

Curriculum Vitae

Dr. Sadaf Firdous

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Teaching Experience (6 years, 8 months)

- June 2021- Jan 2022: Lecturer in the Department of Management Studies, **University of Kashmir**, Srinagar.
- 1st March 2022 – 31st January 2023: Lecturer in the Department of Management Studies, **University of Kashmir**, Srinagar.
- 1^{8th} Feb 2023 - 31st December 2023: Lecturer in the Department of Management Studies, **University of Kashmir**, Srinagar.
- November 13, 2020 – March 12, 2021: Lecturer in the Department of Humanities, Social Sciences and Management in the **National Institute of Technology**, Srinagar, Kashmir.
- April 10, 2020 – November 12, 2020: Lecturer in the Department of Bachelor of Business administration, **Government Degree College, Magam , Department of Higher Education**, Jammu and Kashmir.
- March 1st 2019-July 31st 2019: Assistant Professor, Marketing, MBA program, **IILM**, March, Lodhi road, New Delhi.
- March 18th 2014 to July 31st 2014: Lecturer of Management in The Department of Humanities, **National Institute of Technology**, Srinagar.
- April 23rd 2013 to December 31st 2013: Lecturer in The Business School, **University of Kashmir, Srinagar**
- June 1st 2010 to March 31st 2013: Lecturer of Management, The Department of Management Studies, KSERT College, **University of Kashmir**.

Distance mode Teaching

- September 2018 - February 2019 - Worked in the **Maitryi College**, Non Collegiate Women's Education Board, **University of Delhi**.

Qualification:

- **2001:** Matriculation qualified (73%) from Presentation Convent High School, The Jammu and Kashmir Board of School Education.
- **2003:** Higher secondary qualified (74.9%) from Mallinson Girls High School, The Jammu and Kashmir Board of School Education.
- **2007:** Bachelors in Arts (64%) Women's College M.A Road, The University of Kashmir.
- **2009:** Masters in Business Administration (MBA), (75%) The Business School, The University of Kashmir.

- **2012:** UGC NET and JRF
- **2014 (October) – 2019 (January):** PhD (Management), Centre for Management Studies, Jamia Millia Islamia, New Delhi, India. Topic of research, “Impact of E-banking service quality on customer satisfaction: A comparative study of Private and Public sector banks”.

Research Papers Published

- *Service Quality To E-Service Quality: A Paradigm Shift*, Sadaf Firdous and Rahela Farooqi, Proceedings of the International Conference on Industrial Engineering and Operations Management Bangkok, Thailand, March 5-7, 2019
- *Influence of Demographic Factors On e-Banking Usage Behaviour in India*, Sadaf Firdous and Rahela Farooqi, Trends in Information Management, Vol. 11, No.2, July 2017, ISSN: 0973- 4163, pp 127-136
- *Social media influencing customer loyalty*, Sameer Jan Bhat and Sadaf Firdous, Asian Journal of Management, Vol. 8, No.3, July 2017, ISSN-0976-495X(Print), 2321-5763(online).
- *Impact of internet banking service quality on customer satisfaction*, Sadaf Firdous and Rahela Farooqi, Journal of Internet Banking and Commerce, Vol. 22, No 1, April 2017, ISSN 1204- 5357.
- *Studying the Socio-Demographic Characteristics of Internet Banking Users in New Delhi: An Exploratory Study*, Rahela Farooqi and Sadaf Firdous, Asian Journal of Management and Research, Vol. 06, No. 1, Pg. No. 63-69, ISSN 2230-8679, Pp. 49-57.
- *Transition of Service Quality into E-Service quality in the Banking sector*, Rahela Farooqi and Sadaf Firdous, Asian Journal of Management and Research, Vol. 05, No. 2, Pg. No. 63-69, ISSN 2230-8679.

Chapters in Edited Books

- *Mobile Banking In India: Trends and Issues*, Sadaf Firdous, edited book, Marketing In Emerging Economies, 2016.

Conferences Attended:

- Presented paper titled “Affiliate Marketing: A literature review” at the International conference organized by the Department of Management Studies, University of Kashmir, on March 16th 2023.
- Presented paper titled “Mobile Banking trends in India” at the International conference organized by the Centre for Management Studies, Jamia Millia Islamia, New Delhi on 18th Feb. 2016.
- Presented paper titled “Determining the Relationship of Internet Banking Service quality and customer satisfaction: A study of Delhi-NCR” at the XIX annual International Conference of Society Of Operations Management held at the Indian Institute Of Management-Calcutta (IIMC), from December 11-13,2015.

- Presented paper titled “Transition of Service Quality into E-Service quality in the Banking sector”, at the International Finance Conclave, on February 28th, 2015, organized by Centre for Management Studies, Jamia Millia Islamia, and New Delhi.

Workshops/Programs:

- One-week short term course on *Basics of Management Research*, organised by Department of Humanities, Social sciences and Management, National Institute of Technology, Srinagar from 27th-31st August,2020.
- Attended a Three-Day FDP On Advance Research Techniques in Management using SPSS and AMOS, from 2nd - 4th March 2017, organized by the Centre for Management Studies, Jamia Millia Islamia, New Delhi.
- Attended an ICSSR sponsored workshop on Research Methodology from 14th -23rd November 2015, organized by Department of Geography, Aligarh Muslim University, Aligarh.
- Attended workshop on “Copyright Law and plagiarism: Issues and perspectives” held on 28th April 2015, organized by the Faculty of Law, Jamia Millia Islamia, New Delhi.
- Attended workshop on “Advances in Research Methods & Data Analytical Tools” from 18-20 December,2014, conducted by All India Management Association(AIMA), New Delhi.
- Participated in the UGC sponsored 3-week “Interaction Programme for PhD Scholars”, from 12th November - 2nd December 2014, organized by UGC Academic Staff College, Jamia Millia Islamia.
- Attended workshop on “Strategic Business Negotiation”, in the Department of Management studies, 10th September- 10th November 2007, conducted by Department of Management Studies (University of Kashmir) in collaboration with CM Partners(USA).

Training

- 2009 (March-May): Prepared a Project Report at Indian Oil Corporation Limited- “Ratio Analysis in IOCL” as a part of the practical training/Internship during MBA.

Personal Details

- Date of Birth: 21st May, 1985.
- Address: C/O Blooming Dale, Buchwara, Dalgate, Srinagar.
- Interest: Reading, travelling, Writing.