***Dr.TASLEEM ARA WANI***

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**Marital Status:** Married

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| **EDUCATIONAL****QUALIFICATION** | **NAME OF THE****INSTITUTE** | **YEAR** | **MARKS** | **PERCENTAGE** |
| MATRICULATION  | MALLINSON GIRLS SCHOOL  | 2000  | 363/500  | 72.60%  |
| HIGHER SECONDARY  | MALLINSON GIRLS HIGHER SECONDARY SCHOOL  | 2002  | 411/600  | 68.50%  |
| GRADUATION(B.Sc)  | GOVT.WOMENS COLLEGE,M.A.ROAD,SRINAGAR  | 2006  | 1119/1800  | 62.16%  |
| MBA{Marketing (Major), HR(Minor)} | THE BUSINESS SCHOOL, UNIVERSITY OF KASHMIR  | 2009 | 2098/2800 | 74.93% |
| NET  | UGC | 2012 |  |  |
| PH.D | KASHMIR UNIVERSITY | 2019 | AWARDED |  |

**Experience:**

* 2 yr working experience as Lecturer (BBA) in Success College of Professional Courses, Nayak Pora, Padshahi Bagh.
* 2 yr working experience as Contractual Lecturer (MBA) in University of Kashmir, South Campus, Anantnag.
* 7 yr and 7 months working experience as Contractual Lecturer (IMBA, MBA&MTTM) in University of Kashmir, Main Campus, Srinagar.
* Working as Contractual Lecturer (IMBA, MBA, MBA-FM) in University of Kashmir from 15.02.2023 to 31.12.2023.

**Responsibilities:**

* Examination Duties.
* Preparation of Time Tables and Date Sheets.
* Coding of answer scripts.
* Contribution towards Business Review Journal.
* Declaration of results.

**Other Experiences:**

* Rapporteur in one of the technical sessions of 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, University of Kashmir on 07 November, 2022.
* Member of the Registration and Certification committee in 2 day International Conference on “Recent Advances in Business, Management & Data Analytics” organized by Department of Management Studies, University of Kashmir on 15th and 16th March, 2023.
* Rapporteur in one of the technical sessions of 2 day International Conference on “Recent Advances in Business, Management & Data Analytics” organized by Department of Management Studies, University of Kashmir on 15th and 16th March, 2023.

**Workshop:**

* Attended one day workshop on “Role of education in creating Project mindset” conducted by The Business School, University of Kashmir, Srinagar, on 18th June, 2011.
* Attended two day workshop on “Cultural challenges of International Marketing and Leadership” conducted by The Business School, University of Kashmir, Srinagar, on 23-24th August 2011.
* Participated in one –day workshop on “Strategic Innovations”: Value Configurations, Technology and Emerging Paradigms on 29th April, 2015.
* Participated in 2 day National workshop on “Scholarly Writing, Reference Management and Deterring Plagiarism” organized by Allama Iqbal Library, University of Kashmir on 22-23 March, 2017.
* Participated in two days workshop on “Open Access Platforms In Research” on March 14-15, 2017,organized by Department Of Library And Information Science, University Of Kashmir, Srinagar (J&K).

**Paper Presentations/Conferences:**

* Participated in National Seminar on “Issues related to Library and Information Science Profession in North-Western Region of India” and presented paper entitled “Marketing of Library and Information Resources in University Libraries: a Case Study of Allama Iqbal Library of University of Kashmir” on 24-25 March, 2015, organized by Department of Library and Information Sciences, University of Kashmir in collaboration with Allama Iqbal Library (Central Library), University of Kashmir sponsored by Indian Council of Social Science Research (ICSSR).
* Participated in 2-day National Conference on “Entrepreneurship Development” co-sponsored by IPF-Bombay Stock Exchange, Mumbai, SEBI & JAKEDA and organized by Govt Degree College Bemina, Srinagar Kashmir (J&K) and presented paper entitled “Issues and Challenges faced by Women Entrepreneurs : An Indian Perspective” on 14-15th September, 2015.
* Participated/presented paper at Two Day “International Conference on Sustainable Development and Technological Innovation” organized by School of Business Studies, Islamic University of Science and Technology, Awantipora, Jammu & Kashmir, India on “Issues and Challenges of Green Marketing as Obstacle towards Sustainable Development” on 23rd- 24th of December 2015.
* Participated in National Seminar on “Emerging Frontiers of Digital Libraries” on March 09-10, 2016 and presented /contributed paper titled “Issues and Opportunities of Academic Library Management in India”, organized by Department of Library and Information Science, University of Kashmir and sponsored by University Grants Commission, New Delhi.
* Participated and presented paper at 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, University of Kashmir on “Assessing Drivers of IQAC functionary Involvement and Effectiveness: An Empirical Study” on 07 November, 2022.
* Participated and presented paper at two day “International Conference on Recent Advances in Business, Management and Data Analytics (ICDBMA)” organized by Department of Management Studies, University of Kashmir on “Social Media Marketing, Perceived Social Presence and Digital Responsiveness on the Purchase Intention of Online Shoppers in India: An Indian Experience ” on 15-16th March, 2023.
* Participated and presented two papers at two day “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 on “Internationalization of Higher Education: An inevitable Trend” and “Empowering the future – the Transformative potential of NEP 2020 in Fostering Sustainable Living”.

**Papers Published:**

* Paper published as Sole Author in Asian Academic Research Journal of Social Science and Humanities on the title “Impact of corporate image on customer loyalty in institutions of higher education” in Volume 3, Issue 11, in November, 2016 with ISSN: 2278-859X.
* Paper published as Co-author in International Journal of Management on “Marketing of Library and Information Resources in University Libraries: A Case study of Allama Iqbal Library of University of Kashmir” in Volume 7, Issue 7, November-December 2016 with Journal impact factor 8.1920 with ISSN: 0976-6502.
* Paper published as First author in the Business Review Journal of Department of Management Studies, University of Kashmir, Srinagar, on “Issues and Challenges faced by Women Entrepreneurs: An Indian Perspective” in Volume 20, Issue 1& 2, December 2016 with ISSN: 0972-8384.
* Paper published as Co-author in International Research Journal of Management and Commerce on “Issues and Challenges of Green Marketing as Obstacle towards Sustainable Development” in Volume 4, Issue 7, July 2017 with Journal impact factor 5.564 with ISSN: 2348-9766. (48541)
* Paper published as Main author in the Business Review Journal of Department of Management Studies, University of Kashmir, Srinagar, on “The Relationship between Corporate Image and Service Quality in Institutions of Higher Education”, in Volume 21, Issue 1, June 2017 with ISSN: 0972-8384 with Ugc journal 62731.
* Paper published as Co-author inIndian Journal of Commerce & Management Studies on “Role Of Fdi & Entrepreneurship In Fostering Economic Growth -A Review Of Literature” in Volume VIII, Issue 3, September 2017 with ISSN: 2249-0310 with Ugc journal no. 20739.
* Paper published as Main author in the Business Review Journal of Department of Management Studies, University of Kashmir, Srinagar, on “Educational Service Quality and Student Loyalty: a causal study”, in Volume 24, Issue 1 & 2, Jan-Dec 2020 with ISSN: 0972-8384 with Ugc journal 62731.
* Paper published as Main author in the UGC Care List Journal Humanities and Social Science Studies, on “Institutional Image as an Antecedent to Educational Service Quality Perception: A Service Marketing Perspective”, in Volume 12, Issue 2, July-Dec 2023 with ISSN: 2319-829X.

**Honors & Activities:**

* Secured ***Ist Position*** in All India Sir Syed Memorial Debate conducted by Aligarh Muslim University in 2009.
* Secured ***3rd Position*** in National Youth Festival conducted by Association of Indian Universities and Ministry of Youth Affairs and Sports.
* Secured ***Ist Position*** in Inter-College Symposium conducted by Directorate of Ecology, Environment & Remote Sensing, Government of Jammu & Kashmir in 2006.
* Secured ***Ist Position*** in Debating Competition conducted by Shama Foundation (A Woman Concern) on the topic: Suicidal Tendencies among Young Women - Who is Responsible? In 2007.
* Secured ***Ist Position*** in Declamation competition on Global Poverty with the theme “ Poverty Alleviation : Challenges Ahead” organized by Office of Programme Coordinator,NSS University of Kashmir in Collaboration with Department of Student's Welfare and Public Relations Centre to commensurate with United Nations Organization Anti Poverty “Stand Up & Speak out Campaign in 2007.
* Secured ***3rd Position*** in Elocution competition of First Inter-College/Departmental Youth Festival (Talent Hunt) organized by Department of Student's Welfare of University of Kashmir in 2007.
* Secured ***Ist Position*** in Declamation competition conducted on “Disaster Preparedness and Management: Challenges in Civil Society” organized by National Service Scheme University of Kashmir in collaboration with Rajiv Gandhi National Institute of Youth Development, Chennai in 2008.
* Participated in IIPA Cup Inter-College/Departmental Debate on the topic “It is the will of people that can curb the menace of corruption in society” in 2008.
* Secured ***Ist Position*** in Elocution Competition on Poverty Eradication : Challenges Ahead” organized by Dean Student's Welfare, PRC, NSS Wing of University of Kashmir in collaboration with UNO New Delhi Hqr's in 2008.
* Secured ***2nd Position*** in Debate Competition of Second Inter-College/Departmental Youth Festival (Talent Hunt “Sonzal”) organized by Department of Student's Welfare of University of Kashmir in 2008.
* Participated in the event “Need of Personality Development in the Globalised World” organized by dbs Delhi Business School in 2008.

Signature