web of Science// Emerald Publishing Limited). **Impact Factor:3.8**
  17. Jan. S and Saqib, N. (2019) **"Revisiting strategic entrepreneurship in light of various models and theories: A conceptual Study,"***Research Journal of Humanities and Social Sciences,* Vol 10, No. 4, pp 73- 78 (UGC approved ).
  18. Satar. M and Saqib, N. (2018), **"Themes, Contexts, and Consequences of Community Engagement in Social Entrepreneurship: A Conceptual Framework**," Asia*n Resonance*, Vol.7, No. (Supplementary Issue) - April-2018, pp 35-44. (UGC approved)
  19. Saqib, N., and Satar. M (2018) **“Indian tourism industry: Current Trends and Future Outlook**, International Journal of Reviews and Research in Social Sciences, Vol 6, No. 3 pp. 267- 272 (UGC approved ).
  20. Jan. S and Saqib, N. (2018) **“Strategic Entrepreneurship: An Introduction to this Emerging Field,** *Multidisciplinary International Journal - Remarking An Analisation* Vol-3 No. pp. 83-88 (UGC approved).
  21. Saqib, N. (2018) **"Impediments to Development of Tourism Industry in Jammu and Kashmir**," *Research Guru*, Online journal of multidisciplinary subjects Vol-12 No. 2 (September), pp 615-632 (UGC approved).
  22. Saqib, N. (2017), **“Drivers to FMCG Sector in the Indian Emerging Market**," *International Journal of Science, Technology, and Management,* Vol 6 No. 2, pp 436-449. {ISSN 2394-1537}.
  23. Saqib, N. (2016), **“Repositioning – A Case study of Tata Nano**," *Abhinav National monthly refereed Journal of Research in Commerce and Management.* Vol 6, No. 1, pp 37-45 {ISSN-2277-1166}.
  24. Saqib, N. (2016), **"A cross-cultural analysis of websites from High-Context Cultures and Low-Context Cultures**," *The Business Review,* Vol 22, No. 1, pp 101-113 {ISSN: 0972-8384}.
  25. Saqib, N. (2015), **"Geographical Indication as a Branding Tool for** Saffron." *International Journal of Management and Social Science Research Review,*Vol 1, No. 11, pp 18-2. {ISSN: 2349-6738}
  26. Saqib, N. (2014) **"Positioning in FMCG Sector: A Case Study of Parle-G Biscuit**," *Journal of Research in Commerce & Management* Vol 3, No. 10, pp 74- 79 {ISSN-2277-1166}.
  27. Sultan. A and Saqib, N. (2013), **“An Overview of Geographical Indications in Jammu and Kashmir”** *Indian* *Journal of Applied Research,*Vol 3, No. 1 pp 299-302. {ISSSN 2249-555X}.

**Book Published**

1. [Saqib, N.](https://www.emerald.com/insight/search?q=Natasha%20Saqib), and Amin. F (2021), **Social Media Addiction: A Review**. Publisher: Amazon. ISBN: 9798489066044.

**Book Chapters:**

1. Saqib, N. (2019), **"Development of a positioning strategy for a tourist destination, Ladakh, India**," [*Positioning and Branding Tourism Destinations for Global Competitiveness*](https://www.igi-global.com/submission/books/?projectid=f92b2536-ccf7-40ed-8bb8-9a8d3966f0b2), Edited by Hashim. R Hafiz. M and  Raziff J.  IGI Global publishers, {ISBN13: 9781522572534| ISBN10: 1522572538| EISBN13:  9781522572541| DOI: 10.4018/978-1-5225-7253-4}.
2. Saqib, N. (2019), **“Indian Tourism Industry – Current Trends and Future Outlook”** *Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management*, IGI Global, USA, Edited by Debasish Batabyal and Dilip Kumar Das {ISBN13: 9781522584940|SBN10: 1522584943|EISBN13: 9781522584957|DOI: 10.4018/978-1-5225-8494-0}.
3. Saqib, N. (2020), **"Impact of Crisis on Tourist Destination: A Case of Kashmir, India**," Contemporary management Approaches to the Global Hospitality and tourism industry, A volume in the Advances in Hospitality, Tourism, and the Services, IGI Global USA, Edited by Abraham Pius Husam H. Alharahsheh Adenike A. Adesanmi. Doi 10.4018/978-1-7998-2204-2.ch003.
4. Saqib, N., and Jan . S (2020), **“Destination Image - a conceptual study”** Edited book on Perspectives on Business Management, Vol. 1.Archers and Elevators Publishing HouseFirst Edition ISBN: 978-81-950384-8-0.
5. Saqib, N. (2020), **“Positioning in Different Target Markets”** Edited book on Perspectives on Business Management, Volume 1, Archers and Elevators Publishing House, First Edition, ISBN: 978-81-950384-8-0.
6. Jan. S and Saqib, N. (2021), **“Financial inclusion –a conceptual study”** Edited book on Business Finance: The Changing Scenario Vol. 1, Amazon Publishers, ISBN: 979-8-715-699541.
7. Saqib, N, and Amin. F (2021), **“Media Addiction: An Overview”** Edited book on New Horizons in Commerce & Management: Vol. 5. ISBN No. : 979-8478750206.
8. Saqib, N.(2022) “ **Social Stigma, the hidden threat of COVID 19 "** Edited book on contemporary research in multidisciplinary studies, Vol. 5, Amazon Publishers ISBN no. 97984444114049
9. Saqib, N.(2022) “**Opportunities in tourism development in Jammu & Kashmir”** Edited book on New Horizons In Commerce and management, Vol. 8, Amazon Publishers ISBN no.9798424616532
10. Rashi. B, Priya. S, Saqib. N, Sangvi. R, Iyer. S (2022) **"ENCORE ARC: Unique differentiator in Asset Reconstruction Business,"** Real life management case studies, NAMYA Press, ISBN NO.978935545037-1

**Papers Presented in Conferences:**

1. **“Development of a positioning taxonomy for a tourist destination Jammu, India”** in the 4th Doctoral Colloquium on contemporary issues in management organized by IMS Kolkatta on 12th September 2020 **(Best Paper Award ).**
2. “**Social Media: a secret pandemic"** inOnline International Conference on Emerging Opportunities and Challenges in Indian Economy: An Interdisciplinary Approach’ organized by Rizvi College of Arts, Commerce, and Science Mumbai in collaboration with Parul University, Gujarat, on 18th October 2020 **(Best Paper Award).**
3. **"A cross-cultural analysis of websites from High-Context Cultures and Low-Context Cultures**," in the 3rd International Conference on Cross-Cultural Management: Practice and Research, organized by the University of Jammu on 3 to 5th March 2011,
4. **"Knowledge management towards building human resource competencies by way of learning and innovation**," organized by the School of Management Sciences, Varanasi, 19to 20th February 2011,
5. **"Challenges to Islamic Banking in India,"** in theThree Day International Conference on Interest-Free Institutional Mechanism (Banking, Finance & Insurance) for promoting Investment, organized by the Department of Business & Financial Studies, University of Kashmir & Institute of Objective Studies, New Delhi on 3 to 5th June 2011,
6. **“Positioning Is Inevitable-A Case Study of Tata Nano**," in the International Conference on Shifting Paradigms in Applied Economics and Management: Course Correction, Faculty of Management Shri Mata Vaishno Devi University Katra on 1 to 2 August 2014,
7. **“Drivers to FMCG Sector in the Indian Emerging Market,"** in the3rd International Conference on latest innovations in Science, Engineering, and Management, organized by The International Centre Goa, Panjim, on 19th February 2017.
8. **"Impact of COVID-19 on tourism industry: a case of Kashmir valley"** in the two-day national conference on research innovation and benchmarking practices for sustainability management organized by V Consultants, Hyderabad, on 15to 16th August 2020.
9. **"Impact of COVID-19 on domestic violence against women in Jammu and Kashmir"** in the Two Day International Virtual Conference organized by the Internal Complaints Committee (Gender Sensitization Cell), Vasanta College for Women, Rajghat Fort, Varanasi in collaboration with Lakshyam (NGO) New Delhi on 31st July to 01 August 2020.
10. **“An Overview of Green Marketing in India”** at the International Conference (Online) on Green Technology & Sustainable Development organized by Jagnath University, India, on 24th July 2020.
11. **“Geographical indication: Adding value to Kashmir saffron”** in the one-day international e-conference on Intellectual Property Rights Patents, Copyrights, Research Articles: Importance & Drafting Skills" (Affiliated to RTM Nagpur University, Nagpur) on 15th July 2020.
12. **“Adding value to Kashmir saffron: Could ingredient branding be a solution”** in the 11th International Conference on shifting paradigm in business economy and Society: Vision 2020, organized by Pacific Academy of higher education and research university, Udaipur, India, from 9 to 10th September 2020.
13. **“Digital entrepreneurship – a case study of Zomato”** in 3rd International Conference on Entrepreneurship, Innovation, and Leadership (ICEIL' 2020), organized by AMITY University, Noida, held on 17 – 19 December 2020.
14. **“Digital entrepreneurship – a case study of OLA Cabs, India"** in International e-Conference on Survival and Sustenance of Business in the data-driven digital Area organized by Dayananda School of the business academy, Karnataka, India, held on 18th December 2020.
15. **"Business model innovation: A case study of Zomato”** in International Conference on Business and Education in the New Global Realities organized by  Faculty Research Cell, Samshodhana, School of Commerce, JAIN (Deemed-to-be University) held on 22nd December 2020.
16. “**Opportunities in tourism development in Jammu & Kashmir** Internationa Conference on Business, Management, Social and Economical Advancements, Organized by the University of the State Fiscal Service of Ukraine Department of International Economics & Research Culture Society held on 17th October 2020.
17. **“Overcoming social stigma in the time of COVID-19"** national conference on Human Values: Post-COVID-19, organized by JNTUA College of Engineering (A) Ananthapuramu, A.P. in association with University College of Engineering & Technology, Bikaner Technical University, Bikaner (Raj.) held on 14th June 2020.
18. **“Competing With Giants: A Case Study of Patanjali Ltd”** AICTE Sponsored National E Conference On Digital Innovations And Business Transformations In The Era Of New Normal, Organised By SRM Institute Of Science And Technology ON 1ST JUNE 2022
19. **“Business Model Innovation In Digital Entrepreneurship: A Case Study of Zomato**," AICTE Sponsored National E Conference On Digital Innovations And Business Transformations In The Era Of New Normal, Organised By SRM Institute Of Science And Technology on 2nd June 2022

**Reviewer (Emerald Publishing Ltd/ Inderscience / Elsevier** )

* International Journal of Business Innovation and Research.
* International Journal of Management Education
* Journal of Hospitality and Tourism Insights
* Journal of Entrepreneurship in Emerging Economies.
* International Journal of Innovation Science.
* Journal of Entrepreneurship in Emerging Economies.
* Journal of Hospitality and Tourism Insights.

**FDPs Attended**

* Attended a one-week international online faculty development program on “**Research tools & methodologies”** organized by the Department of Mechanical Engineering, Lendi Institute of Engineering and, Technology, held from 27th September – 1st October 2021.
* Attended one-week AICTE Training and Learning (ATAL) Academy OnlineFDP on **Strategic Management in New Economic Environment**" organized by Tezpur University, held from 22 to 26th September 2021.
* Attended a one-week faculty development program on **"ICT - based Learning and Developing MOOCs for Teaching Process in Higher Education"** organized by Teaching Learning Centre, Ramanujan College University of Delhi, under the aegis of Ministry of Human Resource Development Pandit Madan Mohan Malaviya National Mission On Teachers and Teaching held from 29th December to 4th January 2021.
* Attended a one-week Faculty Development Programme On “**ICT Tools For Teaching”** organized By **the** Department Of Electronics & Communication Engineering, G. B. Pant Institute of Engineering and Technology Pauri-Garhwal Uttarakhand, Ind from 14 to 18th December 2020.
* Attended a two-week Faculty Development Programme on "**Research Methodologies And Statistical Data Analysis”** organized by the Department of Mechanical Engineering, Chaitanya Bharathi Institute of Technology (Autonomous) from 16th to 28th November 2020.
* Attended three days National Level Online Faculty Development Program on **“Google Documents”** organized by the Department of Computer Science, Laxmi Venkatesh Desai College, Raichur, on the Occasion of World Computer Literacy Dayfrom 2to 4th December 2020.
* Attended one-week AICTE-sponsored STTP on **“Harmony in the Workplace: Effective Interpersonal & Communication Skills”** organized by the Department of Science & Humanities, Sri Venkateswara Engineering College, Tirupati, Andhra Pradesh, held from 26 to 3rd October 2020.
* Attended one-week AICTE Training and Learning (ATAL) Academy OnlineFDP on "**Innovation Management”** organized by Shiv Nadar University from 10 to 14th October 2020.
* Attended one-week AICTE-sponsored STTP on **“Practical applications of Econometrics”** organized by the Department of Management Studies. PSNA COLLEGE of Engineering and Technology Dindigul from 5 to 10th October 2020.
* Attended a one-week Online training program on **"Google Suite for E-Learning"** organized by Agricultural Research Information Systems, SKUAST–K, sponsored by National Agricultural Higher Education Project (NAHEP), SKUAST–K from 21 to 25th September 2020.
* Attended one week International Faculty Development Programme on “**Digital Mind Mapping for Online Teaching and Learning & G-Tools”** organized by the Department of Basic Sciences & Humanities, Vignan's Institute of Management & Technology for Women, Hyderabad, from 2to 6th September 2020 (morning session).
* Attended a one-week Capacity Building Programme on “**Approaches for Quality Research Paper Writing in High Impact Journals”** organized by Internal Quality Assurance Cell (IQAC), Rajiv Gandhi University, Rono Hills, Doimukh, Arunachal Pradesh from 2 to 6th September 2020 (evening session).
* Attended a one-week faculty development program on **“Research Methodology and Scientific Tools”** organized by Government College Satnali, Mahendergarh (Haryana) & Advance Research Educational Society from 9 to 13 September 2020.
* Attended one-week AICTE Training and Learning (ATAL) Academy Online FDP on **"Entrepreneurship and Start-up Opportunities through Tourism & Hospitality Business"** organized by Mizoram University from 14 to 18th September 2020.
* Attended four days Faculty Development Programme on '**QLIK2LEARN** 'organized by KLE Society’s Shri Kadasiddheshwar Arts College & H.S.Kotambri Science Institute, Hubballi from 17 to 20th August 2020.
* Attended a two-day Faculty Development Program on the **“Research framework statistical analysis and research writing for social science research”** organized by GR Damodaran Academy of Management affiliated with Bharathiar University, Coimbatore, from 5to 6th August 2020.
* Attended a one-week Faculty Development Programme on “**Case Writing Methodology** organized by Amity College of Commerce and Finance, Amity University Kolkata, from 20 to 24th July 2020
* Attended two weeks Faculty Development Programme on “**Online Teaching- Learning And Research Methodology”** organized by Govt. P. G. College, Bilaspur Rampur - Uttar Pradesh, in Association with RUSA and IQAC from 18 to 29th July 2020.
* Attended two Weeks Faculty Development Programme on **"Advanced Concepts for Developing MOOCS"** organized by Ramanujan College, the University of Delhi, from 2 to 17th July 2020.
* Attended one week International Faculty Development Program on **“New Paradigms of Research in Commerce and Management”** organized by the Department of Commerce, Rajiv Gandhi University, Arunachal Pradesh, from 29th June to 3rd July 2020.
* Attended a one-week Faculty Development Programme on **“Digital Skills for Smart Teaching”** organized by the Department of Education, Annamalai University, Tamil Nadu, India, from 12 to 18 June 2020.
* Attended one week National Level Online Faculty Development Program for Trainers on **“Mastering the Art of Handling Post Covid Challenges for Sustainable Development” 2020,** organized by the Faculty of Humanities and Science, Adayalampattu Phase II campus, Maduravoyal, Chennai, from 19 to 23rd May 2020.
* Attended a one-week online Faculty Development Program on “**Moodle- Learning Management System”** organized by the KLS Vishwanathrao Deshpande Institute of Technology, Haliyal, Uttara Kannada, Karnataka, in association with IIT Bombay Spoken Tutorial (An initiative of National Mission on Education through ICT, MHRD, Govt. of India,) from 4 to 8th May 2020.
* Attended the one-day online Faculty Development Program on "**Research Tools for Social Science Research"** organized by Bharathiar University Arts and Science College, Pollachi, on 28th May 2020.
* Attended the one-day online Faculty Development Program on **"Dynamics of e-learning and Strategies: Skill Oriented Tools in 21st Century**" organized by the Department of Basic Sciences, BVC Engineering College (Autonomous), Odalarevu, India, on 31st August 2020.

**Workshops Attended:**

* Attended a one-day online workshop on **“Academic Integrity and the Role of the similarity report”** organized by Turnitin, South Asia, held on 23rd April 2021.
* Attended a one-day online workshop on **“Rural Entrepreneurship Development (RED) Action Plan**” conducted by Mahatma Gandhi National Council of Rural Education, Hyderabad, held in December 2020.
* Attended one day Online Workshop on “**Research Methodology”** organized by M.S Kakade College, Pune, held on 8th December 2020.
* Attended one day workshop on **“How to Publish in Scopus Indexed Journal”** organized by the Research and Publication Division of Gujarat National University, Gandhinagar, Gujarat, India, on 31st October 2020.
* Attended a two-day national-level online workshop on “**Insightful Rudiments of Originating Google Forms & Generating Certificates - A Horde of Approaches Adaptable for Online Academic Motives”** organized by the Department of Humanities & Sciences, Balaji Institute of Technology & Science, Narsampet, Warangal Rural, Telangana, India on 25 to 26th September 2020.
* Attended five days national e-workshop On “**Changing Scenario in College Education in the Context of National Education Policy 2020”** Govt. P. G. College, Bilaspur Rampur - Uttar Pradesh (In Association With RUSA and IQAC) from 5 to 9th September 2020.
* Attended a two**-**day national online workshop on **"Citations, References, and Research Ethics**," organized by Central Library, Banwarilal Bhalotia College, Asansol, under the aegis of Internal Quality Assurance Cell, Banwarilal Bhalotia College, Asansol in collaboration with Internal Quality Assurance Cell, Asansol Girls’ College, Asansol held on 13 to 15th September 2020.
* Attended one day Workshop on “**Accessing indexed journals for quality research”** organized by Annamalai University, Tamil Naidu, in association with emerald publishing, India, on 12th August 2020.
* Attended a one-day online workshop on "**National Digital Library of India its features and services**" organized by Vikrant Institute of Technology & Management, Gwalior, in association with RGPV Bhopal under TEQIP-III on 25th August 2020.
* Attended seven Days National workshop on “**NAAC: Seven Assessment Criteria for Accreditation**” organized by Govt. Post Graduate College, Bilaspur, Rampur (UP) from 2nd to 8th August 2020.
* Attended a one-week e-Workshop on "**Practical Approach to Data Analysis**” organized by Indira Gandhi University, Meerpur, Rewari, from 8to 14 June 2020.
* Attended one day workshop on **“How to Publish with Oxford Journals”** organized by oxford university press on 30th June 2020.
* Attended workshop on **“Plagiarism - An Opportunity to Learn, Teach & Excel”** organized by the University of Kashmir in collaboration with Turnitin on 2 June 2020.
* Attended a Refresher Course in **“Women and Child Development”** organized by the Human Resource Centre, the University of Kashmir, from 14th December 2016 to 4th January 2017.
* Attended an Orientation Course on **the "67th General Orientation Course",** organized by Academic Staff College, University of Kashmir., from 20th January to 16th February 2015.
* Attended a ten-day workshop on “**Research Methodology”** organized by the School of Business Studies (SBS), Islamic University of Science and Technology (IUST) and sponsored by the Indian Council of Social Science Research (ICSSR) from 30th November to 12th December 2013.
* Attended a seven-day National workshop on "**Research Methods in Economics and Allied Subjects”** organized by the Department of Economics, University of Kashmir, Srinagar, from 24to 30th November 2017.
* Attended two days “National Workshop on **“Open Access Platforms in Research”** organized by the Department of Library and the Information Science University of Kashmir from 14 to 15th March 2017.
* Attended two days of **"National Workshop on Scholarly Writing, Reference Management and Deterring Plagiarism"** organized by Allama Iqbal Library University of Kashmir from 22 to 23rd March 2017.
* Attended one day **“Author Workshop on Scholarly Writing & intellectual ethics"** organized by the University of Kashmir and Elsevier held on 25th October 2017.
* Attended one day **"Author Workshop on Scholarly Writing & intellectual ethics"** organized by the Islamic University of Science & Technology and Elsevier held on 26th October 2017.
* Attended one day **“Author Workshop on Scholarly publishing”** organized by the Central University of Kashmir and Elsevier held on 14th November 2017.
* Attended one day workshop, **"World Book Day,"** organized by Central Library, South Campus, held on 29th April 2017.
* Attended one day workshop, **"Open Con,"** organized by the Department of Library and Information Science University of Kashmir, held on 4th March 2017.
* Attended a two-day workshop on **"Cultural Challenges of International Marketing and Leadership**," organized by The Business School, University of Kashmir, Srinagar, held on 23 and 24 August 2011
* Attended one day workshop on **"Role of Education in Creating Project Mindset**," organized by the Business School, University of Kashmir, Srinagar, held on 18th June 2011.

**Webinars Attended:**

* Attended one day Webinar on **“Excellence in Peer Review: How to be an effective peer reviewer”** organized by Peer Review Systems Webinars on 21st May 2021.
* Attended one day Webinar on **“Economic Growth and The Environment –A Trade-Off”** organized by ASBM University, Bhubaneswar, held on 19th June 2021.
* Attended a one-day international webinar on **“Pedagogical innovations and application of ICT in education”** organized by the Institute of Professional Excellence and Management, Ghaziabad (UP), India, held on 23rd January 2021.
* Attended a one-day national e-seminar on **"Rethinking business practices in post-COVID-19 scenarios "**organized by the Department of Commerce, Sir Sayyed College Of Arts, Commerce and Science, Maharashtra, held on 4th January 2021.
* Attendedone day webinar on **“National Education Policy 2020: Prospects and Challenges in Higher Education - Vocational Education and National Education Policy 2020”** organized by the Department of Economics in association with Internal Quality Assurance Cell on 2nd January 2021.
* Attended one-day national webinar series on “**National Education Policy 2020: Prospects and Challenges in Higher Education”**, organized by the Department of Hindi and Department of Commerce in association with Internal Quality Assurance Cell, SNDT Women's University, Mumbai, held on 24th December 2020.
* Attended a one-day national webinar on **“Intellectual Property Rights”** Organized by the Association of Chemistry Teachers (ACT), North Zone, in association with the Department of Chemistry Dayanand Anglo-Vedic (PG) College, Kanpur (UP), held on 19 December 2020.
* Attended a one-day webinar on the **Role of Human Resources and Organizational Behaviour in Business Sustainability** organized By the Institute of Professional Excellence And Management Ghaziabad on 25th November 2020.
* National one-day webinar on **“Women Education Perspectives”** organized by the Department of Education, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 16th November 2020.
* Attended a one-day national level webinar on “**Entrepreneurship - A new Mantra of Economic Prosperity”** organized by V. V. Sangha’s Smt. Allum Sumangalamma Memorial College for Women, Ballari. (Affiliated to Karnataka State Akkamahadevi Women’s University, Vijayapura, and Karnataka) Department of PG Studies in Commerce held on 17th November 2020.
* Attended a one-day national-level webinar on **“Recent Trends In Marketing”** organized by Bharathiar University, Department of Business Administration, Coimbatore, on 25th November 2020.
* Attended a one-day national-level webinar on "**Art of writing a research paper"** organized by Internal Quality Assurance Cell Govt—College Karnataka on 20th October 2020.
* Attended a one-day national webinar**, "Strategies for effective Library communication services during the COVID-19 Pandemic**, " organized by the Department of Library and Information Services, held on 20th September 2020.
* Attended webinar on “**Challenges of Human Capital Management: Pandemic and After**” organized By the Department Of Commerce In Collaboration with IQAC of Gour Mohan Sachin Mandal Mahavidyalaya, West Bengal, held on 23rd September 2020.
* Attended a one-day international webinar on **"COVID-19 & Global Tourism: New Challenges"** organized by the Department of Geography and Internal Quality Assurance Cell of Kisan Veer Mahavidyalaya, Wai, Dist. Satara, Maharashtra (India) on 25th September 2020.
* Attended a one-day international webinar and faculty development program on “**Writing Effective Management Case Studies”** Organized by Manipal Academy of Higher Education, Department Of Commerce In Association With Centre For Consultancy, Training and Corporate Interface and Indian Bureau of Administrative and Technocrats held on 27th September 2020.
* Attended a one-day international webinar and faculty development program on **“Corporate Social Responsibility and Sustainability”** organized by Manipal Academy of Higher Education, Department Of Commerce in Association with the Centre for Consultancy, Training and Corporate Interface and Indian Bureau of Administrative and Technocrats held on 20th September 2020.
* Attended a one-day international webinar on **‘Covid-19 and the Future of Libraries’** jointly organized by the Department of Library Science & IQAC of Vasundhara College, Janvikas Maha. & Late Shankarrao Gutte College, on 10th September 2020.
* Attended one day webinar on **"Strategies to Write Good Research Article PART II"** organized by the Department of Commerce. Manipal Academy of Higher Education in association with the Indian Bureau of Administration and Technocrats on 13th September 2020.
* Attended a one-day national-level webinar on **“Innovation and Entrepreneurial Education”** organized by the Department of Business Administration, Bangalore University, on 16th September 2020.
* Attended a one-day national webinar on **“Women in Indian Academia: Obstacles and Accomplishments”** organized by Women Cell in association with IQAC, Chatra Ramai Pandit Mahavidyalaya, on 19th September 2020.
* Attended a one-day international webinar on **“Corporate Social Responsibility and Sustainability”** organized by the Department of Commerce, the University of Manipal, on 20th September 2020.
* Attended a one-day national webinar on “**Eco-Tourism and Rural Development - Challenges and Opportunities"** organized by the Department of MBA (Tourism and Travel Management), and Internal Quality Assurance Cell, FMKMC College Madikeri, held on 26th September 2020.
* Attended a one-day international webinar on **“Post Covid Global Economy: A Rethink on Strategies and Policy”** organized by the Department of Economics, University of North Bengal, held on 27 to 28th August 2020.
* Attended a one-day national webinar on the theme ***Tourism and Rural Development*** Organized on the eve of World Tourism by the Department of Tourism and Travel, Faculty of Business on 26th September 2020.
* Attended a one-day national-level webinar on **“Effective Utilisation of ICT Tools in** **Conducting Online Classes,"** organized by the Academy of General Education, Manipal (IQAC), on 28th September 2020.
* Attended one day webinar on “**Essentials of Research Methodology”** organized by the Department of B.Ed. in collaboration with IQAC, Katwa College, Katwa, Purba Bardhaman, held on 24 & 25 August 2020.
* Attended one day webinar on “**World entrepreneurs day”** organized by the Entrepreneurship Development Cell of Islamic University of Science and Technology & CII, Jammu and Kashmir, on 21st August 2020.
* Attended a one-day national-level webinar on ***“*Academic integrity & plagiarism*”*** jointly organized by the Internal Quality Assurance Cell (IQAC) in association with MUCTA on 1st August 2020.
* Attended one day webinar on **“Best practices in using Proquest databases for research, teaching and learning”**  organized by Proquest in collaboration with Annamalai University on 5th August 2020.
* Attended one day webinar on “**Leadership during the crisis,"** organized by the School of Management Studies, Baba Ghulam Shah Badshah University, Rajouri (J&K) on 16th August 2020.
* Attended a one-day international webinar on“**The strong gender”** organized by the Department of English, Kamraj College, Tamil Naidu, on 22nd August 2020.
* Attended a two-day international webinar on**"Impact of covid-19 pandemic on the global market and Indian economy"**organized by the Department of Commerce and Management in association with IQAC, Shri Sai Baba Aadarsh Mahavidyalaya, Ambikapur, Dist. -Surguja, State –Chhattisgarh, India on 22 & 23 August 2020.
* Attended a one-day international webinar on “**Coping up with COVID-19 managing the change and challenges"** organized by the internal quality assurance cell of A.S.Patil College of Commerce on 25th August 2020.
* Attended a one-day national-level webinar on **“I-STEM: A gateway for researchers stepping towards Aatm Nirbhar Bharat”** organized by the Faculty of Humanities and Science, Adayalampattu Phase - II campus on 25th August 2020.
* Attended a one-day national webinar on **“Innovations in the Indian Financial Markets”** organized by IIMT, Bhubaneswar, in collaboration with Finmark Trainers India Pvt. Ltd. on 26th August 2020.
* Attended two days international webinar on “**Post Covid Global Economy: A Rethink on Strategies and Policy”** organized by the Department of Economics, University of North Bengal, held on August 27-28, 2020,
* Attended two days national level webinar on **“Life Long learning and tools & techniques of evaluation”** organized by NDRK COLLEGE and IQAC in collaboration with Indira Gandhi National Open University Regional Centre (13) Bengaluru held on 28 to 29th August 2020.
* Attended a one-day national webinar on **"New Education Policy 2020: Online Education and Its Amalgamation with Classroom Education”** organized by Govt. PG College, Obra Sonbhadra (UP) India, held on 30th August 2020.
* Attended one day webinar on **"Strategies for Writing Good Research article"** organized by the Department of Commerce. Manipal Academy of Higher Education in association with the Indian Bureau of Administration and Technocrats on 30th August 2020.
* Attended one day webinar on ‘**Mapping of Computer Assisted Qualitative Data Analysis Software (CAQDAS)’** organized under the aegis of the Inter-University Centre for Teachers Education [IUCTE], Department of Education, The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat on 23 & 24 July 2020.
* Attended a one-day international webinar on “**Writing Proposals for Research Grants”** Organized by UGC-Human Resource Development Centre, University of Kashmir, on 20th July 2020.
* Attendeda one-day national-level webinaron **“COVID-19 and its Impact on Global Supply Chain Management "**organized by the School of Commerce, Jain University, Bangalore, on 10th July 2020.
* Attended a one-day national-level webinar on **“Open Source Software for E-content Development - OBS Studio”** organized by St. Xavier’s Institute of Education – Mumbai, Library on 6th July 2020.
* Attended a two-day webinar on "**Role of Social Media in the Face of Covid- 19 Pandemic** organized by the Institute of Distance Education RGU, Rono Hills, Arunachal Pradesh & Department of Mass Communication, Rajiv Gandhi University on 26 to 27th June 2020.
* Attended one day webinar on **“Systematic Reviews and Meta-Analysis: A Viable Alternative to Experimental Research in Times of COVID-19”** organized by the Department of Pharmaceutical Sciences, in collaboration with UGC-Human Resource Development Centre, University of Kashmir, on 28th June 2020.
* Attended a one-day national webinar on **“Strategy for Managing Personal Finance Including Mutual Funds During and After Covid-19”** organized by the Central University of Himachal Pradesh In association with the Association of Mutual Funds in India (AMFI) on 10th July 2020.
* Attended **a** one-day international webinar **on the "Impact of Covid-19 Pandemic on Global Economy"** organized by the Centre for Development Studies, Department of Economics, Rajiv Gandhi University from 22 to 23rd June 2020.
* Attended webinar on **“Combining Creative Thinking with Technology Essential for the VUCA World We Now Live In”** organized by Amity Directorate of Management & Allied Areas (ADMAA), Noida, on 19th June 2020.
* Attended one day webinar, “**Exploring web of science, Endnote X9, journal citation report and incites for promoting excellence in research**," organized by the Islamic University of Science and Technology and Elsevier on 4th May 2020.
* Attended one day webinar, “**Marketing in the post-COVID world,"** organized by the National Institute of Technology, Srinagar, on 3rd June 2020.
* Attended one day webinar, “**Leadership during the crisis**," organized by media cell BGSBU on 3rd June 2020.
* Attended one day webinar, “**Accelerate Research Planning Using Elsevier, Science Direct and Mendeley,"** organized by the Islamic University of Science and Technology, Awantipora, and Clarivate Analytics, on 5th June 2020.
* Attended one day webinar, “**Entrepreneurial design thinking: A dialogue with a social entrepreneur,"** on 11th June 2020, organized by the Department of Humanities and Social Sciences, SGSITS Indore, in association with E – the cell and start-up cell of the institute.
* Attended one day webinar on “**COVID-19 - A Call for Digital Transformation**” organized by oxford university press on 8th May 2020.

**Financial Grants Secured:**

* **Purpose:**    To conduct Faculty Development Programme on Entrepreneurship Development
* **Amount:**    2.50 lacs,
* **Funding Source:** National Science & Technology Entrepreneurship Development Board & Department of Science & Technology, Government of India, Entrepreneurship Development Institute of India, Ahmedabad.

**Conferences and Workshops Organized**

* A one-day workshop on **“Motivating and promoting rural entrepreneurship through the preparation of Business plan"** on 22nd January 2021 in collaboration withMahatma Gandhi National Council of Rural Education, GOI.
* One Day national webinar on “**Strategy for managing personal finance including mutual funds –during and after COVID -19"**  on 21st November 2020 in Collaboration with the Association of Mutual Funds in India.
* **Competition on “Legal Rights of Women”** in association with National Women Commission for Women on 22nd December 2018 at the Department of Management Studies, University of Kashmir, South Campus.
* One day **National Seminar on “Legal Rights of Women”** on 31 December 2018 at the Department of Management Studies, University of Kashmir, South Campus.