

Resume



Dr. Shazeed Ahmed

PhD, M.B.A.(Marketing), M.A.(D.E.), UGC-NET, B.Ed. & B.Com.

Date of Birth: 01st September, 1976
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DETAILS OF WORK EXPERIENCE:

Sl. no	Organisation / Institute	Position held as	Date of joining	Date of leaving	Years of Experience
1	Assam Institute of Management (A Govt. of Assam Society)	Assistant Professor	04/03/2014	Presently working	4 years +
2	Girijananda Chowdhury Institute of Management & Technology	Assistant Professor	16/05/2008	03/03/2014	5 years 9 months
3	Stock Holding Corporation of India Ltd (A Govt. of India P.S.U.)	Assistant Manager	15/07/2000	15/05/2008	7 Years 10 months

Total Years of Experience (Teaching + Industry) = 17 years +

ACADEMIC ACHIEVEMENTS

Doctoral Degree

▪ Awarded Degree of Doctor of Philosophy (Ph.D.) under Faculty of Management under Gauhati University in December, 2015 on the topic titled “An Analytical Approach to Rural Markets with Emphasis on Consumer’s Demographic Profile, Buying Behaviour, Segmentation and Product Penetration”.

POST GRADUATION

▪ Passed **M.B.A.** in 2000 with specialisation in Marketing from the Department of Business Administration, Gauhati University and secured *1st Class 3rd position.*
▪ Passed **M.A.** in 2011 with specialisation in Distance Education from Indira Gandhi National Open University (IGNOU) and secured *1st Class 1st position.*

ADDITIONAL VALUE ADDED POST GRADUATION ACHIEVEMENTS

- Completed a 3 months Certificate Course in Marketing Management in 1997 from Assam Institute of Management and secured 1st Class 1st position.
- Passed B.Ed. in 2008 under Gauhati University with 2nd Class.
- Passed P.G.D.D.E. (Post Graduate Dipoma in Distance Education) in 2010 from Indira Gandhi National Open University (IGNOU) and secured 1st Class.
- Qualified for C.P.P.P. (Certificate Program in Public Procurement) in May 2014 conducted by World Bank under (Massive Open Online Course) MOOC.

DETAILS OF NATIONAL / INTERNATIONAL AWARDS WON

- (i) Received the '*Biz-Strategy 2015 Best Student Research Paper Award*' for the paper titled 'Brand Dynamics in Rural Markets' at the 5th Annual International Conference Biz-Strategy 2015, being organised by Global Science and Technology Forum, with theme '*Business Strategy and Asian Economic Transformation*', held on 27th July, 2015 at *Singapore*. Co-Author by Prof (Dr) Rinalini Pathak Kakati, Department of Business Administration, Gauhati University.
- (ii) Awarded the University *Gold Medal* for securing 1st Class 1st Position in MADE (M.A. in Distance Education) in 2011 with specialisation in Distance Education from Indira Gandhi National Open University (IGNOU).

[Note: MADE is the acronym for M.A. in Distance Education. University Grants Commission - India has recognized this Course of IGNOU as equivalent to two Refresher Courses for Teacher of Distance Education in various Universities vide circular No.F.I.-6/90(ASC) dated September 1993.

RESEARCH PAPERS PUBLISHED IN PEER REVIEWED JOURNALS

- (i) Shazeed Ahmed (2018). Study on Orientation of Students towards Business Ethics, *Jamshedpur Research Review*, February-March 2018, Year 6, Volume 2 Issue 27, pp. 06-15, RNI: JHAENG/2013/53159, ISSN 2320-2750.
- (ii) Shazeed Ahmed and Parismita Saikia (2017). A Study on Marketing Funnel and its Utility with reference to certain identified Products, *EPRA International Journal of Economic and Business Review, India*, Volume , Issue , October 2017, pp. ISSN (online): 2347-9671, ISSN (online): ISSN (print): 2349-0187.
- (iii) Shazeed Ahmed and Nipon Bujar Baruah (2017). A Study of Perception on Psychological Pricing", *EPRA International Journal of Economic and Business Review, India*, Volume 5, Issue 9, pp. 194-200. September 2017, ISSN (online): 2347-9671, ISSN (online): ISSN (print): 2349-0187
- (iv) Shazeed Ahmed (2016). "Intricacies of Private Label Branding in Retailing", *Hermeneustics, India, Varanasi*. Vol 06, No 2, Sept 2016, ISSN: 2231-6353, RNI-UP/ENG/2011/36701, pg 18-22. (*A Biannual Referred International Journal of Business and Social Studies*)

- (v) Rinalini Pathak Kakati and Shazeed Ahmed (2016). “Dynamics of Family Role Structure in Consumer Behaviour”, *Indian Journal of Marketing*, India. (June 2016 issue, ISSN 0973 8703, Pp 46-56).
- (vi) Rinalini Pathak Kakati and Shazeed Ahmed (2015). “Role of Socio Economic Classification in Crafting Rural Segments”, *The South East Asian Journal of Marketing (SEAM), Indonesia*. (issue Dec, 2015), AMJ Dec 2015, Vol VII No 2 , ISSN 20855044 pg 119-138. (An International Double Peer Reviewed Journal, Accredited by the Indonesian Directorate of Higher Education (DIKTI), SK. No 040/P/2014)
- (vii) Rinalini Pathak Kakati and Shazeed Ahmed (2014). “Rural Market Dynamics and Product Penetration”, *ICFAI Journal of Marketing Management, India* (issue Feb, 2014), Vol XIII No-1, ISSN 0972-6845, Pg 59-77.

BOOKS / MANUALS AUTHORED WITH DETAILS OF ISBN / PUBLISHER

- (i) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU (course code: PGBA S1 06) Block 1 (Unit 4: **Consumer Buying Behaviour**), ISBN: 978-81-934003-9-5.
- (ii) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU (course code: PGBA S1 06) Block 1 (Unit 5: **Business Buyers**), ISBN: 978-81-934003-9-5.
- (iii) Content Writer for Marketing Management, MBA Textbook for Maniram Dewan School of Management, KKHSOU, (course code: PGBA S1 06) Block 3 (Unit 11: **Customer Relations**), ISBN: 978-81-934003-9-5.
- (iv) Jointly authored the edited book titled “**Management in the Current Scenario: Trends, Issues and Challenges**”, as proceedings of the AIM National Conference Proceedings (2017) organized by Assam Institute of Management (AIM) under the aegis of ONGC (Oil and Natural Gas Corporation Limited) CHAIR. Published by Global Publishing House India, New Delhi, India, ISBN 978-93-81563-94-6. Authored by Mukulesh Barua, Sinmoy Goswami and Shazeed Ahmed.
- (v) Published Book Chapters in SAD (Govt. of Assam), Training Manual on Competency Based Training Manual for Grade II & III Staff of Assam Secretariat: Prepared by Assam Institute of Management and SAD (Secretariat Administrative Department), Govt. of Assam, 19th September, 2016. Part: Human Role in Office Environment & Administration. **Chapter 2: Time Management** pp. 10-20, Printed by the Assam Government Press.
- (vi) Published Book Chapters in SAD (Govt. of Assam), Training Manual on Competency Based Training Manual for Grade II & III Staff of Assam Secretariat: Prepared by Assam Institute of Management and SAD (Secretariat Administrative Department), Govt. of Assam, 19th September, 2016. Part: Human Role in Office Environment &

Administration. **Chapter 3: Stress Management** pp. 21-29, Printed by the Assam Government Press.

- (vii) Published Book Chapters in SAD (Govt. of Assam), Training Manual on Competency Based Training Manual for Grade II & III Staff of Assam Secretariat: Prepared by Assam Institute of Management and SAD (Secretariat Administrative Department), Govt. of Assam, 19th September, 2016. Part: Human Role in Office Environment & Administration. **Chapter 5: Ethics and Values** pp. 33-44, Printed by the Assam Government Press.

NATIONAL CONFERENCE CONVENED / SESSION CHAIRED

- (i) Executed the duty as a Deputy Convener of the Second Annual AIM National Conference on “Management in the Current Scenario: Trends, Issues And Challenges” organized by Assam Institute of Management (AIM) under the aegis of ONGC (Oil and Natural Gas Corporation Limited) CHAIR on 16th and 17th March, 2018.
- (ii) Executed the duty as a Deputy Convener of the First Annual AIM National Conference on “Management in the Current Scenario: Trends, Issues And Challenges” organized by Assam Institute of Management (AIM) under the aegis of ONGC (Oil and Natural Gas Corporation Limited) CHAIR and in conjunction with *Diamond Jubilee Celebration* of ONGC on 3rd and 4th March, 2017.
- (iii) Chaired the Technical Session on Marketing Management in the AIM National Conference on “Management in the Current Scenario: Trends, Issues and Challenges” organized by AIM on 3rd and 4th March, 2017.
- (iv) Discharged the duty of a Rapporteur in the Technical Session-II: “Financing and Financial Performance” at the National Seminar on Micro-Finance Revolution (NSMFR-2009) on 19th June, 2009 at the Department of Management, North Eastern Hill University, Tura Campus, India.

PUBLICATIONS IN THE PROCEEDINGS OF NATIONAL CONFERENCE

- (i) ‘MIS for Microfinance’ by Shazeed Ahmed, p 138-151. “Micro-Finance in India- Issues and Challenges” (2010) by J.U. Ahmed, D. Bhagat and G. Singaiah. Publisher DVS Publishers, Panbazar, Guwahati. ISBN 978-81-86307-34-2.

PUBLICATIONS IN THE PROCEEDINGS OF INTERNATIONAL CONFERENCE

‘Brand Dynamics in Rural Markets - An Empirical Study’, by Rinalini Pathak Kakati & Shazeed Ahmed. Proceedings of the 5th Annual International Conference Biz-Strategy 2015 held on 27th July, with theme ‘*Business Strategy and Asian Economic Transformation*’, at *Singapore*, published and organized by GSTF, ISSN: 2251-1970, pg 43-51.

COORDINATING ACTIVITIES

- (i) Coordinator of the Professional Diploma in Public Procurement (PDPP) Programme, A joint initiative of Assam Institute of Management (a member of CPPS) and the World Bank.

WORKSHOP/REFRESHER COURSE / ORIENTATION PROGRAMME ATTENDED:

- Participated in the Orientation Programme (sponsored by the UGC) at the UGC HRDC, Gauhati University from 07th February 2018 to 06th March 2018, Assam, India.
- Participated in the National Workshop on Use and Deployment of NPTEL Courses under Ministry of Human Resource Development, Govt. of India, held on 29th and 30th April 2013 under the aegis of IITG, at Royal Business School, Guwahati, Assam, India.
- Participated in the Research Methodology Course (Social Science) for Ph.D. Scholars (sponsored by the UGC) at the Academic Staff College, Gauhati University from 12th October 2009 to 01st November 2009, Assam, India.
- Participated in a workshop on “Developing Study Skills and Psychological Skills for better performance” which was organised by STRIDE (Staff Training Research Institute of Distance Education), IGNOU, New Delhi in collaboration with IGNOU Regional Centre, Guwahati on 19th April, 2008 Venue: Handique Girls College, Guwahati, Assam, India.

INVITED LECTURES (*in Staff Development Training Programmes*)

- Imparted lectures on “Communication Skill” and “Motivation and Team Building” for the employees of Department of Posts, Government of India, in Postal Training Centre, Uzan Bazar, Guwahati in March, 20
- Imparted lectures on “Personality Development” and “Effective Salesmanship: Skills, Qualities and Importance” for the employees of Department of Posts, Government of India, in Postal Training Centre, Uzan Bazar, Guwahati in the year 2014.