

Dr. Asad Ahmad

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PhD, PGDLAMM, MBA, B.A (Communicative English)

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AREA OF INTEREST

Effective Communication; Marketing; Digital Marketing; Consumer Behavior; Circular Economy; Personal Branding

SUBJECTS TAUGHT

MBA- Marketing Management; Essentials of Communication and Personality Development; Product Management; Internet Marketing

BBA- Marketing Management; Business Communication; Managing Tourism Services

EMPLOYMENT DETAILS

- **Assistant Professor** in the Department of Management, Jamia Hamdard University, New Delhi (*June, 2018- Present*)
- **Guest Teacher** in the Department of Business Administration, AMU Kishanganj Centre from *August, 2017 to May, 2018*.
- Worked in the promotion of a *student-parents-institution* interface mobile application “**BUCKKUP**” *March to December, 2017*.
- Worked as a faculty and student counselor in National Competitive Academy, Aligarh from *September, 2013 to July 2017*. (*Taught business studies and reasoning to senior secondary students and have also offered academic guidance and support to over 1000 students*).
- Worked as an Executive Trainee in Trade Marketing department of **IFFCO (UAE)** from November 2012 till March 2013.

PROJECTS & FUNDINGS

- A fund of **Rs. 20,00,000** awarded by ICSSR under the Collaborative Research Projects on Vision Viksit Bharat@2047. **2024-25**
- A fund of **Rs. 10,00,000** awarded by ICSSR under the Short Term Empirical Research Project (Collaborative). **2023-24**
- A fund of **Rs. 2,00,000** awarded by ICSSR to organize a Conference. **2022**

CITATIONS

- Scopus- **482 (h-index 11)** ResearchGate- **744 (h-index 14)** Google Scholar- **1113 (h-index 15)** as of April 17th, 2025

MAJOR PUBLICATIONS

- A Preliminary Analysis of the Impact of Advertising Appeals on Sustainable Apparel Purchase Behaviour. (**ESCI, IF= 2.9**)
- How Satisfied Am I with Mobile Wallets? Exploring the Nexus Between MSQual, Hedonism, and Satisfaction, Future Business Journal (**ESCI, IF= 2.9**)
- Exploring Consumer Purchase Aversion amid Israel-Palestine War: A comparative Study of Consumers in India and GCC Countries, Journal of Islamic Marketing (**ABDC-B; Scopus, IF= 3.5**)
- Academic Writing in the Age of AI: Comparing the Reliability of ChatGPT and Bard with Scopus and Web of Science, Journal of Innovation & Knowledge 9 (2024) 100563. (**ABDC-A; Scopus Q1, IF= 15.6**)
- Factors Determining Curtailment Behaviour of Youths: Moderating Role of Government Policies. Frontiers in Psychology, 15, 1332422, (2024). (**Scopus Q1; IF= 3.8**)

- Factors influencing the intention to purchase health insurance: a study of Indian tobacco and alcohol consumers. *Frontiers in Public Health*, 12, 1332511, (2024) (**Scopus Q1; IF= 5.2**)
- Online impulse buying: a cross-cultural perspective- *International Journal of Retail and Distribution Management* (2023). (**ABDC-A; Scopus Q1; IF=5.5**)
- Consumer Adoption of Online Food Delivery Services: Scale Development and Validation- *Journal of Foodservice Business Research*. (2023). (**ABDC-C; Scopus Q2**)
- Why do Academics Share Knowledge? A Study of Higher Education Institutions in India- *Frontiers in Psychology* (2023). (**Scopus Q2; IF= 3.8**)
- Food-leftover sharing intentions of consumers: An extension of the theory of planned behavior. *Journal of Retailing and Consumer Services*, 73, 103328 (2023). (**ABDC-A; ABS - 2; Scopus Q1; IF=10.97**)
- The State of Research in Green Marketing: A Bibliometric Review from 2005 to 2022. *Sustainability*, 15, 2988(2023). (**SSCI, Scopus, Q1, IF- 3.8**)
- Sustainable Behavior with Respect to Managing E-Wastes: Factors Influencing E-Waste Management among Young Consumers. *International Journal of Environmental Research and Public Health*, 20(1), 801(2023). (**SSCI, Scopus, Q1, IF- 4.6**)
- OdorTAM: Technology Acceptance Model for Biometric Authentication System Using Human Body Odor. *International Journal of Environmental Research and Public Health*, 19(24), 16777 (2022). (**SSCI, Scopus, Q1, IF- 4.6**)
- Consumer lifestyles and ecological behavior: A study of car buyers in India. *Business Strategy and Environment* (2022). (**Scopus, Q1, ABDC A, IF- 13.4**).
- Socio-environmental considerations and organic food consumption: An empirical investigation of the attitude of Indian consumers. *Food Quality and Preference* (104604) (2022). (**Scopus, Q1, ABDC A, IF- 5.65**)
- Investigating Factors Affecting Intention to Use Government Websites for Covid-19 Related Information: An Empirical Study. *International Journal of Electronic Government Research*, 16(2), 60-74 (2020). (**Scopus, Q2, ABDC-C, IF- 1.2**)
- Predicting attitude of young Indian consumers toward brand pages over social media: A structural equation modeling approach. *Journal of Public Affairs*, 20(3), e2093 (2020) (**Scopus, Q2, ABDC-B, IF- 2.6**)
- Employer Branding Aids in Enhancing Employee Attraction and Retention. *Journal of Asia-Pacific Business*, 21(1), 27-38 (2020) (**Scopus, Q3, ABDC-C**)
- Lifestyles concepts and ecological behavior: An empirical study in India. *Serbian Journal of Management*, 14(2), 405-419 (2019) (**Scopus, Q3, SCOPUS**)
- Advertising on Social Networking Sites (SNSs): Exploring the Gender Differences “. *Pacific Business Review International*, 11(3), 115-121 (2018) (**ESCI**)
- Students seeking health-related information over internet: an empirical study. *Journal of Health Management*, 19(2), 352-367 (2017). (**Scopus, Q3, IF- 2.3**)
- Exploring the use of internet by university students for seeking health related information. *Interactive Technology and Smart Education*, 14(4), 279-295 (2017). (**Scopus, Q2, IF- 4.4**)
- Examining the role of consumer lifestyles on ecological behavior among young Indian consumers. *Young Consumers* (2017), 18(4), 348-377. (**Scopus, Q1, ABDC- B, IF- 3**)
- Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty. *Journal of Research in Interactive Marketing*, 11(3), 246-267 (2017). (**Scopus, Q1, ABDC- B, IF- 8.2**)
- Developing a website service quality scale: A confirmatory factor analytic approach. *Journal of internet Commerce*, 16(1), 104-126 (2017). (**Scopus, Q1, ABDC-B, IF- 4.3**)
- Consumer's perception of website service quality: An empirical study. *Journal of Internet Commerce*, 15(2), 125-141 (2016). (**Scopus, Q1, ABDC-B, IF- 4.3**)

- Mapping online buyer behavior: A critical review of empirical studies. *Pacific Business Review International*, 8(2), 37-48 (2015). (ESCI)

PAPERS UNDER REVIEW

- Accepting paper-based QR tickets by phasing out reusable plastic tokens: A Wise Move?
- Conceptualizing antecedents and consequences of greenhushing: The consumer perspective
- Unraveling EV Adoption intentions: Do government incentive policies matter?
- Sustainability in Metaverse: Will negative perceptions impact adoption intention?
- "“Informers” or “Entertainers”": Effect of social media Greenfluencers on consumers' sustainable consumption"
- The Mobile Shopping App is Good, What About the Personality of Delivery Person? A PLS-SEM and NCA Study on Adoption and Recommendation.
- Online Buying of Green Cosmetics: Trust and Celebrity Endorsement as Moderator

CONFERENCES/WORKSHOPS ORGANIZED

- TedX talk on the Theme “Paradox of Freedom”. (10th of February, 2025)
- Two Week Workshop on "The Manifestation of Leadership for Mentees." (5th–11th & 19th–27th November, 2024)- Coordinator
- Two Day International Conference on Sustainability and Digitalization (12th-13th November, 2024)- Convener
- Two Week Workshop on "Manifestation of HR Practices through Mentoring." (16th – 30th November, 2023)- Coordinator
- Two Week Induction cum Orientation Program for MBA 2023-25 Batch (21st August- 1st September 2023- Coordinator
- Two Day International Conference on Sustainability and Digitalization (28th-29th September, 2022)- Convener
- One Week Faculty Development Programme in Collaboration with ATAL (13th-17th December, 2021)- Coordinator
- One Week Faculty Development Programme in Collaboration with ATAL (7th-11th December, 2021)- Coordinator
- Two Days Workshop on Karvy-SEAL (Student Engagement & Applied Learning) program (28th - 29th January, 2019)- Coordinator
- A Half day workshop on Managing Research for Effective Outcome (4th August, 2018)- Coordinator

RESOURCE PERSON

- Session Chair in the 7th International Conference on Recent Advances in Technology, Innovation & Sustainability (GDGU ICON 2025) organized by School of Management, GD Goenka University on 27th March, 2025
- Resource Person in a Seven day Management Development Program (MDP), Department of Management & Humanities, NIT Arunachal Pradesh, on 17th and 20th of March, 2025.
- External Examiner at Department of Management, Paari School of Business, SRM University AP on 11th March, 2025.
- Theme Address in an International Conference organized by GLA University, Mathura on 12th February, 2025.
- External Examiner at Department of Management, Paari School of Business, SRM University AP on 16th May, 2024.
- External Examiner at Sharda School of Business Studies, Sharda University on 25th November, 2023.
- Resource Person in a Two Week Research Methodology Workshop, Department of Management, Jamia Hamdard, New Delhi on 20th of October, 2023.

- Session Chair in an International Conference on Insights in Marketing (ICIM) organized by Rajagiri Business School on 4th February, 2023
- Session Chair in an International Conference organized by Aligarh Muslim University Murshidabad Centre on 2nd June, 2022
- Resource Person in a One Week Faculty Development Programme in Collaboration with ATAL (13th-17th December, 2021)
- Resource Person in a Two-Week Entrepreneurship Awareness Programme conducted from 15th to 25th of March, 2021

POSTS HELD

- *Member of the Departmental Conference, Seminar & FDPs Committee, Since January, 2024*
- *President, University Football Club, Jamia Hamdard. Since January 2024*
- *Member of the Departmental Disciplinary Committee, Department of Management, School of Management and Business Studies, Jamia Hamdard, Since November 2022*
- *Member of the Core Committee, School of Management and Business Studies, Jamia Hamdard, January 2021-September 2022*
- *Class Coordinator- Bachelor of Business Administration, Department of Management, Jamia Hamdard, Since August 2019*
- *Faculty in Charge (Placement), Department of Management, Jamia Hamdard, Since November 2018*
- *Faculty In-charge – Attendance, Aligarh Muslim University Kishanganj Centre, session 2017-2018*
- *Warden – Dining Hall, Aligarh Muslim University Kishanganj Centre, session 2017-2018*
- *Faculty In-charge – Public Relations for a 2 day workshop on ‘Professional Communication Skills held at Aligarh Muslim University Kishanganj Centre, on 6th and 7th November, 2017*

AWARDS/FELLOWSHIPS

- *Jamia Hamdard Certificate of Recognition for quality research in the year 2024, on 28th of February, 2025.*
- *Jamia Hamdard Certificate of Recognition for quality research in the year 2023, on 28th of February, 2024.*
- *Jamia Hamdard Certificate of Recognition for quality research in the year 2022, on 28th of February, 2023.*
- *University Medal (B.A Communicative English (2007-2010)*
- *UGC Senior Research Fellowship, January, 2016*
- *UGC Junior Research Fellowship, June 2013*
- *UGC Maulana Azad National Fellowship for Minority Students, 2013-2014*

BEST PAPER AWARDS

- Best Paper Award at the 1st International Conference on Sustainability and Digitalization, (2022)
- Third Best Paper Award at 7th IIMA Conference on Marketing in Emerging Economies, 2017
- Best Paper Award at an International Conference organized by Sri Guru Gobind Singh College of Commerce, Delhi University, 2016

PhD SUPERVISION

- *Ms Swati Garg- Extensive Cognitive Model of Green Purchasing Behaviour: Study of Young Online Consumers in Delhi NCR (Submitted)*
- *Ms Sheenam Ayyub- Exploring Sustainability in Consumer Behavior: An Empirical Study (Awarded)*
- *Ms Rajshree Yadav (Co-Supervisor)- A Study of Factors Affecting ICT Adoption Behaviour in Rural Population and Post Adoption Impact on Lifestyle (Awarded)*

REVIEWER

Have been a reviewer of several journals of repute under Elsevier, Emerald, Taylor and Francis, Sage, Inderscience and Springer like: *International Journal of Retail and Distribution Management*; *Journal of Cleaner Production*; *Journal of Retailing and Consumer Services*; *Transforming Government: People, Process and Policy*; *Journal of Food Products Marketing*; *Heliyon*, *Journal of Research in Interactive Marketing*; *Journal of Internet Commerce*, *International Journal of Tourism and Research*; *Journal of Global Marketing*; *Journal of Public Affairs*; *Behavior & Information Technology*; *International Journal of Electronic Marketing and Retailing*; *International Journal of Supply and Operations Management*; *Journal of Service Science Research*; *Vision*

PAPERS PRESENTED IN CONFERENCES

Have presented research findings in National and International conferences organized by institutions like *IMRA (UK)*, *IIM Bangalore*, *IIM Ahmedabad*, *IIM Rohtak*, *IIT Roorkee*, *TAPMI MAHE*, *MDI Delhi*, *IMI New Delhi*, *NIT Srinagar*, *NIT Hamirpur*, *Aligarh Muslim University*, *Jamia Millia Islamia*, *Delhi University*, *FIIB*, *Royal University of Bhutan*, *Integral University* and *Doon Business School*.

WORKSHOPS ATTENDED

- Faculty Development Programme on Entrepreneurship, Incubation and Innovation organized by Teaching Learning Centre (TLC), Ramanujan College
- ARPIT Course for Career Advancement Scheme (CAS) promotion Online Refresher Course In Management
- Three Week Orientation Programme organized by UGC HRDC Jamia Millia Islamia, New Delhi.
- Two Week Course on Research Evolution in Social Sciences for Scholars of SAARC Countries organized by SAARC Documentation Center New Delhi
- National Workshop on Research Methodology with SPSS organized by LNIPE Gwalior.
- Workshop on Research Methodology in Social Sciences organized by ICSSR & Department of Geography, AMU.

HOBBIES

- Reading Books
- Doodling with Pen
- Photography
- Playing Football and Cricket

COMPUTER PROFICIENCY

- Comfortable with MS-Word, MS-PowerPoint, MS-excel.
- SPSS
- AMOS

PERSONAL DOSSIER

Date of Birth	: 25 th , April 1989
Marital Status	: Married
Nationality	: Indian
Sex	: Male
Address	: Village- Suhia, Post- Manora, Dist- Uttar Dinajpur, 733209, West Bengal, India.
Languages Known	: English, Hindi, Urdu and Bengali