

DR. MOHAMMED MAQSOOD ALI

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ACADEMIC EXPERIENCES

Assistant Professor, Department of Marketing **2009-Present**
Jazan Community College, Jazan University, Kingdom of Saudi Arabia

- Prepare study materials
- Conduct examinations, evaluate papers and declare the results
- Guide marketing students for their projects
- Teach marketing subjects like principles of marketing, marketing research, promotion, consumer behaviour and others marketing related subjects
- Organize field visits

Associate Professor **2007-2009**
Al-Qurmoshi Institute of Business Management, Osmania University, Hyderabad

- Taught Principles of Marketing, Marketing Research, Sales Management, Advertisement Management, Consumer Behaviour and Services Marketing courses
- Guided MBA students for their project
- External Examiner for conduct of Viva Voce for the university's students
- Worked as an Observer for Entrance Test Conducted by the State Government and University
- Visited as a Guest Faculty to various colleges

Assistant Professor/ Lecturer **1997-2007**
Al-Qurmoshi Institute of Business Management, Osmania University, Hyderabad

- Taught Principles of Marketing, Marketing Research, Sales Management, Advertisement Management, Consumer Behaviour and Services Marketing courses
- Valuated Answer Scripts of MBA exams conducted by the Osmania University
- Prepared Question Papers
- Worked as an External Examiner for Osmania University
- Project guidance to management students

ADMINISTRATIVE EXPERIENCES

Program Coordinator/ Head, Department of Marketing **2009-Present**
Coordinator for Research Unit, Jazan Community College, Jazan University

- Implement designated curriculum
- Conduct meetings for the proper function of marketing department
- Staff development and evaluation
- Member of e-learning Committee

- Member of Strategic Management Committee
- Member of Accreditation Committee
- Reviewing courses for relevance

***Director, Al-Qurmoshi Institute of Business Management
Osmania University, Hyderabad, India***

1998-2009

- ✓ Planning, controlling, directing all activities of the college
- ✓ Staff recruitment, development and evaluation
- ✓ Supervise effective discipline and attendance systems with high standards
- ✓ Seek approvals from AICTE (All India Council for Technical Education), New Delhi, India and affiliation from Osmania University, Hyderabad, India
- ✓ Organizing faculty development programs
- ✓ Placements of students in industries
- ✓ Counseling students

UNIVERSITY RESEARCH PROJECT

“The Effect of Mall Positioning on Shopper’s Satisfaction and their Patronage Behaviour,” (With Dr. Mohammed Ali Al-Mudabesh) Journal of Administrative and Economic Sciences, **April 2016**, Volume 9, No. 2, pp. 21-47, <http://publications.qu.edu.sa/ojs/index.php/economic/article/view/1526/1424>.

RESEARCH PAPERS PUBLICATIONS

“Responsive Web Design Practices in the Saudi Arabian Companies,” (with Mohammed Haseebuddin), Global Journal for Research Analysis (GJRA), **April 2017**, Volume 6, Issue 4, pp. 705-706, https://www.worldwidejournals.com/global-journal-for-research-analysis-GJRA/file.php?val=April_2017_1492686484__174.pdf

“The Benefits of Social Media Marketing: An Analysis of Literature Review,” Wulfenia Journal, (ISI-Indexed Journal), Austria, ISSN 1561- 882X, **Jan 2015, Volume 22, No.1**, pp. 470-499. <http://www.multidisciplinarywulfenia.org/auto/index.php/pdf/stream/CE9o7xm/1419950348>

“Cloud Computing for Retailing Industry: An Overview,” (with Mohammed Haseebuddin), International Journal of Computer Trends and Technology, ISSN 2231-2803, **Jan 2015, Volume 19, No.1**, pp. 51-56. <http://www.ijcttjournal.org/Volume19/number-1/IJCTT-V19P110.pdf>.

“Customer Services in Saudi Arabia Airlines: A Case Study of Jazan Province,” (with Ali.Medabish, Mohammed), Interdisciplinary Journal of Contemporary Research in Business, **January 2014, Volume 5, No.9**, pp. 335-357.

“Evaluating Perceptions of Mobile Phone Subscribers: A Case Study of Mobily,” (with Anwar Mohtlem Shajeri), IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. **Volume 16, Issue 3. Ver. III (Feb. 2014)**, pp 75-82. <http://iosrjournals.org/iosr-jbm/papers/Vol16-issue3/Version-3/J016337582.pdf>.

“Promotion in Tourism Industry: A Focus on Online Advertising Channels,”(with Ali Medabesh, Mohammed), International Journal of Computer Science and Management Studies, December 2013, Vol.13, Issue 10. http://ijcsms.com/journal/Volume%2013,%20Issue%2010,%20December%202013_IJCSMSDec2013_46_54_Saudi%20Arabia.pdf, ISSN (Online) 2231-5268

“Price Promotions in Supermarkets: An Examinations,” International Journals of Marketing and Technology, **Volume 3, Issue 7, July 2013.** http://www.ijmra.us/project%20doc/IJMT_JUNE2013/IJMRA-MT3635.pdf, ISSN 2249-1058

“Internet Usage among Students and Teachers: An Exploratory Study,” International Journal of Advanced Research Computer Science and Software Engineering, **Volume 3, Issue 6, June 2013** http://www.ijarcsse.com/docs/papers/Volume_3/6_June2013/V3I5-0435.pdf, ISSN 2277 128X

“Role of Data Mining in Education Sector,” International Journal of Computer Sciences and Mobile Computing, **Volume 2, Issue 4, April 2013,** <http://www.ijcsmc.com/docs/papers/April2013/V2I4201386.pdf>, ISSN 2320-088X.

“Customer Relationship Management in B-Schools: An Overview,” International Journal of Computer Science and Management Research, **Volume 2, Issue 4, April 2013,** <http://www.ijcsmr.org/vol2issue4/paper326.pdf>, ISSN 2278-733X.

“Analysis of Career Opportunities in Marketing in The Kingdom of Saudi Arabia,” International Journal of Computer Science and Management Research, **Volume 2, Issue 3, March 2013,** <http://www.ijcsmr.org/vol2issue3/paper288.pdf>, ISSN 2278-733X.

“Information Technology Services Marketing Challenges in the Next Millennium,” The Indian Journal of Commerce, **Volume 51, No.4, Oct-Dec, 1998.**

BOOK PUBLICATION

- **MARKETING: THE BASICS,** MAKTABAAT ALHINDASA, Jazan, Kingdom of Saudi Arabia, 2012, ISBN: 978-603-01-1395-8, King Fahd National Library Cataloging-in-Publication Data.

FACULTY DEVELOPMENT PROGRAMME

- Attended FDP on Research Methodology for Management Teachers, Sponsored by **AICTE** (All India Council for Technical Education, Govt. of India) and Conducted by T.A. PAI Management Institute, Manipal, Karnataka held from 5-9 January, 2004.

- Attended UGC Sponsored Refresher Course in Management, Conducted by **UGC-Academic Staff College**, Osmania University organized from 5-26 December, 2005 and obtained Grade A.
- Participated in Management Development Programme on Supply Chain Management, conducted by St. Ann's College for Women, Osmania University held on July 31, 2004.
- Attended FDP on Emerging Trends on Insurance, Conducted by RG KEDIA College, Osmania University held from 6-7 January, 2006.

SEMINARS, CONFERENCES AND WORKSHOPS

- Paper presented in All India Commerce Conference on “**Information Technology Services Marketing Challenges in the Next Millennium,**” held from 14-16 October, 1998 at L.N. Mithila University, Darbhanga, Bihar. This **paper published in The Indian Journal of Commerce**, Vol. 51. No.4, Oct-Dec, 1998.
- Paper presented in the Two-Day National Seminar on “**Entrepreneurship Development Among Minorities Opportunities and Challenges,**” Sponsored by UGC and Conducted by Department of Commerce and Business Management, Osmania University held from 20-21 December, 2005.
- Participated in the Three-Day “**Training Cum Workshop on Quantitative Methods,**” held from 27-29 April, 2001, Conducted by Department of Business Management, Osmania University Hyderabad
- Participated in the Three-Days National Seminar on “**Marketing in the New Era,**” Sponsored by AICTE and Conducted by Osmania University held from 4-6 February, 2005
- Participated in the Two-Days National Conference on “**Paradigm Shifts in Financial Markets and Marketing Concepts,**” conducted by A.V. College, Osmania University held from 17-18 November, 2005
- Paper presented in the National Seminar on “**Protection of Consumer Rights: Need For Rationalization of Pricing Policy,** Sponsored by UGC and Conducted by Department of Business Management, Osmania University held on 15 December, 2007.
- Participated in the One Day Workshop on “**Operation Research,**” conducted by Department of Business Management, PRAGATI MAHAVIDYALAYA PG COLLEGE, Osmania University held on 11 February, 2009
- Participated in the Four Day Workshop on “**E-Learning,**” conducted by Jazan University held from 9-13 April, 2010

- Attended a workshop on “**Microteaching**” Conducted at Jazan Community College, Jazan University held on 3 March, 2011
- Presented and Attended a workshop on “**Blended Learning**” Conducted at Jazan Community College, Jazan University held on 29 March, 2011
- Participated in workshop on “**Student Learning Outcome Instructional Activities and Assessment in Teaching**” conducted by Deanship of Academic Development, Jazan University held on 26 Dec., and 3 Jan., 2011
- Participated in workshop on “**NCAAA**” conducted by Deanship of Academic Development, Jazan University held on 5 MAY 2011.
- Participated and presented in workshop on “**The Benefits of Social Media Marketing**” conducted by Jazan Community College, Jazan University, held on 4 Jan 2017.

EDITORIAL MEMBER FOR INTERNATIONAL JOURNALS

- Scholedge International Journal of Management and Development, <http://www.scholedge.org/editors.php?jid=2>
- IOSR Journals, Journal of Business and Management (IOSR_JBM)

REVIEWER FOR INTERNATIONAL JOURNALS

- Journal of Economics, Business and Management, <http://www.joebm.com/list-19-1.html>
Jazan University

EDUCATION

Osmania University, Hyderabad, Telangana, India **2008**

PhD in Business Management

**Thesis: “Customer Services in Cooperative Banks-A Focus on
Customer Relationship Management”**

Osmania University, Hyderabad, Telangana, India **1997**

MBA in Business Management

Dissertation: “Sales Analysis of ECIL Instrumentations”

Osmania University, Hyderabad, Telangana, India **1995**

B.Com (CS) in Accountancy and Computer Sciences

Minor: Management, Accounting, Economics, Costing, Accountancy

Acharya Nagarjuna University, Guntur, Andhra Pradesh, India **2010**
MHRM in Human Resource Management
Minor: Management, Economics

Owaisi Institute of Computer Sciences, Hyderabad, India **1996**
PGDCA in Computers
Major: Excel, Ms-Word, COBOL

TEACHING SPECIALIZATION / INTEREST

- Marketing Management, Statistics for Management, Principles of Marketing, Marketing Research, Operation Research, Human Resource Management, Product Management, Sales Management, Advertising Management, Consumer Behaviour, Services Marketing

COMPUTER SKILLS

- ✚ SPSS for Research
- ✚ MS Office (Word, Excel, PowerPoint, Access) and Internet Browsing

Dr. Mohammed Maqsood Ali