



Dr. Afroz Pasha Md

Associate Professor , Training & Placement Officer
Malla Reddy Institute of Management

CONTACT



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MRIM



Maisammaguda
Dhulapally(Post)



Via Kompally
Secunderabad-500100
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ART OF SPEAKING

- I take pride in my public speaking skills, which allow me to express thoughts persuasively and can effectively convey ideas with clarity and confidence

CERTIFIED TRAINER:

- Communication Softs kills & Personality Development certified trainer by Impact foundation Hyderabad, in 2017.

PROFILE

OBJECTIVE

An ambitious, confident and conscientious and techno - managerial professional with hands on experience in teaching and field work, wish to associate as a faculty member contributing for management and research and benefiting the stakeholders.

EDUCATION

- **Doctor of Philosophy (Ph.D)**
- **Master of Business Administration(Mkg)**
- **Master of Business Administration(Finance)**

WORK EXPERIENCE(16.5Years)

- Associate Professor & Training and Placement Officer at Malla Reddy Institute of Management, Maisamma guda, Kompally, Secunderabad, from 16thJuly,2022 till date.
- Associate Professor at Holy Mary Institute of Management, Keesara. Bogaram,Hyderabad, from 25th January,2022 to 15th,July,2022.
- Associate Professor at R.K.Degree &Post Graduate College,Kamareddy,India, from 26th, July 2014 to 24th,January,2022for B.B.A (UG) M.COM (PG) Students
- Assistant Professor at Stanford Degree & Post graduate College, Bhongir , for B.COM., (UG) and MBA(PG) Students and for Bachelor of Engineering, (UG) Students, India,from July 2009 to July 2014.
- Assistant Professor at R.K.Degree&Post Graduate College,Kamareddy,India,from1st, July 2008 to June 2009.

RATIFIED BY UNIVERSITIES

- Ratified As An Associate Professor by Telangana University Dichpally, on2nd , May,2019.
- Ratified As An Associate Professor by Osmania University Hyderabad, on 16th,May,2022

SUBJECTS TAUGHT

- Marketing Management
- Principles of Management
- Product & Brand Management
- Customer Relationship Management
- Business Communication & Soft skills
- Managerial Economics and Accountancy
- Human Resource Management
- Service Marketing & Digital Marketing
- Marketing Research
- Product Management
- Supply Chain Management
- Total Quality Management
- Personality Development
- Consumer Behaviour
- Promotion & Distribution Management ,
- Strategic Management
- Consumer Behaviour,
- Advertisement and Retail Management
- Business Law & Ethics
- Economics for Managers
- Business Research Methods
- Entrepreneurship and Development
- Management and Organizational Behaviour
- Marketing Engineering

• **RESEARCH PUBLICATIONS (International Journals 2 Journals)**

1. **Afroz Pasha Md**, A Research Paper entitled: "Impact of Service Quality on Customer Satisfaction": An Empirical Study in Selected Public and Private Sector Banks,-World in Journal of Arts, Science & Commerce with E-ISSN 2229-4686 ■ ISBN 2231-4172(**Pages** 64-73)
2. **Dr. Afroz Pasha Md**, A Research paper entitled: "A Study on Influence of Celebrity Endorsement Advertisement on Purchase Decision of Consumers of FMCG Products"- has been published by **Design Engineering Journal – Year, December,2021** ,with **ISBN: 0011-9342, Issue: 9 | Pages: 3931 – 3951 (Scopus Indexed Journal)**

• **RESEARCH PUBLICATIONS (National Journal 10 Journals)**

1. **Afroz Pasha Md**, A Research Paper entitled: "The Relationship between Customer Satisfaction and Customer Loyalty in Banking Services" IJEMR-Bangalore–August 2017- Vol 7 Issue 08 – with Online - ISBN 2249–2585–Print ISBN 2249-86721(**Pages: 62-70**).
2. **Afroz Pasha Md**, A Research Paper entitled: A Comparative Study on the customer satisfaction in Private sector and Public sector banks with reference to Kamareddy town – National Conference On Emerging Trends In Information ,Management And Engineering Sciences NC'e-TIMES #1.0- 2018 (**Pages: 1-8**).
3. **Afroz Pasha Md**, A Research Paper entitled: Gaining Competitive Advantage through services quality, customer satisfaction and customer retention An Retention: An Empirical Study- Shanlex International Journal of Management, UGC Approved Journal Number 4428, Vol 5, with ISBN 2321-4643-` Special issue I, March-2018, (**Pages: 1-12**).
4. **Dr. Afroz Pasha Md**, A Research Paper entitled: A study on Retail Mix strategies of Selected organized retail outlet in Hyderabad , a retailer's Perspective-Marketing Master Minds by IUP Publications –February 2019 , with ISBN-0972-5156.(**Pages: 42-55**).
5. **Dr. Afroz Pasha Md**, A Research Paper entitled: A study on Sales and Services with Reference to Varun Motors, Hyderabad,- Innovations and Emerging trends in Management sciences,

National Conference Proceedings On 26th,27th,August,2022 Organized by Nalla NarasimhaReddySchoolofManagementSciences,Publications–August2022,withISBN- 978-93-5679-924-0.(**Pages:320-327**).

6. **Dr. Afroz Pasha Md**, A Research Paper entitled: A study on The Role of Creativity and Innovation in Entrepreneurship, and Emerging trends in Management sciences, National Conference Proceedings Organized On 26th,27th,August,2022 Organized by Nalla Narasimha Reddy School of Management Sciences, Publications –August 2022 , with ISBN-978-93- 5679-924-0.(**Pages:405-408**).
7. **Dr. Afroz Pasha Md**, A Research Paper entitled: A study on Advertising Impact on Customer In Hero Moto Corp Ltd Hyderabad, -On 20th,21stDecember,National Conference on Advances in Science, Technology, Engineering, Organized by Megha Institute of Engineering And Technology for Women -December 2022 ,
8. **Dr. Afroz Pasha Md**, A Research Paper entitled: A study on Customer Relationship Management in ICICI Bank,Hyderabad,-On 20th,21stDecember,National Conference on Advances in Science, Technology, Engineering, Organized by Megha Institute of Engineering And Technology for Women -December 2022
9. **Dr. Afroz Pasha Md**, A Research Paper entitled: A study on Changing Trends of Creativity in Indian Advertising ,National seminar on 'Emerging Trends in Marketing On 24th,January,2023 " Organized by KGR Institute of Technology and Management Hyderabad – with ISBN.978-93-95944-24-3(**Pages: 197-205**).
10. **Dr. Afroz Pasha Md**, A Research Paper entitled: A Study on Influence of Celebrity Endorsement on Purchase Decision of Consumers of FMCG Products .

Books Published:

Name of the Books	Year of Published	ISBN No. and Publisher's name	Status
1. Basics of Marketing	2021	ISBNNO: 978-81-948518-3-7 TATA PUBLICATIONS HYDERABAD	PUBLISHED
2.Customer Relationship Management	2021	ISBNNO: 978-81-955154-6-2 TATA PUBLICATIONS HYDERABAD	PUBLISHED
3.Business Law and Ethics	2022	ISBNNO: 978-93-94358-03-4 TATA PUBLICATIONS HYDERABAD	PUBLISHED
4.Total Quality Management	2022	ISBNNO:978-93- 94358-21-8 TATA PUBLICATIONS HYDERABAD	PUBLISHED

PARTICIPATION IN SEMINAR/ CONFERENCE:

- Participated in Project Report Preparation seminar held on 29th, March, 2018, conducted by Telangana university – Dichpally – Nizamabad .
- Participated virtual webinar on Curriculum workshop on BBA in Rural Management and MBA in Rural Management conducted by Mahatma Gandhi National Council of Rural Education, Hyderabad, The workshop Focused on course structure, curriculum ,As pects of Rural Management and Entrepreneurship Opportunities available in the Rural sector on 12th October, 2020.
- Participated in Seminar for one day district level work shop on “Social Entrepreneurship, Sustainability & Rural Engagement” held on 29th, Oct, 2022, Organized by Matrusri Engineering college in Association with MGNCRE, Hyderabad,
- Participated for one day work shop on “TITA Decennial Celebration ” held at T-Hub, on 30th, September, 2022, Organized by Telangana Information Technology Association ,(TITA), Hyderabad,

SEMINAR/ CONFERENCE PRESENTATIONS:

- GITAM University National Conference, held on 9th & 10th March 2017 – Visakhapatnam, – Gaining Competitive Advantage through services quality , customer satisfaction and customer retention.
- National Conference on Emerging trends in Information , Management and Engineering sciences” on 14th, & 15th March 2018, Presented a paper on “A Comparative study on the customer satisfaction in Private sector and Public Sector Banks with reference to Kamareddy town” - ANNAMACHARYA Institute of Technology & science - New Boyanapalli, Rajampet Kadapa (Dist).
- National conference on EXCELLENCE IN BUSINESS PRACTICES IN 21st CENTURY, on 10th & 11th August, 2021, Presented a paper on “customer satisfaction with service quality in state Bank of India” at ANNAMACHARYA Institute of Technology & science - New Boyanapalli, Rajampet Kadapa (Dist)