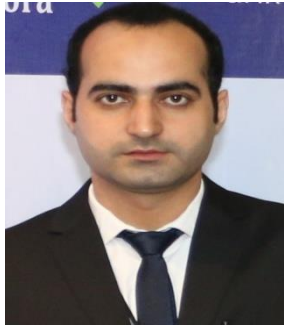


## Curricula Vitae



<b>Name</b>	Asif Ali
<b>Designation</b>	Sr. Assistant Professor
<b>Experience</b>	Teaching 9+ Years ; Banking 2+ Years ; Training 1 Year
<b>Phone / Email</b>	91-9596500090 / easif.101@gmail.com
<b>Personal Home Page</b>	<a href="http://cujiammu.ac.in/5079/5079_media/HRM/Asif_Ali1.pdf">http://cujiammu.ac.in/5079/5079_media/HRM/Asif_Ali1.pdf</a>

### Academic Qualifications

- **Doctor of Philosophy (Ph.D) – Management 2023**  
**Topic:** *Entrepreneurial and Market Orientation for Operational and Financial Performance of MSMEs.*  
The Business School, Central University of Jammu (India) & Kent State University, USA (Research Collaboration)
- **Master of Business Administration, 2011**  
The Business School, University of Kashmir, ( First Class)
- **Junior Associate of India Institute of Bankers. JAIIB, 2012**  
India Institute of Banking and Finance, Mumbai

### PROFESSIONAL EXPERIENCE

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

CENTRAL BANK OF INDIA, India, Assistant Manager, **July 2011 to Dec, 2013**

BHARTI AIRTEL (CENTUM), India, training Manager	Jan 2011 to July 2011
<b>Research Interest</b>	
<ul style="list-style-type: none"> <li>• Entrepreneurship, Financial Inclusion</li> <li>• Digital Marketing &amp; Sustainable Consumption</li> <li>• Consumer Behaviour</li> </ul>	
<b>Personal Details</b>	
<ul style="list-style-type: none"> <li>• Date of Birth: 24h September 1985</li> <li>• Father's name: Late Ali Mohd Najar</li> <li>• Languages known: English, Urdu, Kashmiri</li> </ul>	

### **Employment Details: Total 8 Years**

Employer	Designation	Nature of Job	Duties Performed	Duration
Central University of Jammu, India	Assistant Professor	Permanent	<b>Courses Taught</b> Financial Management; Management Accounting; Consumer Behaviour; Digital Marketing	9 Years 1 Month (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. JAIIB, 2012**
- **Strategic Negotiation and Leadership (CM Partners, Cambridge)**

### **Invited Lectures / Trainings in Public and Private Sector Undertakings**

- Invited as a Resource Person to deliver lecture on ‘**Contemporary Trends and Leadership Challenges**’ at **The Business School ,University of Kashmir [27 December 2014]**
- Invited as a Resource Person to deliver lecture on ‘**Leadership in Velcro Organization’s** at **Iqbal Institute of Technology and Management [31 December 2014]**
- Invited as a Resource Person to deliver lecture on ‘**Digital Financial Literacy**’ at Central Bank of India ,**Srinagar [26 Dec 2016]**
- Invited as a Resource person at **Central Silk Board** to deliver lecture on ‘**Indirect tax with special reference to GST**’ during one day Training programme on **Goods and Service Tax and its implications [13<sup>th</sup> June, 2017].**
- Invited as a Resource Person to deliver lecture on ‘**Career Opportunities in Banking**’ at Parade College 2020
- Invited as a Resource Person to deliver 20+ lecture on various topics in **Skill Development Project of J&K Government Higher Education 2021**
- Resource Person to deliver lecture on **Idea to Enterprise** at SKUAST-Jammu 2022
- 

### **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**

<b>S. No</b>	<b>Name</b>	<b>Theme of the Conference/Seminar/ Workshop attended</b>	<b>Regional /National/ International</b>	<b>Date</b>	<b>Organizers</b>	<b>Key note Speaker/Chaired /Co-Chaired/ Resource Person</b>	<b>Title of the Talk/ Paper presented</b>
<b>1.</b>	Asif Ali	National Conference on Sustainable Development Goals	National	9 <sup>th</sup> Sep 2022	University of Delhi	(Best Paper Award)	Impact of Entrepreneurial Orientation and Market Orientation on Financial Performance among MSMEs in North India.
<b>2.</b>	Asif Ali	3 <sup>rd</sup> International Conference on Global Business Strategies for Sustainability	International	August 27-28 2021	Amity School of Business	-----	Exploring Entrepreneurial Orientation and Financial Performance relationship with Technology as Moderator

3.	Asif Ali	National Conference on Sustainable Business Development Post Covid-19	National	3 <sup>rd</sup> April 2021	IKG Punjab Technical University	-----	Measuring Entrepreneurial Orientation in Developing Economies
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,	Antecedents for success of e-commerce platforms: An investigative approach

						University of Nebraska, USA	
<b>7.</b>	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
<b>8.</b>	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
<b>9.</b>	Asif Ali	3 <sup>rd</sup> 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

## Selected Publications

	<b>Name of the Author (s)(Main Author then co-author)</b>	<b>Article /Research paper/Book Chapter/ any other</b>	<b>Name of the Publisher</b>	<b>Name of the Magazine/ Journal /Book</b>	<b>Volume</b>	<b>ISSN/ISBN</b>	<b>Year of Publication</b>
1.	<b>Ali, A &amp; Bhasin, J</b>	Understanding Customer repurchase Intention in E-Commerce: Role of Perceived Price, Delivery Quality and Perceived Value	Sage (Care Listed)	Jindal journal of Business research	Volume 8(2)	2278-6821	2019
2.	<b>Ali, A &amp; Bhasin, J</b>	Entrepreneurial Intentions in Millennials	Choice College of Arts and Commerce	International Journal of Management, Technology And Engineering	Volume 9(5)	2249-7455	2019
3.	<b>Ali, A &amp; Bhasin, J</b>	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
4.	<b>Ali, A., Rasool, G. &amp; Pathania, A.</b>	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
5.	Pathania, A., <b>Ali, A. &amp; Rasool, G.</b>	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
6.	Ali, A., Aima, A., Bhasin, J., & Hisrich, R. D.	Measuring Entrepreneurial Orientation in Developing Economies: Scale Development and Validation	Sage (Care Listed)	Jindal journal of Business research	Volume 10(2)	2278-6821	2021
7.	Ali, A., Bhasin, J.	Antecedents and Consequences of ICT Adoption in MSME	AIKindi Publications	Journal of Business and Management Studies	Volume 5(3)	2709-0876	2023

### **Google Scholar Link & Credentials**

<https://scholar.google.com/citations?user=m4mBD40AAAAJ&hl=en&oi=ao>

### **Cited by**

	All	Since 2017
<b><u>Citations</u></b>	139	139
<b><u>h-index</u></b>	3	3
<b><u>i10-index</u></b>	2	2

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Home Page Link: [http://cujammu.ac.in/5079/5079\\_media/HRM/Asif\\_Ali1.pdf](http://cujammu.ac.in/5079/5079_media/HRM/Asif_Ali1.pdf)