

# Prof. (Dr.) Syeedun Nisa

PH.D( Management )

## CURRENT EMPLOYMENT

Professor, Department of Management & Director, Hamdard Institute of International Studies, Jamia Hamdard

## WORK EXPERIENCE

### Total Experience: 20 Years

<b>2022 onwards</b>	<b>PROFESSOR</b>	Department of Management, Jamia Hamdard, New Delhi
<b>2019 – 2022</b>	<b>ASSOCIATE PROFESSOR</b>	Department of Management, Jamia Hamdard, New Delhi
<b>2005 – 2019</b>	<b>ASSISTANT PROFESSOR</b>	Department of Management, Jamia Hamdard, New Delhi
<b>2004 – 2005</b>	<b>Lecturer</b>	Rai University, Mathura Road, New Delhi
<b>2003 – 2004</b>	<b>Lecturer</b>	HIMT, Greater Noida

## EDUCATION

- **Masters in International Business Management**  
AMU, Aligarh, India (2003)
- **UGC-NET (2004)**
- **Ph.D. (Management) (2014)**  
Jamia Hamdard, New Delhi, India

## RESEARCH PUBLICATION SUMMARY

<b>Total Research papers</b>	<b>30</b>
<b>Scopus Indexed</b>	<b>08</b>
<b>SCI/SCIE/ESCI/SSCI Indexed</b>	<b>07</b>
<b>SLM</b>	<b>04</b>
<b>Book Review</b>	<b>02</b>
<b>Book Chapters</b>	<b>05</b>
<b>Books</b>	<b>05</b>

## RESEARCH AREAS

- International Business
- Sustainable Development
- Sustainable Business Models



## SUBJECTS TAUGHT

(Teaching at PhD, MBA & BBA level)

- International Business Environment
- Export Import Procedures & Documents
- Legal Aspects of Business
- Business Research Methods
- International Marketing
- Sales & Distribution Management
- Emerging trends in Sustainable Business Research

## OTHER ACHIEVEMENTS

- Invited Lectures (National) – 7
- Invited Lectures (International) – 2
- Corporate Training – 4
- Session Chair – 4

## ADMINISTRATIVE ASSIGNMENTS

- Provost (Girls)
- Convener, Industry Academia Partnership Cell
- Hony. Director, Centre for Training & Development
- University Coordinator, Universal Human Values, AICTE
- University committee member for NIRF, AISHE, NAAC
- Member of IQAC quality circle (since 2012)

## PHD SUPERVISION

- PhD Awarded – 03
- PhD Submitted – 01
- PhD Supervisor : 04

## RESEARCH PUBLICATIONS

1. Agarwal R & Nisa S. "The Financial Crisis in Infrastructure Leasing & Financial Services Ltd.: The Dilemma and Lessons Learned". **Sage Business Cases**. (in press)
2. Agarwal R, Nisa S. & Singh S K. "MG Hector Plus Entry in India: Challenges and Strategies". *Asian Journal of Management Cases*. **Sage Publications** (in press)
3. Ali M, Siraj S & Nisa S. Factors impacting the behavioral intention towards sustainable fashion consumption: An Empirical Study of Gen Z Consumers. *International Journal of Indian Culture and Business Management*. **Inderscience Publications** (in press)
4. Shyamal S & Nisa S (2023). "Evaluation of the Impact of Regional Trade Agreements on Indian Exports". *Journal of Asian Economic Integration*. **Sage Publications**.
5. Singh S K & Nisa S (2022). "Sustainable transport utilization: A study on factors influencing electric vehicle adoption intention", *Progress in Industrial Ecology*. **Inderscience publishers**.
6. Singh S K & Nisa S (2021). "The role of socio-demographic characteristics in shaping willingness to accept electric cars". *International Journal of Indian Culture and Business Management*. **Inderscience Publications**
7. Nisa Z & Nisa S (2021). A Study on Assessment of Satisfaction Level of Women towards Entrepreneurship Development Training Programme: Evidence from Districts of Uttar Pradesh. **Journal of Entrepreneurship and Management**. Vol. 10 (2) (2021)
8. Shyamal S & Nisa S (2021). "A Study of India's Trade Flows with the ASEAN: Gravity Model Analysis". **Orissa Journal of Commerce** Vol. 42, Issue 3, July-September
9. Singh S K & Nisa S (2021) "Determinants of electric vehicles usage intention: An empirical study in India". **JIMS8M: The Journal of Indian Management & Strategy**, Vol. 26 (1), Pp. 12-24
10. Saini R & Nisa S (2020) "Cultural pattern in economies: A Study of Countries with similar past experiences". *Studies in Indian Place Names*. The Place name society of India. Vo. 40, Issue 56, March 2020
11. Bhasin K & Nisa S (2019). "Macroeconomic Variables and Their Impact on Exchange Rate Fluctuations: ARDL Bound Testing Approach". **International Journal Of Scientific & Technology Research** Volume 8, Issue 12.
12. Saini R & Nisa S (2019). Cultural pattern in economies: A Study of similar ranking countries in Ease of doing business index. **Asian Journal of Multidimensional Research (AJMR)**. 8 (1) Pp. 232-241
13. Bhasin K & Nisa, S (2018). An Assessment of Relationship between Exchange Rate Volatility and Macro- Economic Variables: A VECM Approach. **Itihas – the journal of Indian Management**.
14. Nisa, S (2017). "Sustainable Business Model in Dairy Sector". **International Journal of Management Research**, Vol 5, Issue 5.
15. Nisa, S (2015). Inter-Firm Differences in the Sustainability Business Model: A Study on Select Firms from Agri-Food and IT Companies. *The IUP Journal of Business Strategy*, Volume 12, No. 4, pages 35-55. **ICFAI University Press**. Pp. 55-59.
16. Nisa, S & Ravichandran N (2015). Business Model Evolution and Trade Policy Implication (study of IT industry). *Educator*, **FIMT Journal.**, Volume 8, pages (53 – 63). ISSN: 2277-9736.
17. Nisa S, Junaid AB (2013), "EHBH Pvt. Ltd – a step towards creation of a unique business model", **Emerald Emerging Markets Case Studies**. Volume 3 (6), pages (1-14).
18. Nisa, S; Ravichandran, N. (2013). Trade Policies and Their Impact on Business Models: A Comparative Study. *IUP Journal of Business Strategy*, Vol. 10, No. 1, **ICFAI University Press**. Pp. 55-59.
19. Nisa, S; Ravichandran, N. (2013). Business Model: Concept and Evolution. **Amity Global Business Review**. Volume 8, pages 92-98. ISSN: 0975-511X.
20. Nisa, S, Siraj R & Siraj S (2012), "Switching from local to global – A paradigm shift in strategies adopted by Indian MNC's". **International Journal of Management Science Review**. ISSN: 2249-618. Infotrack LS. Vol (1) 1, Pp. 39-46.
21. Nisa S (2010). "Climate Change & Disasters: Issues & Measures for Developing Countries (A Case of India)". *Progress in Industrial Ecology*. **Inderscience publishers**. Vol 7, No.1.
22. Nisa S & Farooqui R (2009)"Female expatriate managers: barriers experienced and suggested strategies". **Prabandhan – Indian Journal of Management**. Pp. 32-39.

23. Agarwal R & Nisa S (2009) "Knowledge Process Outsourcing – India's Emergence as Global Leader". "Asian Social Science" Vol 5 No. 1. **Canadian Centre of Science & Education, Canada**. Pp. 82-92.
24. Nisa S (2009) "Cross cultural diversity and need for expatriate training". HRM Review. **ICFAI University Press**. Pp. 55-59.
25. Warsi K & Nisa S (2009) "Food Retailing: Fast Food Industry". Retail Biz – Times B2B Magazine. **Economic Times**.
26. Warsi K & Nisa S (2008) "The divergent corporate governance standards and the need for universally acceptable governance practices. "Asian Social Science" Vol 4 No. 9. **Canadian Centre of Science & Education, Canada**. Pp. 128-136. (2008)
27. Nisa S (2008) "Export Potential of Indian Leather Industry and Strategies for Growth" in **Integral Review** – A Journal of Management (Vol 1 No. 1). Pp. 140-155.
28. Nisa S (2008) "The evolving Food Chains and Consumer buying behaviour" in **Indian Journal of Marketing**. (Volume XXXVIII, No. 8. Pp. 22-27.
29. Nisa S (2008) "The changing trend in Indian food retail industry and its impact on consumers and retailers". In **Pranjana – Journal of Management Awareness**. (Vol 11, No. 1/ Jan-Jun 2008). Inmantec Publishing. ISSN: 0971-9997. Pp. 51-64.
30. Nisa, S. (2005): "Ownership Saga at Reliance Industry's Ltd. and Corporate Governance Practices at the Company" in "ICFAI Journal of Corporate Governance" Vol IV No. 4. **ICFAI University Press**. ISSN: 0972-6853. Pp. 21-28.

## BOOKS PUBLISHED

1. Marketing Management (2022). LAP Lambert Academic Publishing. ISBN: 978-620-4-75181-8
2. Conflict Management and Negotiation Skills (2018). LAP Lambert Academic Publishing. ISBN: 978-6139899982
3. Entrepreneurship & Export Management (2017). LAP Lambert Academic Publishing. ISBN: 978-620-2-02165-4
4. Female Expatriate Managers: Issues and Challenges (2012). LAP Lambert Academic Publishing. ISBN: 978-3-8484-9388-3
5. Leadership (2007). Excel Books Pvt. Ltd. (Textbook for BBA under Distance Mode of Jamia Hamdard)

- Chaired the Technical session 2: Accounting & Taxation at Second International Finance Conference (11/10/2017), Jamia Millia Islamia
- Chaired the Technical session 3: Transnational & Multinational Business at Second International Business & Finance Conference (21/2/2018). Jamia Millia Islamia
- Chaired a Seminar Presentation session to the participants of Fourth One Month Faculty Induction Programme on 10/3/2021 organized by the UGC-Human Resource Development Centre, Jamia Millia Islamia
- Chaired the session “Work, Skills & Employability: the drivers of an inclusive and sustainable future” on 17/2/2023 at 10<sup>th</sup> PRIME International Conference, IILM, Greater Noida.

### **KEY PUBLICATIONS (CONFERENCE PROCEEDINGS / BOOK CHAPTERS)**

- “Consumers Store Choice behaviour in Food Retailing” in Proceedings of National Seminar on Marketing innovations for reaching consumers 5th – 6th December’08 at ITS, Ghaziabad. Wisdom Publications. **Received best research paper award.** ISBN: 978-81-89547-49-3. Pp. 45 - -51.
- “Globalization and emergence of Indian Multinationals” in Proceedings of National Seminar on Finance "Thriving in Today's Economy: Indian financial Sector" 22nd – 23rd January, 2010 at ITS, Ghaziabad. Wisdom Publications.
- “Rupee – Dollar Exchange Rate fluctuation: Impact on Indian Economy” Proceedings of Second International Finance Conference 2017 October 11th , 2017 Centre for Management Studies, Jamia Millia Islamia, New Delhi-110025, India. Pp. 320 – 330. ISBN: 978-81-922331-4-7
- “Corporate Frauds and Its Impact: An Analysis of Select Cases” Proceedings of Second International Finance Conference 2017 October 11th , 2017 Centre for Management Studies, Jamia Millia Islamia, New Delhi-110025, India. Pp. 320 – 330. ISBN: 978-81-922331-4-7
- “A Review of International Trade Theories-Its Linkages to Trade, Growth and Development” Contemporary Issues in Business Management and Economics. ISBN: 978-81-951936-9-1
- “Entrepreneurship & New venture creation” in Book entitled “Entrepreneurship” Towards creation of Entrepreneurial driven Economy”, Swaranjali Publications. ISBN 978-93-88838-32-0

- “Managing Sales Promotion” for IGNOU (2022)
- “Digital Marketing IMC: Budget Consideration” for IGNOU (2022)
- “Direct Marketing” for IGNOU (2022)
- “Data collection: Enhancing response rate while minimizing errors” for IMT, Ghaziabad (2021)

### **EDITORIAL REVIEW BOARD ASSIGNMENTS**

- Asian Journal of Management Cases (Scopus & ABDC listed)
- Journal of Business Perspective & Research, Sage Publications (Scopus Indexed)

### **BOOK REVIEW**

- Sales & Distribution Management by Hawaldar, McGrawhill Education (2017)
- Business Marketing: Concept & Cases by Sarin, McGraw Hill Education (2017)

### **PERSONAL INFORMATION**

Date of Birth : August 7th, 1978  
 Husband’s Name : Mr. Khurshid Anwar Warsi  
 Marital Status/Gender: Married/Female  
 Nationality : Indian  
 Address : 69 T, Sector 7, Jasola, ND  
 Mobile No. : +91-995852202

### **SELF LEARNING MATERIAL**

