

SCHOOL OF BUSINESS STUDIES

CENTRAL UNIVERSITY OF JAMMU

1. PERSONAL INFORMATION

Full Name	Dr. Asif Ali
Designation	Assistant Professor
Department	Human Resource Management & OB
Date of Joining SBS	24/09/1985
Highest Qualification	Ph.D. in Management (CU Jammu)
Areas of Specialization	Consumer Behaviour, Entrepreneurship, Finance
Email / Phone	Asif.hrm@cuammu.ac.in /9596500090
ORCID / Google Scholar ID	0000-0002-7961-021X / m4mBD40AAAAJ

2. AACSB FACULTY QUALIFICATION STATUS

Select your classification based on AACSB Standard 15. Dean/Committee will verify.

Classification	Criteria	Check (✓)
SA – Scholarly Academic	Doctoral degree + sustained peer-reviewed research (2+ PRJs in last 5 years)	✓
PA – Practice Academic	Doctoral degree + sustained professional engagement	
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	
IP – Instructional Practitioner	Master's + significant professional experience	

3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title
Ph.D.	Management	Central University of Jammu	2023	<i>Entrepreneurial and Market Orientation for Operational and Financial Performance of MSMEs.</i>
M.Phil./MBA/MA	MBA	University of Kashmir	2011	
Bachelor's	BA	University of Kashmir	2008	
Other	JAIIB	Indian Institute of Banking & Finance	2012	

4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/B BA/PhD)	Semester & Year	Student Feedback Score	Innovations Used
Digital Marketing	MBA	IV & 2026	5	Hands-on Various DM tools
Consumer Behaviour	MBA	III & 2025	4.	Field Studies
Corporate Finance	MBA	II & 2026	4	Stock market Simulation
Accounting for Financial Decisions	MBA	I % 2025	4	Analysis of Listed Companies
Strategic Financial Management	MBA	IV & 2026	4	Valuation Methods & Issues using Excel

List all courses taught. Attach student evaluation summaries if available.

5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

AACSB categorizes ICs as: (a) Basic/Discovery Scholarship, (b) Applied/Integration, (c) Teaching/Pedagogical. List ALL outputs.

5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABDC/A BS Rank	Impact Factor	IC Type (D/A/T)
01	Metaverse through the integrated theoretical lenses of task technology fit theory, social capital theory, and social cognitive theory: the case of SMEs	Journal of Innovation and Entrepreneurship	2025		Q1 2.9	D
02	Antecedents and Consequences of ICT Adoption in MSME	Journal of Business and Management Studies	2023			D
03	Measuring entrepreneurial orientation in developing economies: scale development and validation	Jindal Journal of Business Research	2021			D

5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
01	AI chatbots for Financial Literacy & Customer Service in Rural banking: Enhancing Accessibility and Inclusion	National Seminar on Role of Artificial Intelligence in Business Management: Perspectives & Implications on the way to Viksit Bharat	2024	D
02	From Inquiry to Adventure: Consumer Adoption of AI-Chatbot's in Tourism Industry (Best Paper Award)	Synergy in Progress: Navigating the Future through Multidisciplinary Studies, Technology, Digitalization, Sustainability and Research	2024	D
03	Impact of Entrepreneurial Orientation and market orientation on Financial Performance among MSMEs in North India. (Best Paper Award)	National Conference on Sustainable Development Goals: University of Delhi	2023	D
04	Exploring Entrepreneurial Orientation and Financial Performance relationship with Technology as moderator	GLOBUSS-2021:Managing Business in the time of Crises	2021	D

5c. Books / Book Chapters / Edited Volumes

#	Title	Publisher / ISBN	Year	IC Type
01	A Model of Information System Interventions for e-Learning: An Empirical Analysis of Information System Interventions in e-Learner Perceived Satisfaction	Springer International Publishing	2019	D

5d. Case Studies / Working Papers / Other Scholarly Outputs

#	Description	Outlet/Status	Year	IC Type

6. FUNDED RESEARCH PROJECTS

#	Project Title	Funding Agency	Amount (INR)	Duration	Role (PI/Co-PI)
01	Skill Gap Study In Emerging And High-Potential Manufacturing Sectors Of Jammu & Kashmir	The Directorate of Industries & Commerce(Jammu)	3,87,500	3 Months	Project Director
02	Evaluation of Capacity Building & Training Activities and Training Need Assessment	Department of Rural Development & Panchayati Raj under RGSA (J&K)	20,00,000	1 Year	Co-Pi
03	Nudging to Address Over-the-Counter Drug Abuse: Promoting Responsible Use	ANRF (Erstwhile SERB)	31,24,000	3 Year	Co-Pi

	Through Pharmacy Platforms in India				
04	Leadership/Management Development Programme for Elected Representatives / Officials / PRI of J&K	Department of Rural Development & Panchayati Raj	6,97,500	1 Month	Project Director

7. PROFESSIONAL ENGAGEMENT & SERVICE

Important for PA/SP/IP classifications. Include consulting, board memberships, industry training, etc.

Industry Consulting / Advisory Roles	01 Positive Mantra Consultancy
Board Memberships / Committee Service	01 IIBF (Indian Institute of Banking and Finance)
Professional Certifications / Licenses	02 (JAAIB from IIBF and XII Capital Markets from NISM)
Executive Education / FDPs Conducted	02 (LEAD–ART with Panchayat Officials) and LEAF with NZATI
Editorial Board / Journal Reviewer	05 (Reviewer) Journal of Electronic Commerce, Humanities and Social Sciences Communications
MoUs / Industry Collaborations Facilitated	01
Patents / Copyrights / IPR	02 1. Exploring Her Journey From Dependence To Autonomy LD-20250165927 2. Elements of Successful Innovation LD-20260183395

8. Ph.D. SUPERVISION

#	Scholar Name	Research Topic	Status (Ongoing/Awarded)	Year of Award
01	Pooja Sharma	Relationship between Quiet Ego and Well-being: A Study in Institutions of Higher Learning	Ongoing	Submitted 2026

9. AWARDS, HONORS & RECOGNITIONS

#	Award / Honor	Conferring Body	Year
01	UGC JRF/NET	UGC	2012, 2015, 2017

10. SOCIETAL IMPACT & COMMUNITY ENGAGEMENT

AACSB Standard 9 emphasizes engagement and societal impact. Include outreach, CSR, community service.

#	Activity / Initiative	Impact / Beneficiaries	Year
01	Programme Evaluation of Targeted Interventions (NACO & JKSACS)	Bridge Population (Migrant Labours & Truckers)	2026

DECLARATION

I certify that the information provided above is true and complete to the best of my knowledge.

Signature: 

Date: _____

Verified by Dean: _____