

Dr. Md Sarwar Alam

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Education

- Ph.D. in Management (Marketing), 2018, Aligarh Muslim University, Aligarh, UP.
- MBA, 2012, Amity Business School, Amity University, Noida, UP.
- B.Sc. (Hons), 2010, Dept. of Mathematics, Jamia Millia Islamia, New Delhi.
- UGC-NET Qualified in Management.

Work Experience – Academics (9 Years)

- Jamia Hamdard, New Delhi Sep, 2024 till Present
Dept. of Management, School of Management and Business Studies
Assistant Professor
- Aligarh Muslim University Aug, 2018 till Present
Dept. of Business Administration, Murshidabad Centre
Assistant Professor
- Aligarh Muslim University Apr, 2016 – Jul, 2017
Dept. of Business Administration, Kishanganj Centre
Assistant Professor

Work Experience – Industry (2 Years)

- The Times of India Group
Assistant Manager – Sales
- Securitas India
Executive – National Accounts

Subjects taught at University (PG & UG) level

Brand Management	Advertising Management	Research Methods in Management
Digital Marketing	Consumer Behaviour	Business Statistics and Logic
Marketing Management	Quantitative Techniques	Spreadsheet Modelling
E-Marketing		

Special Skills

- **Computing Skills:** MS-Power BI, MS-Excel, MS-Word, MS-PPT, SPSS, AMOS, Spreadsheet Modelling
- **Soft Skills:** Critical Thinking, Team Player, Flexibility, Adaptability, Quick Learner

Publications (Journals & Edited Books)

- Alam, M.S., & Biswas, N. (2024). Knowledge Economy and Higher Education Institutions: A Review Study, *Economic Affairs*, 69(1), 675-684. (Scopus Indexed)
- Alam, M.S., & Biswas, N. (2023). Destination Branding and the Corresponding Economy: A Study, *Economic Affairs*, 68(4), 2119-2129. (Scopus Indexed)
- Ahmad, A., Alam, M. S., Kirmani, M. D., & Madsen, D. O. (2023). Why Do Academicians Share Knowledge? A Study of Higher Education Institutions in India, *Frontiers in Psychology* 14:1181030, doi: 10.3389/fpsyg.2023.1181030. (Scopus & SSCI indexed)
- Alam, M. S., & Biswas, N. (2021). Sustainable Tourism in India Post COVID-19. *Journal of the Asiatic Society of Mumbai*, 94 (6), 105-111.
- Alam, M.S., & Biswas, N. (2020). Analyzing the Contributions of Social Media Users in Building Destination Brands. *Shodh Sarita*, 7(25), 1-10.
- Alam, M. S., & Khan, B. M. (2019). The Role of Social Media Communication in Brand Equity Creation: An Empirical Study. *IUP Journal of Brand Management*, 16(1), 54-78.
- Alam, M. S., & Biswas, N. (2019). Sustainable Business through Destination Branding: A Conceptual Analysis. *International Journal of Multifaceted & Multilingual Studies*, 6(3), 153-159.
- Alam, M. S., & Khan, B. M. (2015). Impact of Social Media on Brand Equity: A Literature Analysis. *AIMA Journal of Management & Research*, 9(4/4), 1-12.
- Alam, M. S., & Khan, B. M. (2018). Electronic Word of Mouth (e-WOM) and Brand Equity. In Z. U. Ahmed, & S. Raj (Eds.), *Contemporary Issues in Global Business Research Across Emerging Countries* (pp. 31-40). McGraw Hill Education.
- Alam, M. S., & Khan, B. M. (2015). Fashion Consumers' engagement in Electronic Word of Mouth Communication through Social Media Platforms. International Conference on Evidence Based Management 2015 (Vol. 2, pp. 137-143). Excellent Publications.

Administrative Responsibilities

- Faculty Coordinator - Department Placement Committee, Dept. of Management, SMBS, Jamia Hamdard, 2024-25 & 2025-26.
- Faculty Coordinator – Management Club, Dept. of Management, SMBS, Jamia Hamdard, 2024-25 & 2025-26.

- Faculty Coordinator – Admissions, Dept. of Management, SMBS, Jamia Hamdard, 2025-26.
- Asst. Dean Students’ Welfare, AMU Centre Murshidabad, 2024-25
- Training & Placement Officer, AMU Centre Murshidabad, 2023-24
- Faculty In-Charge - Training & Placement Office, AMU Centre Murshidabad, 2022-23.
- Attendance In-Charge - Dept. of Business Administration, AMU Centre Murshidabad, 2022-23 & 2019-20.
- Faculty Coordinator - Marketing Club, Dept. of Business Administration, AMU Centre Murshidabad, 2022-2023 & 2021-2022.
- Faculty In-Charge - Computer Labs & Internet Services Committee, AMU Centre Murshidabad, 2021-2022.
- Faculty In-Charge - Industrial visit, Vizag Steel Plant, Visakhapatnam, 5-17 Apr, 2019.
- Member - Admissions & Examination Committee, 2023-24, 2022-23, 2021-22, 2020-21, 2019-20.

Faculty Development Programme & Workshops (Attended)

- One Week ATAL FDP on Leveraging Digital Communication & Marketing for a Sustainable Blue/Green Economy, Jamia Hamdard, 17 – 22 November, 2025.
- One Month Faculty Induction Programme (Online), UGC MMTTC, Aligarh Muslim University, Aligarh, 02 – 30 July, 2025.
- One Week ATAL Faculty Development Program on “Emerging Trends on Business Data Analytics for Managers,” Xavier Institute of Social Service, Ranchi, 22 - 26 November, 2021.
- One Week Online Faculty Development Program on “MOODLE: Learning Management System”, Department of Electronics Engineering, Aligarh Muslim University, Aligarh in association with Spoken Tutorial Project, IIT Bombay, 27 - 31 May, 2020.
- Training Program on Online Teaching organized by UGC Human Resource Development Centre, Aligarh Muslim University, Aligarh, 20 - 23 April, 2020.
- One Week Research Methodology Workshop-01: Hands-on Training using SPSS, Aligarh Muslim University Centre, Murshidabad, 28 February – 06 March, 2019.
- One Week Training Program on Academic Leadership, Centre for Academic Leadership and Education Management, UGC Human Resource Development Centre, Aligarh Muslim University, Aligarh, 1 April – 7 April, 2017.

- One Week Short Term Course on How to Teach Effectively, Centre for Academic Leadership and Education Management, UGC Human Resource Development Centre, Aligarh Muslim University, Aligarh, 8 May – 14 May, 2016.
- One Week Short Term Training Program on Research Methodology, Department of Mechanical Engineering, Malviya National Institute of Technology, Jaipur, 27 October – 31 October, 2015.

Outreach Programmes

- Resource Person in Six Week Entrepreneurship Skill Development Programme (ESDP) jointly organized by the School of Engineering Sciences & Technology (SEST), Jamia Hamdard, New Delhi, and MSME, Govt. of India, Feb – Mar, 2026.
- Judge for the Paper Presentation Track at the International Conference titled “Vision Viksit Bharat 2047-Bhartiya Model of Inclusive Governance in Healthcare” organized by the Dept. of Healthcare and Pharmaceutical Management, SMBS, Jamia Hamdard, New Delhi, 9 – 10 April, 2026.
- Resource Person in One Month Basic English Learning Course (BELC) for Government School Students (up to 10th Class) as a part of Social Outreach Programme, Aligarh Muslim University Centre Murshidabad, 29 April – 28 May, 2019.
- Resource Person in Two Days Workshop on Stress Management and Communication Skills for Police Personnel of Kishanganj District (Bihar), Aligarh Muslim University Kishanganj Centre, 24 - 25 April, 2017.
- Trainer in Outreach Teacher Training Program (OTTP) for Government School Teachers (up to secondary level), Aligarh Muslim University Kishanganj Centre, 4 May 2017.

Paper Presentations (International & National)

- Destination Branding and The Economic Perspective: A Review-Based Study, International Conference on Trends in Computing, Automation, Management, Economics & Applied Social Science, jointly organized by Rohini College of Engineering & Technology (RCET), Kanyakumari, Srinivas University, Managaluru, and Azteca University, Mexico, 28 October, 2023.
- Developing Effective Knowledge-Sharing Behaviour Among Academicians in Higher Education Institutions: A Review Study, 3rd International Conference on Sustainable Development–A Value Chain Perspective (SDVP-23), MDI, Murshidabad, 3-4 February, 2023.

- The Key Dimensions of Destination Branding: A Review Based Study, 5th International Conference on Management & Business Practices – ICMBP 2023, Aliah University, Kolkata, 10-11 January, 2023.
- Developing Destination Brands and Measuring their Effectiveness: A Conceptual Study, National Conference on “Contemporary Practices in Management & Information Technology (KSCON 2021)”, K.S. School of Business Management & Information Technology, Gujarat University, 26 November 2021.
- Knowledge-Sharing Behaviour Among Academicians in Higher Education Institutions in India: A Conceptual Study, National Conference on “Contemporary Practices in Management & Information Technology (KSCON 2021)”, K.S. School of Business Management & Information Technology, Gujarat University, 26 November 2021.
- Sustainable Tourism in India Post COVID-19, Two Days International Conference on “Business Challenges and Sustainable Strategies in the Covid Era”, Department of Business Administration, Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi, 24 & 25 September 2021.
- Measuring Brand Equity of Destination Brands, International Conference on Sustainable Development–A Value Chain Perspective (SDVP-19), MDI, Murshidabad, 6 & 7 December, 2019.
- Impact of User Generated Content on Brand Equity: A Study on Social Media Networks, 2015 IMRA-IIMB International Conference: Inclusive Growth & Profits with Purpose: New Management Paradigm, IIM Bangalore, 16 December - 18 December 2015.
- Role of Social Media Communication in Brand Equity Creation, International Conference on Globalizing Brand India: Opportunities and Challenges (2015), IIM Kashipur, 18 & 19 April 2015.
- Fashion Consumers’ engagement in Electronic Word of Mouth Communication through Social Media Platforms, International Conference on Evidence Based Management 2015 (ICEBM 2015), BITS, Pilani, 20 & 21 March 2015.
- Electronic Word of Mouth (e-WOM) and Brand Equity, International Conference of 11th Annual World Congress of the Academy for Global Business Advancement (AGBA) , IIT Delhi.
- Impact of Social Media on Brand Equity: A Conceptual Framework, UGC Sponsored National Conference on Emerging Challenges & Opportunities in Business & Economic Environment (2015), Zakir Husain Delhi College (Evening), University of Delhi, 3 & 4 November, 2015.

Faculty Development Programmes (Organizing Team)

- Organizing Secretary - One Week Training Program on Academic Leadership (1-7 Apr, 2017)
UGC Human Resource Development Centre, AMU, Aligarh.
- Core Team Member - One Week Short Term Course on How to Teach Effectively (8-14 May, 2016), UGC Human Resource Development Centre, AMU, Aligarh.

Conferences (Organizing Team)

- Programme Coordinator – Two Days International Symposium on Advanced Computing and Informatics in Interdisciplinary Arena (Blended Mode), 21-22 Mar 2023.
- Programme Coordinator - One Day International Conference (Online) on Race, Ethnicity, and Migration in Postcolonial Literature, 23 Mar 2022.
- Organizing Secretary - Two Days International Symposium on Foundation and Advances in Research Methods and Computing, 24-25 July 2021.

Workshops & Webinars (Organizing Team)

- Organizing Secretary – Workshop (Blended mode) on “Dynamics of Job Market & Personality Development,” 24 Nov 2023.
- Organizing Secretary - Workshop (Online) on “Art and Science of CV Writing,” 3 Nov 2023.
- Programme Coordinator - Workshop on Higher Education Opportunities Abroad, 9 Jan 2023.
- Organizing Secretary - Workshop (Online) on Rubrics of Career Planning, 3 Nov 2022.
- Programme Coordinator - Webinar on Changing Marketing Paradigm in the Digital Age: The Road Ahead, 15 Dec 2021.
- Joint Coordinator - Webinar on Emerging Marketing Practices Post COVID-19, 30 Sep 2020.

I certify that the information provided in this resume is true and accurate to the best of my knowledge.

