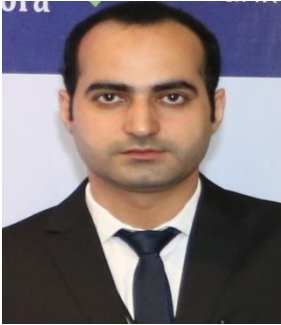


Curricula Vitae



Name	Asif Ali
Designation	Assistant Professor
Experience	Teaching 5+ Years ; Banking 2+ Years
Phone / Email	91-9596500090 / easif.101@gmail.com
Personal Home Page	http://cujammu.ac.in//5079/5079_media/HRM/Asif_Ali1.pdf

Academic Qualifications

- **Master of Business Administration, 2011**
The Business School, University of Kashmir, (First Class- 73.5%)
- **Junior Associate of India Institute of Bankers. JAIIB, 2012**
India Institute of Banking and Finance, Mumbai
- **Engineering Diploma, 2008**
NIET, J&K , (First Class – 81%)
- **Intermediate, 2003**
Tyndale Biscoe, JKBOSE, (First Class – 73%)
- **Matriculation, 2001**
Walden High School, JKBOSE, (First Class – 70%)

PROFESSIONAL EXPERIENCE

CENTRAL UNIVERSITY OF JAMMU, India. Assistant Professor, Department of HRM & OB. *Since 2013 - Till date*

CENTRAL BANK OF INDIA, India, Assistant Manager, *Since 2011 to Dec, 2011*

Area Of Research

- E- Commerce
- Consumer Behaviour

Personal Details

- Date of Birth: 24h September 1985
- Father's name: Late Ali Mohd Najar
- Languages known: English, Urdu, Kashmiri

Employment Details: Total 8 Years

Employer	Designation	Nature of Job	Duties Performed	Duration
Central University of Jammu, India	Assistant Professor	Permanent	Taught Quantitative Consumer Behaviour, Financial Management Management Accounting	5 Years 6 Months (present employer)
Central Bank of India	Assistant Manager	Permanent	Retail Banking Asset Management	2 Years 6 Months

Achievements and awards

- Qualified **National Eligibility Test- Junior Research Fellow** in Management.
- Qualified **Junior Associate of India Institute of Bankers. JAIB, 2012**
- **Strategic Negotiation and Leadership (CM Partners, Cambridge)**

Invited Lectures / Trainings in Public and Private Sector Undertakings

- Invited as a Resource Person to deliver lectures on ‘**Contemporary Trends and Leadership Challenges**’ at **The Business School ,University of Kashmir [27 December 2014]**
- Invited as a Resource Person to deliver lectures on ‘**Leadership in Velcro Organization’s** at **Iqbal Institute of Technology and Management [31 December 2014]**
- Invited as a Resource Person to deliver lectures on ‘**Digital Financial Literacy**’ at **Central Bank of India ,Srinagar [26 Dec 2016]**
- Invited as a Resource person at **Central Silk Board** to deliver lectures on ‘**Indirect tax with special reference to GST**’ during one day Training programme on **Goods and Service Tax and its implications [13th June, 2017].**

Membership of Committees

- Convener, Institute Innovation Council, MHRD (CUJ-Chapter)
- Member, Indian Institute of Banking and Finance, Mumbai
- Member, NAAC Coordination Committee
- Departmental Representative, Internal Quality Assurance Cell
- Member, Business Incubation Centre, Central University of Jammu.

Research and Projects

Title Role of Internet in Consumer Decision Making Process
Learning Consumer Decision Making Process in Real Estate

Organization Emaar MGF Land Limited

Title Implication of FED interest rate changes on Emerging Capital Markets

Learning Inverse correlation exists

Conferences and Workshops Attended

S. No	Name	Theme of the Conference/Seminar/ Workshop attended	Regional /National/ International	Date	Organizers	Key note Speaker/Chaired /Co-Chaired/ Resource Person	Title of the Talk/ Paper presented
1.	Asif Ali	Second international Conference on Recent Innovations in Computing	International	March, 8-9, 2019	Deptt. Of Computer Science, Central University Jammu	Dr. Zdzislaw Polkowski	A Model of Information Systems Interventions for e-Learning: An Empirical Analysis of Information System interventions in e-Learner Perceived Satisfaction
2.	Asif Ali	International Conference on Recent Innovations in Computing	International	March, 5-6, 2018sss	Deptt. Of Computer Science, Central University Jammu	Prof. Devanand	Understanding Students Acceptance of e-Learning Systems: Using Technology Acceptance Model
3.	Asif Ali	Sustainable Development and Technological Innovation	International	December 23-24, 2015	IUST	Dr. Anisa	Revisiting Financial Inclusion: A Roadmap for Sustainable

							Economic Growth
4.	Asif Ali	South Asian Conference on Social Policy in Higher Education: Challenges and Possibilities	International	November 19-21, 2015	Department of Education, University of Delhi	Dr. Parimala Doss Department of Education Central Institute of Education University of Delhi	Examining the effectiveness of Web-based E-Learning in Higher Education: An Investigative Approach
5.	Asif Ali	Conference on 'Research and Business Sustainability'	International	December 04-06, 2015	IIT Roorkee	Dr. Mukesh Kumar Barua Associate Professor, IIT Roorkee	Understanding Critical Behaviours for Effective Salesmanship in Rural Markets: A CIT Based Approach
6.	Asif Ali	Conference on Advances in Management and Technology	International	December 18-20, 2015	Jaypee Business School	Prof. Phani Tej Adidam, College of Business Administration, University of Nebraska, USA	Antecedents for success of e-commerce platforms: An investigative approach
7.	Asif Ali	National Conference on Sustainable Resource Management in North-West Himalayas: Socio-economic, cultural and political interfaces	National	March 18-19, 2015	The Business School, Kathua Campus, University of Jammu	_____	Investigating Determinants of Human Capital Management: An Empirical study
8.	Asif Ali	National Conference on Integrated Strategies for Marketing Tourism and Allied Services	National	March 26-27, 2014	The Business School, University of Jammu	Prof. R.D Sharma Hon'ble VC University of Jammu ,	Leveraging The Role of Technology For Escalating J&K Tourism
9.	Asif Ali	3 rd International Conference on Paradigm Shift in Innovative Business Management	International	Dec 06, 2014	Vishisht Institute of Professional Studies and Research	Narendra Narang	Organisational Process Re Engineering: A Case Study Of Central Bank Of India

Details of Publication

S. No	Name of the Author (s)(Main Author then co-author)	Article /Research paper/Book Chapter/ any other	Name of the Publisher	Name of the Magazine/ Journal /Book	Volume	ISSN/ISBN	Year of Publication
1.	Ali, A & Bhasin, J	Understanding Customer repurchase Intention in E-Commerce: Role of Perceived Price, Delivery Quality and Perceived Value	Sage (Scopus)	Jindal journal of Business research	Volume 8(2)	2278-6821	2019
2.	Ali, A & Bhasin, J	Entrepreneurial Intentions in Millennials	Choice College of Arts and Commerce	International Journal of Management, Technology And Engineering	Volume 9(5)	2249-7455	2019
3.	Ali, A & Bhasin, J	A Model of Information Systems Interventions for e-Learning: An Empirical Analysis of Information System interventions in e-Learner Perceived Satisfaction	Springer	Lecture Notes in Electric Engineering		1876-1100	2019
3.	Ali, A & Singh, R	Understanding Students Acceptance of e-Learning Systems: Using Technology Acceptance Model	Jammu University	Researcher	Volume 14(2)	2278-9022	2018
2.	Ali, A., Rasool, G. & Pathania, A.	Antecedents for success of e-commerce platforms: An investigative approach	Inderscience (Scopus)	International Journal of Information Technology and Management	Volume 16(4)	1741-5179	2017
3.	Pathania, A., Ali, A. & Rasool, G.	Quality Dimension Imperative for Innovative Financial Inclusion: A Case Study of Select Banks in J&K	Amity Business School	Amity Business Review (EBSCO PROQUEST, Academic Keys indexed)	Volume 16(2)	0 9 72 - 2 3 4 3	2015
7.	Bhasin, J & Ali, A.	Business Process Reengineering: A Case Study Of Central Bank Of India,	Shroff Publishers & Distributors Pvt Ltd	Changing Dimensions Of Emerging Business Enterprises, Ed. Shekhar	Edited Chapter	ISBN 978-93-5110-105-5	2014

