

DR. ARIBA NAZ

Assistant Professor (Management) | Ph.D. | NET (Management & Commerce)

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ACADEMIC PROFILE

Research-active Assistant Professor of Business & Management with 5 years of UG & PG teaching experience at reputed universities, specializing in Marketing, Digital Marketing, Consumer Behavior and Business Communication. Published in SSCI, Scopus, ABDC A/B, and Q1 journals with an active high-impact research pipeline. Skilled in Outcome-Based Education (OBE), CLO–PLO mapping, accreditation documentation (NAAC-aligned), with experience in dealing with multicultural classrooms.

AREAS OF TEACHING

Management | Marketing | Consumer Behavior | Customer Relationship Management | Retail & Sales Management | Advertising & Communication Management | Cross-Cultural Communication | Business Communication | Digital Marketing | Social Media Marketing | International Trade | International Business

AREAS OF RESEARCH

Consumer Behavior | Sustainability & Green Marketing | Biodiversity Management | Circular Economy & Ethical Consumption | AI-Driven Personalization & Digital Ethics | Gender, Work–Life Balance & Career Motivation | ESG, Greenwashing & Consumer Trust | Metaverse Adoption | Sports Participation

ACADEMIC EXPERIENCE

ASSISTANT PROFESSOR

Department of Management, School of Management and Business Studies, Jamia Hamdard, New Delhi, India

January 2024 – Present

- Teaching Marketing, Digital Marketing, Sales & Distribution, Advertising & Communication Management, Cross Cultural Communication, Business Communication, International Trade, (UG & PG)
- Mentored and supervised a large cohort of students for dissertations and internship projects, supporting research quality and employability outcomes
- Coordinated and monitored the Department’s social media presence, contributing to enhanced outreach, visibility, and increased student admissions
- Played an active role in organizing departmental academic and cultural events, seminars, and student engagement activities
- Designed OBE-based course files, CLO–PLO mappings, rubrics, and assessments
- Contributed to curriculum revision, quality assurance, and departmental planning
- Delivered blended, online, and experiential learning modules

ASSISTANT PROFESSOR

Department of Commerce, Centre for Distance and Online Education, Aligarh Muslim University, Aligarh, India

November 2023 – December 2023

- Conducted online courses in Management and Commerce (UG & PG).
- Authored student-friendly Self-Learning Materials (SLMs) aligned with distance education pedagogy and learner-centric design
- Conducted digital assessments, evaluations, and viva-voce.
- Provided continuous academic support to remote learners.

ASSISTANT PROFESSOR

Department of Commerce, Aligarh College of Education, Aligarh, India

January 2021 – March 2023

- Taught Marketing, Consumer Behavior and Management subjects (UG & PG)
- Implemented continuous and OBE-based assessments
- Guided internships, research projects, and student skill development strengthening industry readiness and academic competencies

ACADEMIC SERVICES

- **Committees:** Time Table Committee, Department Data Cell, Document Verification Committee, Admission Committee
- **Clubs:** Social Media Club, Cultural Club
- **Organiser:** Cultural Events, Seminars, Conferences, Workshops
- **Mentor:** Active student mentor and class coordinator

RESEARCH PROFILE

SSCI / Q1 / ABDC PUBLICATIONS (SELECTED)

- The Machiavellian, narcissistic, & psychopathic consumers: Systematic review of dark triad, *International Journal of Consumer Studies* (Q1, ABDC-A, SSCI, ABS-2)
- Work-life balance, career motivation and women: a systematic literature review and research agenda in the Indian context, *Gender in Management: An International Journal* (Q1, SSCI, ABDC-C)
- Faith in metaverse: understanding adoption intentions of metaverse amongst the Muslim students, *Journal of Islamic Marketing* (Q2, ABDC-B)
- Eco-citizens of academia: Unravelling students' behaviour toward biodiversity management in higher education institutions, *International Journal of Sustainability in Higher Education* (Q1, SSCI)

OTHER PAPER PUBLICATIONS

- Influence of Promotional Mix on Purchase Intention of Consumers with special reference to Circular Textile Product, *Excellence International Journal of Education and Research*
- Embracing Eco-Friendly Consumption: Evaluating the Impact of Green Marketing Mix on Consumer Buying Behavior Towards FMCGs In India, *NIU International Journal of Human Rights*

BOOK CHAPTER PUBLICATIONS

- Conditions of Women in the Unorganized Sector: A Study of Incense Stick Industry, *A.P.H. Publishing Corporation*
- Startup India: A Revolutionary Scheme for Self-Employment, *Studium Press (India) Pvt. Ltd*

SSCI, Q1, ABDC – RESEARCH PIPELINE (MANUSCRIPTS UNDER REVIEW)

- Scrolling into Sustainability: How Instagram Influences Gen Z's Eco-Friendly Fashion Choices, *International Journal of Sustainability in Higher Education*, (Q1, SSCI)
- Beyond the Veil: Drivers and Deterrents to Participate in Sports for Indian Muslim Women, *Journal of Islamic Marketing*, (Q2, ABDC-B)

PAPER PRESENTATIONS

- Navigating Cyber-Risk and Trust in Islamic FinTech: An Extended TAM Study on Digital Payment Adoption among Muslim Consumers - **International Conference**, 2025
- Metaverse Metamorphosis: Unpacking Adoption Intentions of Metaverse amongst Millennials - **International Conference**, 2024
- Consumer Behaviour towards Green FMCGs in India - **International Conference**, 2022
- Influence of Promotional Mix on Purchase Intention of Consumer with Special Reference to Circular Textile Products - **International Conference**, 2022

- Literature Review on Spirituality and Consumption -**International Conference**, 2019
- Start-Up: A Revolutionary Scheme for Self-Employment- **National Seminar**, 2018
- GST: A New Dimension of Indirect Tax Reform in India- **National Seminar**, 2018

PROFESSIONAL DEVELOPMENT ACTIVITIES

Faculty Development Programmes

- Reimagining Research: The Convergence of Academia and Artificial Intelligence, 2026
- Navigating Excellence Through Outcome Based Research, 2023
- Research Philosophies and Structural Equation Modelling using Smart PLS-4, 2023

Refresher course

- AI for Educators and Researchers: Concepts, Tools, and Applications Across Disciplines (Interdisciplinary), 2025

Orientation Programme

- NEP 2020 Orientation & Sensitization Programme- Higher Education Pedagogy, 2025

Workshops

- Workshop on Manifestation of Management Practices beyond Classroom, 2025
- Workshop on Manifestation of Leadership for Mentees, 2024
- Mental and Emotional Wellness' workshop, 2024
- Development of Self Learning Material (SLM), 2023
- Academic Writing, 2019
- Ten Days Research Methodology Course in Social Sciences for Ph.D./ M.Phil. /PDF Scholars, 2019
- Data Science using Python and Advance Excel, 2019
- How to Publish in Quality Research Journals & Books, 2019
- Statistics and Optimization Techniques using Software Packages- Second Batch, 2018
- Introduction of R Programming, 2018
- Research Methodology, 2018

DIGITAL & ANALYTICAL TOOLS

- **LMS:** Google Classroom, MS Teams.
- **Assessment Tools:** Turnitin, Google Forms
- **Content Tools:** Canva, MS Office
- **Research Tools:** VOSviewer, Bibliometrix R, SmartPLS, SPSS, R & Python.

EDUCATION & FELLOWSHIPS

- **Ph.D. in Commerce (Marketing)**
Aligarh Muslim University, India (2017-2023)
- **Master of Commerce (M.Com.)**
Ranked 2nd, Aligarh Muslim University, India (2014-2016)
- **Bachelor of Commerce (B.Com.)**
Ranked 4th, Aligarh Muslim University, India (2011-2014)
- **National Eligibility Test (Management & Commerce),**
National Testing Agency & University Grant Commission, India
- **Maulana Azad National Fellowship (MANF),**
Ministry of Minority Affairs, India (2018)
- **Maulana Azad National Senior Research Fellowship (MANSRF),**
Ministry of Minority Affairs, India (2020)

REFERENCES | Available upon request.