

**MEWAR UNIVERSITY
GANGRAR, CHITTORGARH, RAJASTHAN**

To,

The Registrar

Mewar University

Gangrar Chittorgarh Rajasthan

Subject: - JOINING REPORT

Dear Sir,

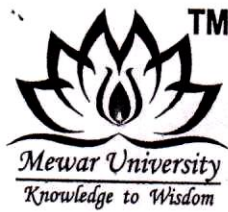
This is to inform you that I Dr. Afsar Ali have joined today dated 5.7.25 for the post of Programme Coordinator-BBA in the Center of Distance & Online Education of Mewar University. (OL)

I, assure that I will be doing all my work effectively and efficiently.

Your's Sincerely

Afsar Ali
Signature *sh12*

[Signature]
Registrar
Mewar University
Gangrar, Chittorgarh



MEWAR UNIVERSITY

NAAC 'A'
ACCREDITED UNIVERSITY

A University u/s 2(f) & 12(B) of the UGC Act 1956 with right to confer degrees u/s 22(1) of the UGC Act Established by Rajasthan State Govt. vide Act No. 4 of 2009

No. MU/OL//2025-26/ 1371

Date:- 11/5/25

Dr. Afsar Ali
Ibrahimpur SADHO, Bijnor-246733 (UP)

Dear Dr. Afsar Ali

With reference to your application and subsequent approval and recommendations of the Selection Committee, we are pleased to appoint you as **Programme Coordinator (B.B.A) -OL at Centre for Distance and Online Education in Mewar University, Gangrar, Chittorgarh- Rajasthan** and you will be exclusively working in Centre for Distance and Online Education (CDOE) in the Pay band of **Rs. 15600-39100 + Rs. 5400 AGP on a monthly gross salary of Rs. 34000 /- per month.**

1. You will be on probation for a period of 2 years after which you will be confirmed, based on your performance.
2. During the service period, if your performance is not found to be satisfactory, your services are liable to be terminated at any point of time, without any notice or assigning any reason therefor.
3. If you opt for resigning the post during the period of probation, It is subject to the approval of Authority to relieve you as per rules & Regulations of Mewar University.
4. After completion of the probation period, if you opt for resignation from the services or the Management willing to terminate your services, three months' notice shall be given or three months' salary shall be payable in lieu of the three months' notice period, as the case may be.
5. Throughout your service in this University, you will be governed by the Employees Conduct Rules and Service Rules that the University may frame from time to time.
6. If you indulge in any act or omission amounting to fraud or dishonesty, embezzlement, misrepresentation, misappropriation of funds, thefts or other unethical activities or have conducted yourself in a manner inappropriate to your position in the University and which is prejudicial to the interest of the University, or do not adhere to the confidential information security requirements of the University, the University shall have the right to terminate your services with immediate effect, without prejudice to any of its other rights including the right to pursue civil or criminal proceeding.
7. You are expected to work six days in a week. You are expected to work in University during working days after the office hours if need arises.
8. At the time of joining the duty in this University you should bring the following documents in original. Educational/Service certificate

- Date of Birth Proof (SSLC/HSS Mark sheet/Birth certificate)


Registrar
Mewar University
Gangrar, Chittorgarh

University Campus : NH - 48, Gangrar, Chittorgarh, Rajasthan - 312901
NCR Office : Sector 4C, Vasundhara, Ghaziabad - 201012 (U.P)
Tollfree : 18001218086, Contact Nos.: 01471-285455/57, 9414109080, 9928789090
Website: www.mewaruniversity.org, E-mail: admission@mewaruniversity.org

- Educational certificate
- Aadhar, PAN, Bank A/c.
- Reliving & Experience certificate
- 5 Nos. of Recent passport size photo

9. In the event of your having furnished false information, documents, testimonials or credentials, your service shall be terminated with immediate effect and no payment/compensation shall be made to you.

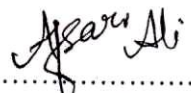
As a token of your acceptance, sign the duplicate copy of this letter and return it to the undersigned.

We wish you a long and fruitful association with our University

DECLARATION


Registrar
Mewar University
Gangrar, Chittorgarh

I hereby declare that I have read and understood the terms and conditions of employment mentioned above and the same are acceptable to me. I further declare that I have never been convicted in any court of law.


.....
Signature with Date

Sr. No. - KU/SGR/DC/23/139234

1061318

15286-KC-2013



University of Kashmir

یونیورسٹی آف کشمیر

NAAC Accredited Grade: A++

Hazratbal, Srinagar, Jammu & Kashmir, India - 190006

on the recommendation of the Academic Council



Afsar Ali

is admitted to the

**Degree of Doctor of Philosophy
(Ph.D)**

on the topic "STRATEGIC PERFORMANCE EVALUATION IN FMCG
SECTOR: AN EMPIRICAL STUDY"

In the Subject of **Management Studies**, School of Business Studies

on Third of April in the Year Two Thousand Twenty-Six.

Controller of Examinations



Vice Chancellor

Self Attested
Afsar Ali
11/09/2026

सं. IG37-119580
No.

अनुक्रमिका
Enrolment No. 2002925528

इन्दिरा गांधी राष्ट्रीय मुक्त विश्वविद्यालय
INDIRA GANDHI NATIONAL OPEN UNIVERSITY

प्रमाणित किया जाता है कि
This is to certify that *Apar Ali*

को निर्धारित पाठ्यक्रमों को पूरा करने और
after having passed the prescribed courses of study in the

December 2022 की परीक्षा उत्तीर्ण करने पर स्नातकोत्तर उपाधि
examination is hereby awarded the Degree of

Master of Commerce

प्रदान की जाती है।

श्रेणी / Division *Second*

Shank

कुलसचिव
Registrar



N. Jagannathan Rao

कुलपति
Vice Chancellor

Sd/- Atated
Apar Ali.

नई दिल्ली / New Delhi

दिनांक / Dated December 21, 2023

Ref. No. IG37-122298

Enrollment No.

2002925528

इन्दिरा गांधी राष्ट्रीय मुक्त विश्वविद्यालय
INDIRA GANDHI NATIONAL OPEN UNIVERSITY

प्रमाणित किया जाता है कि
This is to certify that

Shree. Shri

को निर्धारित पाठ्यक्रमों को पूरा करने और
after having passed the prescribed courses of study in the

December 2022

की परीक्षा उत्तीर्ण करने पर
examination is hereby awarded

Post Graduate Diploma in International Business Operations

प्रदान किया जाता है।

श्रेणी / Division Second

Shree
कुलपति
Registrar



Neogambhar Rao

कुलपति
Vice Chancellor

Sd/ Attested
Shree

December 21, 2023



NATIONAL TESTING AGENCY

Excellence in Assessment

Certificate No.: DEC19U34687

University Grants Commission



ज्ञान-विज्ञान विमुक्तये



NATIONAL ELIGIBILITY TEST FOR ASSISTANT PROFESSOR

NTA Ref. No.: 190520118672

Roll No.: JK0405201277

Certified that **AFSAR ALI**

is the brother of **AKLEEMA BEGUM**

SHAN MOHAMMAD



has qualified

the UGC-NET for eligibility for Assistant Professor held on 4th December, 2019 in the subject
MANAGEMENT (INCLUDING BUSINESS ADMN. MGT./ MARKETING/ MARKETING MGT./ INDUSTRIAL RELATIONS
AND PERSONNEL MGT./ PERSONNEL MGT./ FINANCIAL MGT./ CO-OPERATIVE MANAGEMENT)

As per information provided by the candidate, he/she had completed/appeared or was pursuing
his/her Master's degree or equivalent examination in the related subject at the time of applying
for UGC-NET.

The date of eligibility for Assistant Professor is the date of declaration of UGC-NET result,
31st December, 2019 or the date of completion of Master's degree or equivalent
examination with required percentage of marks within two years from the date of declaration of
UGC-NET result, i.e. by 30th December, 2021, whichever is later.

This is an electronic certificate only, its authenticity and category in which the candidate had
appeared should be verified from National Testing Agency (NTA) by the
institutional appointing authority. This electronic certificate can also be verified by scanning the
QR Code.

The validity of this electronic certificate is forever.

Date of issue: 21.12.2020

Jularashan
Senior Director, NTA

The institution appointing authority should verify the original records/certificates of the candidate while considering him/her for appointment. The NTA will not be liable for any false information provided by the candidate. The NTA is only responsible for the result which can be verified from the repository available in the website of NTA (ugcnet.nta.nic.in). The candidate must fulfil the minimum eligibility conditions as laid down in the notification for UGC-NET.

Self Attested
At 21.12.2020



University of Kashmir

کشمیر یونیورسٹی

NAAC Accredited Grade 'A'

on the recommendation of the Academic Council



Afsar Ali

is admitted to the

Master Of Business Administration (Financial Management)

in the School of Business Studies

secured CGPA of 6.81

(Regular Mode)

through

PG Department of Management Studies, University of Kashmir, Srinagar

on Twelfth of December in the Year Two Thousand Eighteen.

Controller of Examinations



[Signature]
Vice Chancellor

Self Attested
Afsar Ali



ACADEMIC TRANSCRIPT

University of Kashmir

کشمیر یونیورسٹی

Srinagar, J & K, India-190006

Name AFSAR ALI
Parentage SHAN MOHAMMAD
Programme MASTER OF BUSINESS ADMINISTRATION(FINANCIAL MANAGEMENT)
Department Department of Management Studies
Registration Number 15286-KC-2013
Enrollment Number 16035111033
Batch 2016
Constituent School of Business Studies

Jan, 2017 Session

Code	Subject	Credits	Grade
COM15111OE	Investment Management	2	B+
COM15113OE	Sales Management	2	A
COM15115OE	Computer Application in Business	2	A+
MBAFM15101CR	Management and Organizational Behavior	4	P
MBAFM15102CR	Accounting for Managers	4	B+
MBAFM15103CR	Quantitative Methods	4	F
MBAFM15104DCE	Managerial Economics	3	A
MBAFM15105DCE	Computer Applications in Management	3	B+

Performance Summary

Total Credits Earned	98	Cumulative Grade Points	668
CGPA	6.81	Percentage Equivalent	68.1%
Date of Declaration of Final Result	December 12, 2018		

Notes:

The medium of instruction at the University is English.
Cumulative Grade Points Average (CGPA) is on a scale of 10.

E66N1 Credits 24 Earned 20 Grade Points 137 SGPA --

2017 Session

Code	Subject	Credits	Grade
M15212GE	Computerized Accounting	3	B+
COM15215OE	Personal Financial Planning	2	A
HS15206GE	Indian Economy and Society(1757-1947)	3	B+
MBAFM15201CR	Human Resources Management	4	B+
MBAFM15202CR	Marketing Management	4	A
MBAFM15203CR	Managerial Finance	4	B+
MBAFM15204DCE	Production and Operations Management	3	B
MBAFM15205DCE	Research Methodology	3	B+

E67N1 Credits 26 Earned 26 Grade Points 185 SGPA 7.11

Nov-Dec, 2017 Session

Code	Subject	Credits	Grade
COM15308GE	Strategic Performance Management	3	B
LM15320GE	Cyber Law	3	B
MBAFM15301CR	Strategic Management	4	A
MBAFM15302CR	Security Analysis & Portfolio Management	4	B+
MBAFM15303CR	Indian Financial System	4	B+
MBAFM15304DCE	Working Capital Management	3	P
MBAFM15306DCE	Management Control System	3	C

E68N1 Credits 24 Earned 24 Grade Points 151 SGPA 6.29

September, 2018 Session

Code	Subject	Credits	Grade
CM15401CR	Project Appraisal, Finance and Management	4	B
MBAFM15402CR	Macro-Economic Policy and Analysis	4	B
MBAFM15403CR	Corporate Valuation and Restructuring	4	A
MBAFM15404DCE	Financial Risk Management	3	P
MBAFM15406DCE	International Financial Management	3	B+
MBAFM15409AGE	Project and Internship	6	A+

E69N1 Credits 24 Earned 24 Grade Points 167 SGPA 6.95

May, 2018 Session

Code	Subject	Credits	Grade
MBAFM15103CR	Quantitative Methods	4	B+

E74N1 Credits 24 Earned 24 Grade Points 165 SGPA 6.87

** END OF ACADEMIC RECORDS **

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Printed By

Checked By

Generated on January 01, 2019 2:08 pm

Asst. Controller of Examinations

Controller of Examinations

Self Attested
Hassan Ali



University of Kashmir

کشمیر یونیورسٹی

NAAC Accredited Grade A

on the recommendation of the Academic Council



Afsar Ali

is admitted to the

Degree of Bachelor of Commerce

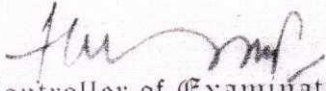
with First Division

(Regular Mode)

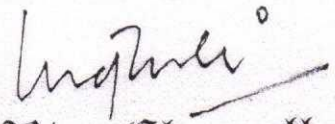
through

Govt. Degree College, Kupwara

on Second of March in the Year Two Thousand Sixteen.


Controller of Examinations




Vice Chancellor


Self Attested
Afsar Ali

Bachelor of Commerce (BCOM) 3 Year Degree Course

SESSION Dec,2015-Jan,2016-

ROLL NO. 24742

REG. NO. 15286-KC-2013

NAME: AFSAR ALI

PARENTAGE : SHAN MOHAMMAD

Third Year

SUBJECTS	THEORY			PRACTICAL			Total
	Max. Marks	Min. Marks	Marks obt	Max. Marks	Min. Marks	Marks obt	
MODULE-1	150	54	92	XX	XX	XX	92
MODULE-2	150	54	80	XX	XX	XX	80
MODULE-3	150	54	89	XX	XX	XX	89
MANAGEMENT OF SMALL & MEDIUM SCALE INDUSTRIES	150	54	102	XX	XX	XX	102

First Year : 363	Second Year : 373	Third Year: 363
RESULT : PASS		
Grand Total In Figures 1099 / 1800		
MARKS IN WORDS: ONE THOUSAND NINETY-NINE		Division: First

[Signature]

Dy./Asstt Controller of Examinations



[Signature]

[Signature]
Self Attester



University of Kashmir, Srinagar

Accredited "A" by NAAC
Marks Card

S. No. 071633

Uly

Bachelor of Commerce (BCOM) 3 Year Degree Course

SESSION FEB - MARCH 2014

ROLL NO. 42211

REG. NO. 15286-KC-2013

NAME: AFSAR ALI

PARENTAGE :SHAN MOHAMMAD

First Year

CODE	SUBJECTS	THEORY			PRACTICAL			C. ASSESSMENT			Total
		Max. Marks	Min. Marks	Marks obt	Max. Marks	Min. Marks	Marks obt	Max. Marks	Min. Marks	Marks obt	
GE	GENERAL ENGLISH	100	36	56	XX	XX	XX	50	18	30	86
FA	FINANCIAL ACCOUNTING	100	36	40	XX	XX	XX	50	18	31	71
BS	BUSSINESS STATISTICS	100	36	51	XX	XX	XX	50	18	43	94
MM	MARKETTING MANAGEMENT	100	36	67	XX	XX	XX	50	18	45	112

RESULT BREAKUP: GE(56,20,10) FA(40,25,6) BS(51,33,10) MM(67,35,10)

MAXIMUM MARKS: 600

OBTAINED MARKS: 363

RESULT: PASS

MARKS OBT. IN WORDS: THREE HUNDRED SIXTY-THREE

Errors and Omissions Excepted.

None possession of this marks sheet does not in itself confer any right or privilege independent of the proper qualification certificate which shall be issued in due course of time.

Page No. 1

Date: 09-05-2014



Dy./Asstt Controller of Examinations

University Campus, Srinagar

Prepared by: *[Signature]*

Checked by: *[Signature]*

[Signature]
Safy Affected
Afshar Ali



The Jammu & Kashmir State Board of School Education

Higher Secondary Part Two Examination

12th

Annual 2012

ROLL NO. 529249

NAME AFSAR ALI
FATHER SHAN MOHAMMAD
MOTHER AKLEEMA BEGUM

FACULTY COMMERCE

REG. NO. N09480590002



SUBJECTS	THEORY		PRACTICAL				TOTAL		AWARD
	MARKS OBTAINED	MIN MARKS	INTR	EXTR	TOTAL	MIN	MARKS OBTAINED	MAX MARKS	
General English	80	33					80	100	
Accountancy	65	29	4	14	18	7	83	100	
Business Studies	72	36					72	100	
Entrepreneurship	75	29	4	14	18	7	93	100	
Travel Tourism & Hotel Managem	58	36					58	100	
Distinction							386 / 500		

KTR : 23 Jan 13

SECRETARY

ERRORS & OMISSION EXCEPTED
ANY QUERY OR CLARIFICATION MAY
BE SOUGHT FROM THE BOARD BUT
WITHIN SIX MONTHS OF THE DATE OF
DECLARATION OF THIS RESULT

FAILED - F
PREVIOUSLY PASSED - P
STATUTORY CONCESSION - S



The Jammu & Kashmir State Board of School Education

CERTIFICATE OF ELIGIBILITY

EXAM

SESSION

ROLL NO.

NAME	AFSAR ALI
FATHER	SHAN MOHAMMAD
MOTHER	AKLEEMA BEGUM
SUBJECTS	<GE> <AY> <BS> <EP> <TT>
RESULT	Distinction
PREV. RECORD	12AKTR 529249
REG. NO.	N09480590002

This certificate must accompany the admission form for the next examination.

FEES

DRAFT NO.

Self Attached

psc Attached

LECTURER IN English
GOVT. H.S.S., KUNDAL MUKAH

The Jammu & Kashmir State Board of School Education



Higher Secondary Part Two
Annual - 2012

Serial No. 12AKTR-238757

Roll No. 529249

Registration No. N09480590002



This is to certify that *Afsar Ali*

Son/daughter of *Shan Mohammad & Akleema Begum*

Passed the above examination of this Board, with *Distinction*

in the faculty of *Commerce* with the following subjects

- | | | |
|---------------------|-----------------------------------|---------------------|
| 1. General English | 2. Accountancy | 3. Business Studies |
| 4. Entrepreneurship | 5. Travel Tourism & Hotel Managem | |

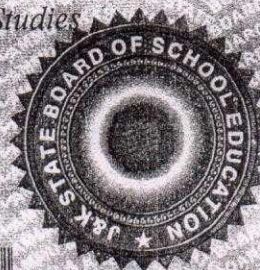
from : *Govi Hr Sec School, Kandi Karnah*

Srinagar : 31 Jul 13

JOINT SECRETARY

SECRETARY

CHAIRMAN



Self Attested
Afsar Ali



The Jammu & Kashmir State Board of School Education
Secondary School Examination (Class 10th)
GRADE CARD

Session : Annual (Regular) - 2010

Name **AFSAR ALI**
Mother's Name **AKLEEMA BEGUM**
Father's Name **SHAN MOHAMMAD**
School Code

Roll No. **514200**
Regn. No. **N09480590002**
D.O.B **15/03/96**

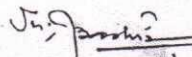
SUBJECTS			GRADE	GRADE POINT (GP)	
ENGLISH			B2	07	
MATHEMATICS			B1	08	
URDU/XXXX			B2	07	
SCIENCE	THEORY	PRACTICAL	B2	07	
	B2	B1			
SOCIAL SCIENCE			B1	08	
ADDITIONAL/OPTIONAL					
CUMULATIVE AVERAGE GRADE POINT (CAGP)			B2	7.40	
					Marks : 334/500

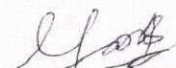
Note: i- A candidate has to pass both theory & Practical in Science Subject separately.
ii- Students having E1 or E2 grade in more than one subject are not eligible to seek admission in next higher class.

Result : Qualified

ERRORS & OMISSIONS EXCEPTED ANY
QUERY OR CLARIFICATION MAY BE
SOUGHT FROM THE BOSE BUT
WITHIN SIX MONTHS ONLY AFTER THE
DATE OF DECLARATION OF THIS RESULT

Kashmir : 12, January - 2011


SECRETARY

psc Attached

LECTURER IN *English*
GOVT H.S.S., *WADHWAH*

Self Attached
My card Ali.

10/11

The Jammu & Kashmir State Board of School Education



Secondary School Examination ANNUAL REGULAR - 2010

Serial No. KMAR10-4015625

Roll No. 514200

Registration No. N09480590002

This is to certify that **AFSAR ALI**

Son/daughter of **SHAN MOHAMMAD &
AKLEEMA BEGUM**

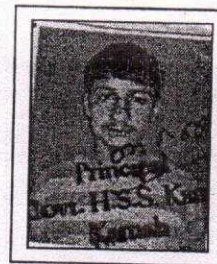
Date of birth 15/03/1996

(Fifteenth March, Nineteen Hundred Ninety Six)

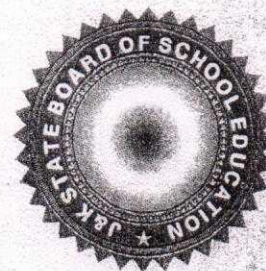
Passed the above examination of this Board, with **B2 Grade**

From : GOVT BOYS HR SEC SCHOOL KANDI KARNAH

Kashmir : May 16, 2011



*Self Attested
Year 10/11*



[Signature]

JOINT SECRETARY

[Signature]

SECRETARY

[Signature]

CHAIRMAN

1947

www.uidai.gov.in

help@uidai.gov.in

7294 4443 6151

Print Date: 25/01/2023

Address: S/O: Shan Mohammad Ansari,
#129, village-Ibrahimpur, Phulsanda
Gangdas, Bijnor, Uttar Pradesh, 246733

Unique Identification Authority of India

आर्य समाज प्रमाणित पहचान

भारत सरकार
Government of India

Afsar Ali
DOB : 15/03/1996
Male

Issue Date: 15/10/2013

7294 4443 6151

मेरा आधार, मेरी पहचान

Self Attested
Afsar Ali

आयकर विभाग
INCOME TAX DEPARTMENT

भारत सरकार
GOVT. OF INDIA

स्थायी लेखा संख्या
Permanent Account Number
DRUPA1412C

नाम / Name
AFSAR ALI

जन्म तिथि / Date of Birth
15/03/1996

हस्ताक्षर / Signature



Sd/- Attested
Afsar Ali.

CURRICULUM-VIATE



Name: Afsar Ali

Mobile No: +918899059527

Email id: afsarmbafm@gmail.com

Permanent Address:

Ibrahimpur, Dhampur

Bijnor (U.P) 246733.

Corresponding Address:

Kandi, Karnah Kupwara

Jammu and Kashmir 193225

- www.researchgate.net/profile/Afsar-Ali-4 (h Index 3)
- ORCID ID: <https://orcid.org/my-orcid?orcid=0009-0000-3694-1062>
- <https://www.webofscience.com/wos/author/record/LRT-7787-2024>

Objective

I am seeking a teaching (Assistant Professor) opportunity so that I can prepare students academically for the Corporate sector and sharpen my teaching skills as well. I believe I can make students understand the concepts in a basic and professional manner.

Key Skills

- Adequate Knowledge of Research, Financial – Management, Human Resource Management, Strategic Management and Marketing management
- Comfortable to teach analytics, financial management, and other MBA subjects
- Ability to deliver simple pedagogy so that students can understand.

Educational Qualification

Course	Name of institution	Board/university	Year of passing	CGPA/Percentage
PhD	Department of Management Studies	University of Kashmir	Thesis Submitted	N/A
UGC-NTA-NET	NTA Management	UGC	2019 Dec	<u>51%</u>
MBA-FM	Department of Management Studies	University of Kashmir	2018	<u>6.81</u>
M.Com	S.P College M.A Road Srinagar (J&K).	IGNOU Srinagar	2022 Dec	<u>56.3</u>
PGDIBO Post Graduate Diploma (IBO)	Shri Pratap College M.A Road Srinagar (J&K)	IGNOU Srinagar	2022 Dec	54%
B.Com	Govt. Degree College Kupwara (J&K)	University of Kashmir	2016	<u>61.5%</u>
12 th	Govt. Hr. Sec. School Kandi Karnah Kupwara (J&K)	JKBOSE Srinagar (J&K)	2012 Commerce	<u>77.2%</u>
10 th	Govt. Hr. Sec. School Kandi Karnah Kupwara (J&K)	JKBOSE Srinagar (J&K)	2010 English Medium	<u>66.8%</u>

Sd/- Afsar Ali.

EXPERIENCE

PNB (4 months as intern)

Computer Skills

- Knowledge in MS- Office, Excel Basics
- SPSS, AMOS, Smart PLS and Banking Software basics Fintech
- Internet and other related software.

Language:

English, Urdu, Arabic, Hindi, Punjabi and Kashmiri

HOBBIES & INTERESTS

- ✓ Reading Research Papers
- ✓ Exploring Innovations
- ✓ Travelling
- ✓ Keen to explore Languages

PERSONAL PROFILE

Date of Birth	15 th March 1996
Age	29 Years
Gender	Male
Father's Name	Shan Mohammad
Marital Status	Single
Religion	Islam
Category	OBC-Non Creamy Layer
Nationality	Indian

National and International Publications:

1. Published a research paper: **"Assessment of Employee Empowerment and Organizational Commitment on Product and Marketing Innovation: A Pathway to Customer Retention in the FMCG Sector"** in the *Indian Journal of Natural Sciences (IJONS)* Vol-15/ ISSUE 88 / Feb 2025. (Web of Science)
2. Published a research article: **"The Impact of Organisational Commitment and Employee Empowerment on Organisational Performance: Examining the Mediating Role of Marketing Innovation in the Banking Sector"** in the *Journal of Cuestiones de fisioterapia*, ISSN 1135-8599, Vol 54, Issue No 3 (2025). Page No. 525-544 (Scopus Indexed) Q4.
3. A research paper: **"Balanced Scorecard as a Strategic Tool for Performance Measurement in the FMCG Sector: A Conceptual Analysis"** published in Peer Reviewed Journal, *The Academic International Journal of Multidisciplinary Research*, Volume 2, Issue 11, November 2024, ISSN: 2583-973X.
4. Published a research article: **"Leveraging the Balanced Scorecard for Competitive Advantage in the Indian Hotel Industry: An Empirical Study"** in the *Journal of Cuestiones de fisioterapia*, ISSN 1135-8599, Vol 53, Issue No 3 (2024). Page No. 2108-2126 (Scopus Indexed) Q4.
5. Published a research paper: **"The Nexus of Social Media Advertising and Its Impact on Consumer Buying Behaviour for Skincare Products"** in the *Journal of European Economic Letters*, ISSN 2323-5233 Vol. 14 Issue 4 (2024).
6. A research paper: **"Employee Empowerment, Training, and Service Quality Delivery: The Moderating Role of Organisational Commitment among Nursing Staff of Jammu & Kashmir Public Hospitals"** published in *ABDC Journal* namely, *Economic Sciences*, issue Vol. 20 No. 2 (2024) doi.org/10.69889/tq7re418.
7. Published a research paper: **"Navigating Competitive Landscape: A Data- Driven Exploration of Process Innovation in Banking Sector"** in the *Indian Journal of Natural Sciences (IJONS)* Vol-15/ ISSUE 86 / OCT 2024. (Web of Science)
8. Published a research paper: **"Impact of Entrepreneurial Competence on Venture Performance: The Moderating Role of Entrepreneurial Education"** in the *Shodhkosh Journal of Visual Performing Arts* June 2024 5 (6), 835-843. (UGC CARE List I) doi 10.29121/shodhkosh.v5.i6.2024.1958.

9. Published a research paper: *"Impact of TQM practices on Innovation: A Conceptual framework"* in "International Journal of Research Publication and Reviews", Volume 4, Issue 8, August 2023.
10. Published a research paper: *"Decoding Gratitude at Work: A study of KrtajJatta in Indian Organizational Settings"* in the **Shodhkosh** Journal of Visual Performing Arts January 2024 (5)1, 2582-7472. doi.org/10.29121/shodhkosh.v5.i1.2024.4933
11. Published a research paper: *"Importance of Mother Tongue the medium of Education & New Education Policy 2020"* in "International Journal of Research Publication and Reviews", Volume 4, Issue 12, December 2023.
12. Published a research paper: *"Analyzing the Effect of the Quality FMCG Products on Customer Loyalty and Repurchase Intention"* in Social Science Journal of ResMilitaris, vol.13 n^o, 2 ISSN: 2265-6294 Spring (2022). (Scopus Indexed) Q4.
13. Research paper published: *"A Framework for Strategic Performance Measurement in FMCG Industry: A Balanced Scorecard Approach"* in Journal of Namibian Studies, 29 S1 (2021): 16-31 ISSN: 2197-5523 (Scopus Indexed) Q2.

14.

Reviewed Research Article and Book Chapters

1. Archives of Current Research International' **"Certificate No: PRACRI126961AFS"**. Manuscript number Ms/ACRI/126961. 12 November 2024.
2. Journal of Economics, Management and Trade' **"Certificate No: PRJEMT129087AFS"** Manuscript number Ms/JEMT/129087. 31 December 2024.
3. Asian Journal of Advanced Research and Reports' **"Certificate No: PRAJARR131943AFS"** Manuscript number Ms/AJARR_131943. 01 March 2025.
4. Review a book chapter on "Strategic planning: Between shaping organization action and emerging from organizational action" **Certificate No: 'PRBPRR/4849AFS'**, Manuscript number Ms_BPR_4849. 06 March 2025.
5. Review a research article entitles 'Can You See Me'? A Perspective of Brand Clues on the Fashion Industry in Saudi Arabia" in the Journal of Economics, Management and Trade, Certificate No: **'PRJEMT133085AFS'** Manuscript number Ms_JEMT_133085. **March 19, 2025.**
6. Review a book chapter on "Self-Affluence Attributes of Product-Packaging and Business Educators Buying Decision of Household Products in Tertiary Institutions in South-South, Nigeria" Certificate No: - **'PRBPRR/5268AFS'** Manuscript number Ms/BPR/5268, on **April 08 2025.**
7. Review a research article entitles "Entrepreneurial Leadership, Training, Absorptive Capacity on Business Performance: The Mediating Role of Innovation Capability" **"Certificate No: PRAJEBA136032AFS"** Manuscript number Ms_AJEBA_136032 May 06, 2025.
8. Review a book chapter on "Study on factors affecting job Satisfaction in Mekelle University Academic Staff at Adi-Haqi Campus" Certificate No: **'PRBPRR/5739AFS'**, Manuscript number Ms_BPR_5739, **31 May 2025.**
9. Review a research article entitles "Role of Innovation and Technology in Advancing Circular Economy Practices of FMCG Companies: An Empirical Analysis" in "Asian Journal of Economics, Business and Accounting" **"Certificate No: PRAJEBA138116AFS"** Manuscript Number: Ms_AJEBA_138116, **12 June 2025.**

**Papers Presentation in National and International Seminars/Conferences,
Faculty Development Programs and Workshops**

1. Attended and Participated in one week *“UGC Sponsored Research Methodology Workshop for Commerce, Economics and Management Scholars”* from August 18th 2021 to August 24th 2021.
2. Attended Two days **National Conference** on *“Changing Dimensions of Scholarly Communication and Role of Libraries to Attain Inclusive Knowledge Society”* September 6-7, 2022
3. Presented Research Paper entitled on *“Impact of TQM practices on Innovation: A conceptual framework”* in one day **“National Seminar on Total Quality Management: Improving Cost, Quality and Lives”** jointly organized by Directorate of Internal Quality Assurance and Department of Management Studies held on November 07, 2022 at University of Kashmir.
4. Presented Research Paper entitled on *“Emergence of Tech Unicorns in India: An Empirical Study”* in the **International Conference on “Recent Advances in Business, Management & Data Analytics”** by Department of Management Studies, University of Kashmir, Hazratbal, Srinagar, J&K (India) from 15th to 16th March, 2023.
5. Attended and Participated in one day Author Workshop on **“Cambridge e-Resources, Read & Publish and Academic Publishing”** organised by *Allama Iqbal Library in collaboration with Cambridge University Press* on 1st August, 2023.
6. Attended and Participated in one week *“UGC Sponsored Research Methodology Workshop for Social Science Scholars”* from August 29th 2023 to September 04th 2023.
7. Presented Research Paper entitled on *“Strategic Performance Evaluation in FMCG Sector: An Empirical Study”* at **International Finance and Accounting Conference** 8th -9th September (IFAC-2023) hosted by Indian Institute of Management (IIM Jammu).
8. Attended and Participated in the Faculty Development Program (FDP) titled *“Art and Science of writing effective Literature: Getting published in a high impact journal”* on 30th September, 2023
9. Presented Research Paper entitled on *“Higher Education Strategic in Support of India’s Education Policy NEP-2020 Goals: A conceptual Review”* in the **National Conference** on National Education Policy, 2020 and Higher Education: Implementation, Accomplishments and Road Ahead, organized by National Education Policy (NEP) cell, University of Kashmir, Srinagar, J&K (India) from November 22-23, 2023.

10. Presented Research Paper entitled on *"Importance of Mother Tongue as the medium of education and NEP-2020"* in the **National Conference** on National Education Policy, 2020 and Higher Education: Implementation, Accomplishments and Road Ahead, organized by National Education Policy (NEP) cell, University of Kashmir, Srinagar, J&K (India) from November 22-23, 2023.
11. Presented Research Paper entitled on *"Digital India – Transforming Higher Education in India"* in the **National Conference** on National Education Policy, 2020 and Higher Education: Implementation, Accomplishments and Road Ahead, organized by National Education Policy (NEP) cell, University of Kashmir, Srinagar, J&K (India) from November 22-23, 2023.
12. Presented Research Paper entitled on *"Assessing the Impact of National Education Policy (NEP) 2020 on Higher Education: A case study on select colleges in Jammu and Kashmir"* in the **National Conference** on National Education Policy, 2020 and Higher Education: Implementation, Accomplishments and Road Ahead, organized by National Education Policy (NEP) cell, University of Kashmir, Srinagar, J&K (India) from November 22-23, 2023.
13. Presented Research Paper entitled on *"Impact of Political Instability On Economic Growth: A Study of Kashmir Region"* in the **International Conference** on India's Relationship with South Africa during the Post-Independence Era organized by Department of South African and Brazilian Studies, AMU, Aligarh (U.P) India (November 27-28, 2023).
14. Attended and Participated in 10 days **"Research Methodology Course on Research Methods for Ph.D./ PDF scholars in Social Sciences"** conducted by Centre for Social Studies, Surat between 11th and 20th December 2023. The course was sponsored by the Indian Council of Social Science Research, New Delhi.
15. Attended and Participated in 03 days hands on webinar on **"Structure Equation Modelling using SmartPLS 4"** held on 10th -12th January, 2023 organized by Numerical Analytics Instruments Pvt Ltd, New Delhi.
16. Attended and Participated in 03 days hands on practice on **"Structure Equation Modelling using AMOS and Smart PLS 4.1.0"** organized by the Department of Management Studies, University of Kashmir, Hazratbal, Srinagar, (J&K) India, from March 07-09, 2024.

17. Attended and Participated in 02 days workshop on **“MOOCs Development and Delivery”** organized by UGC- Malaviya Mission Teacher Training Centre, University of Kashmir, Srinagar from 21st-22nd February, 2024.
18. Presented Research Poster entitled on **“Examining the impact of FMCG Product Quality on Customer Loyalty and repurchase intention”** in the National Conference on **“Indian Knowledge system in Management”** organized by Department SJSOM, at Indian Institute of Bombay (IIT Bombay), Mumbai (Maharashtra) India (July 04-06th, 2024).
19. Attended and Participated in 04 days hands on webinar on **“Structure Equation Modelling using SmartPLS 4”** held on 22nd -25th July, 2024 organized by Numerical Analytics Instruments Pvt Ltd, New Delhi.
20. Attended 01 day webinar on **“Role of Regulatory Bodies in Shaping Higher Education of India: Issues and Challenges”** organised by Jus Corpus on August 04, 2024.
21. Attended 01 day National Seminar on **“Viksit Bharat @2047 and Union Budget 2024-25”** Jointly organised by Department of Economics and IQAC, Sacred Heart College (Autonomous), Chalakudy on 2nd August 2024 at Sacred Heart College (Autonomous), Chalakudy, Kerala, India.
22. Attended and Participated the ICSSR 10-day **“Research Methodology Course on Quantitative and Qualitative Research Methods, held for Research Scholars / Faculty in Social Sciences”** Jointly organised by Department of Geography and Department of Sociology, Kargil Campus, University of Ladakh from 29th August 2024 to 07th September 2024 and has obtained Grade A+.
23. Attended Two days ORCID GPF supported **workshop** on open access (October 03 – 04, 2024), by Department of Library and Information Sciences, University of Kashmir in collaboration with Central Library, Indian Institute of Technology Delhi.
24. Presented Research Paper entitled on **“The Role of Public Expenditure in Enhancing Industrial Growth in Uttar Pradesh: A Sectoral Analysis”** in the one day National Seminar (Online) on **“Role of State Finances in Socio-Economic Development of Uttar Pradesh, at Department of Applied Economics (University of Lucknow), Lucknow (Uttar Pradesh) India (23rd November, 2024).**
25. Participated & Presented Research Paper entitled on **“Measuring Strategic Success: An Empirical Study of Balanced Scorecard Effectiveness in India’s FMCG Sector”** in the International Conference on Arts Literature and Business organized by Internal Quality Assurance Cell (IQAC), in association with-Research and PG Department of Commerce, Government College Kattappana (Kerala) during 2024, November 28 to 30.

26. Presented Research Paper entitled on **"Social Media and Political Engagement: How Indian Youth are Shaping the Future of Democracy in Viksit Bharat"** in the one day **National Webinar** held on 19th December 2024 at Government College Bilaspur, District- Umaria, Madhya Pradesh India.
27. Participated & Presented Research Paper entitled on **"Roadmap to 2047: Strategic Approaches for Strengthening Healthcare Infrastructure and Accessibility in India"** in **National Conference** on "Healthcare Access and Socio- Economic Implications of PMJAY: Opportunities & Challenges" held on Dec 14th -15th, 2024 at Poornima University, Jaipur India. (ICSSR).
28. Attended and participated in Ten days **National** interactive workshop on the theme **"Quality Writing Skills for Social Science Research & Research Methodology"** (December 02 – 23, 2024), by the Faculty of Education, Mahaveer University, Meerut in collaboration with Council for Teachers Professional Development (CPTD) India.
29. Attended and participated in one day Webinar on **An Introductory Guide to Statistics for Research** conducted by *PG Department of Commerce MSTM Arts and Science College, University of Calicut*, Perinthalam, Malappuram, Kerala- 679325 India, held on 17th January, 2025.
30. Attended and presented a research paper entitled **"Entrepreneurship in the Digital Era: A Framework for Leveraging Technology and Platforms"** in ICSSR-Sponsored **National Conference** on Entrepreneurship Skills and Mind-set among the Youth Studying in Higher Education Institutions (HEIs) held on 11th January 2025.
31. Attended and Participated in the Faculty Development Program (FDP) titled **"Resilient Leadership for Social Enterprise Management"** at Entrepreneurship Development Institute of India (Ahmedabad) under ATAL Academy from 27/01/2025 to 01/02/2025.
32. Participated and Presented a research paper entitled **"Transforming India's Inclusivity Landscape: A Strategic Management Perspective on Financial Inclusion for 2047"** at the International Conference on Advancing Financial, Digital and Health Inclusion: Steps towards Viksit Bharat@2047" held on 11th Feb 2025, organised by Department of Management Studies, Faculty of Management Studies, Jamia Millia Islamia, New Delhi, Sponsored by ICSSR.
33. Attended and presented a research paper entitled **"Leveraging the Balanced Scorecard for Competitive Advantage in the Indian Hotel Industry: An Empirical Study"** in 2 days **National Seminar** on Sustainability & Resilience: Emerging Paradigms in Hospitality and Contemporary Management Practice organized by Institute of Hotel

- Management & Catering Technology, Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur- 273009 (Uttar Pradesh) on 17th -18th February, 2025.
34. Attended and participated in one day Webinar on **A Journey towards Successful Entrepreneurship** conducted by **PG Department of Commerce** Mar Gregorias College of Arts and Science, Punnapra, Alappuzha, Kerala, India, held on 1st March, 2025.
35. Attended and presented a research paper entitled **"Strategic Performance and Competitive Edge in the Aviation Industry: Insights from the Balanced Scorecard Approach"**, in the One-Day National Seminar on **"Sustainable Tourism and Rural Development: Bridging Gaps for a Better Tomorrow"**, sponsored by ICSSR, New Delhi under the Vision Viksit Bharat @ 2047, on 25th February 2025, organized by *Centre for Distance and Online Education (CDOE), University of Kashmir*.
36. Attended and participated in one day National Seminar on **"Infrastructure, Industry and Academia: Driving Tourism Transformation in Kashmir"** held on 25th February 2025, Organized by Department of Tourism, Hospitality & Leisure Studies, University of Kashmir.
37. Attended Seven 7 Days National Level Training Programme on SPSS & Data Analysis, 17th March to 23rd March, 2025, Organised by School of Studies in Commerce & Research Centre, Maharaja Chattarasal, Bundelkhand University, Chattarpur, (M.P).
38. Completed Five days Certificate Course on **"Ethics in the Teaching Profession"** as National Initiative on Capacity Building of Faculty under Malaviya Mission Teacher Training Programme (MMTTP) conducted by the **Department of Humanities and Social Sciences, IIT Madras from March 21, 2025 to March 25, 2025. (SAWAYAM Plus)**.
39. Attended and presented a research paper entitled **"UNPACKING THE STRATEGIC LEADERSHIP-PERFORMANCE NEXUS: A CONCEPTUAL REVIEW"** in two days National Conference on **"Artificial General Intelligence and Geopolitics: Innovation and Business Sustainability"** AICTE Sponsored Conference, organized by **IMS Ghaziabad on 25-26 April, 2025**.
40. Participated in online International Webinar on **"R-Evolutionizing Research: Mastering Bibliometric Analysis with R"** organised by Nucleus of Learning and Development, India on 1 May 2025.
- 41.

Book Published

1. "Strategic Leadership: Crafting the Path to Business Success" on 21st May 2025, Writers Nest WN Publication with ISBN No: 9789349625815.
- 2.

Date: 19/06/2025

Afsar Ali



ORCID ID