

## **CURRICULUM VITAE**



### **Specialization: Business Management**

Application for the Post of **Assistant Professor in Management Department (M.B.A)**

**DR. MOHD AMZAD PASHA**

*MBA, PH.D. IN BUSINESS MANAGEMENT*

11 YEARS OF EXPERIENCE IN TEACHING, RESEARCH

PRESENTLY WORKING AS **ASSOCIATE PROFESSOR IN THE DEPARTMENT OF BUSINESSMANAGEMENT (M.B.A)**

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### **Career Objective**

An enthusiastic and disciplined person looking admirable position as **Assistant Professor in Management** to share my knowledge for the improvement of students and growth of the organization, to achieve excellence in teaching, mentoring and business research

### **Career Summary**

- Extensive experience in Teaching MBA and BBA students at S.V.S Group of Institutions which is located in Warangal City, Telangana State, India.
- Excellent knowledge in various Business Management subjects.
- Expert in preparation of Syllabus for Master and Undergraduate programs like MBA, BBA, BBM etc.
- Proficient in developing skills in students and provide them a growing path.
- Extensive experience in organizing workshops, management meets.

## **Academic Credentials**

- **Ph.D. in Business Management**
  - » *From OPJS UNIVERSITY*
  - » **Research Topic “Evaluating The Effectiveness Of Online Advertisement On Purchase Intention Among Online Shoppers”**
  - » CHURU, Rajasthan state,  
India. Awarded In the Year  
**2017.**
- **M.B.A (Master of Business Administration )** from Kakatiya University, Warangal
- **B.Ed ( Bachelor of Education )** from Kakatiya University, Warangal
- **B.Com (Bachelor of Commerce)** from Kakatiya University, Warangal

## **Subjects Taught**

- Principles of Marketing
- Management and Organizational Theory
- Management and Organizational Behavior
- Business Economics
- Business Communication
- Management Information system
- Advertising and Sales Management
- Customer Relationship Management

## **Research Projects Guided**

- M.B.A. (Master of Business Administration) - 110
- B.B.A. (Bachelor of Business Administration) - 60
- B.B.M. (Bachelor of Business Management) - 80

## **Software Exposures**

- Proficient in Basic Use of Computer.
- M.S. Office (Word, Excel, PowerPoint)
- Tally 5.0, Focus 5.0, Wings
- Internet Savvy

### **Key skills and competencies**

- Excellent planning, organizational and negotiation strengths.
- Excellent communication skills in written and verbal both.
- Ability to lead, reach consensus, establish goals and attain results
- Presentation and negotiation skills.
- Ability to work in dependently or as a part of team.
- Research skill.
- Ability to learn new skills and technology.
- Excellent computer skills.
- Excellent interpersonal skills

### **Academic Teaching Experience**

- ✓ At Present working as **Asst Professor of Management, MBA department at S.V.S Group of Institutions** , affiliated to **Jawaharlal Nehru Technological University (JNTU-H)**, Hyderabad from March 2014 to till date.
- ✓ **Total Teaching Experience– 11 years** for **MBA**, other Post Graduate and Under Graduate Courses of **Management**

### **Academic Teaching Responsibilities**

- ✓ Mentor to the Students for their academic concern.
- ✓ Developed Course Syllabus and Teaching material.
- ✓ Preparation of Question Bank and papers.
- ✓ Supervise and Advice students in Industrial / Co-operative training Programs /Placements
- ✓ Advice students on matters of academic, curricular and careers.
- ✓ Evaluated and commented on students' homework and class work.
- ✓ Valuation of Post graduate and Undergraduate papers at university level
- ✓ Project guidance.

## **Conferences/Seminars/Faculty Development Programs /Refresher Courses/Workshops Attended**

- ✓ Attended a two days national seminar on **Health insurance in India - issues and challenges** on March 23<sup>rd</sup> and 24<sup>th</sup> 2017
- ✓ Attended a **one week Faculty Development Program** on “ Quality Assurance in Higher Education and Industries” for one week in July 2017, sponsored by Higher Educational Council of Telangana State and Organized by Kakatiya Institute of Engineering and Technology, Warangal, Telangana State.
- ✓ Attended a two days national seminar on **corporate social responsibility in India** –emerging issues and challenges on Feb 3<sup>rd</sup> and 4<sup>th</sup> 2017
- ✓ Attended the 10 days **“ISTE WORKSHOP”** on ‘Database Management Systems’ Organized by Indian Institute of Technology Bombay, from 21 to 31 may2018.
- ✓ Attended a **“Faculty Development Program”** on **“Equities of Derivatives conducted by National Stock Exchange of India Ltd”** at Alluri Institute of Management Sciences, Warangal.
- ✓ Attended the **“Global Conclave On Digital India 2.0”** on ‘ Government Transforms With Emerging Technologies .
- ✓ Attended the **Online Faculty Development Program** By Shree Chandraprabhu Jain College- Minjur

## **Articles Published**

- ✓ Written an article on **“A study on relationship between health consciousness and consumer behavior towards ice-cream”**, in Jan – 2017 and published in the global journal for research analysis.
- ✓ Written an article on **“A study on Propose a model for consumers attitude towards online banking after recent demonetization in India”**, in Jan – 2017 and published in the global journal for research analysis.
- ✓ Written an article on **“Internet Marketing – A study”**, in March – 2019, and published in the management journal **“Kakatiya Business Review”**, Kakatiya University Warangal, A.P.
- ✓ Written an article on **“Consumer Behavior towards organized Retail – A study”** in Jan– 2019, and published in the **“Indian journal of Research and in Commerce”**.
- ✓ Written an article on **“A Study on digital marketing-Problems and Prospects”** in 2020, and published in the **“International Journal of management and social science Review”**.

- ✓ Written an article on **“A Study on Impact of CRM Practices on Customer Retention in Insurance Sector”** in 2020, and published in the “International Journal of multidisciplinary Research Review”.
- ✓ Written an article on **“An Empirical Analysis of subscribers opinion towards Reliance Jio Fiber at Hyderabad City”** in 2020, and published in the “Our Heritage”.
- ✓ Written an article on **“A Study on Influence of Supply Chain Management Practices on Product delivery and Firm Performance”** in 2020, and published in the “International Journal of Management and Administration Research”.
- ✓ Written an article on **“Customer Perception Towards 5G Network ”** in 2020, and published in the “Scholarly Research Journal for Interdisciplinary Studies”.
- ✓ Written an article on **“An Empirical Study On Business Ethics”** in 2021, and published in the “International Journal Of Management and Social Science Research”.
- ✓ Written an article on **“Estimating The Value of Online Advertisement On Purchase Intention among Various online Consumers”** in 2021, and published in the “Global Journal of Creative Research and Development”.
- ✓ Written an article on **“A Study On ”** in 2022, and published in the “International Journal Of Management and Social Science Research”
- ✓ Written an article on **“A Qualitative Investigation Into Effectiveness Of Online Advertising On Consumer Attitude ”** in 2023, and published in the “International Journal Of Multidisciplinary Research Review ”.
- ✓ Written an article on **“Impact of Self Efficacy and Personal Preference on Online Shoppers Purchase Intention For Electronic Gadgets ”** in 2024, and published in the “International Journal Of Multidisciplinary Research Review ”.
- ✓ Written an article on **“Significance Of CRM In Banking Sector ”** in 2024, and published in the “International Journal Of Management and Social Science Research Review”.
- ✓ Written an article on **“Impact On Television Advertising On Consumer Behaviour Towards Four Wheelers In Telangana State ”** in 2024, and published in the “International Journal Of Management and Social Science Research Review”.
- ✓ Written an article on **“A Study On Effect of Mass Media and Social Occurrence ”** in 2025, and published in the “TIGER International Research Journal.ORG”.

## **PERSONAL PROFILE:**

Name : **DR. MOHD AMZAD PASHA**  
Father Name : **MOHD ANKUSH**  
Gender : **Male**  
Marital status : **Married**  
Date of Birth : **18-03-1991**  
Age : **33 years**

## **REFERENCES**

### **1. Dr. Mohmed Ali**

**Designation:** Associate Professor in Business  
**Management** Department of Business  
Management **Talla Padmavathi College of**  
**Engg (JNTU – H)**  
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E-mail: [drmohdalimbafaculty@gmail.com](mailto:drmohdalimbafaculty@gmail.com)  
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### **2. Dr. Ramesh**

**Designation:** Professor  
Department of Business Management  
**SVS GROUP OF INSTITUTIONS**  
Warangal, Telangana State, India  
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**Cell No:** 91-9603189725

### **3. Dr.Sandeep**

**Designation:** Associate Professor  
Department of Business Management  
**Chaitanya Post Graduate**  
College, Telangana State, India  
Email [dubyala4136@gmail.com](mailto:dubyala4136@gmail.com)  
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**(Dr. Mohd Amzad Pasha)**