

## Dr. Faezah Roohani

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### INTEREST: TEACHING AND RESEARCH IN MANAGEMENT

#### Industry Preference: Education

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#### Objective

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*To pursue a career as an Assistant/Associate Professor in the realm of Management Studies.*

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#### Summary

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- Teaching experience in Human Resource Management, Organizational Behavior, Industrial Relations and Labor laws, Business Communication and Marketing Management.
  - Possess a passion for teaching and engaging with students.
  - Have developed the ability to work under strict timelines and deliver responses on time.
  - Ability and willingness to continuously acquire new competencies and accept new challenges.
  - Possess strong analytical, observational, and problem-solving skills.
  - Exercises judgment within generally defined practices in selecting methods & techniques for obtaining solutions.
  - A positive communicator– written and verbal, analytical, self-learner with exceptional problem solving capabilities, aggressive in identifying opportunities, excellent training and presentation skills.
  - Excellent research writing and interpersonal skills.
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#### Core Competencies

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~ Human Resource Management  
~ Communication Skills

~ Marketing Management  
~ Content writing

~ Teaching/Research  
~ Recruiting

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#### Education

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##### **Ph.D. (2021)**

LNMU University, Darbhanga

Thesis Title: Motivation Factors of Internet Banking and Socio-Economic Status of the Customers: A Relationship Study in SBI, Darbhanga

##### **Master of Business Administration (2009)**

Jamia Hamdard, New Delhi

Specialization in Human Resource Management

##### **Bachelor of Science - Bio Sciences (2007)**

Jamia Millia Islamia, New Delhi  
Achieved 1st-class honours

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### **Certifications & Faculty Development Programs**

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- *Pre-Conference Workshop Certificate conducted as part of iMarC-V, the 5th International Marketing Conference held at IIM, Shillong on 19<sup>th</sup> and 20<sup>th</sup> Jan ,2026.*
- *Two-Week Refresher Course Certificate on “AI for Educators and Researchers: Concepts, Tools, and Applications Across Disciplines (Interdisciplinary)” under the Malaviya Mission Teacher Training Programme (MMTTP) of the University Grants Commission (UGC) (11th December to 24th December 2025)*
- *5-Day Online Faculty Development Programme (FDP) Certificate on Advanced Structural Equation Modelling Techniques: PLS-SEM to fsQCA using SmartPLS, organised by ServiceSetu Academics(Nov17- Nov 22,2025)*
- *Google Digital Marketing & E-commerce, Google – Coursera Certificate (May 5 – May 25, 2025)*
- *NEP 2020 Orientation & Sensitization Programme (APR-B), Malviya Mission Teacher Training Centre (April 21 – April 30, 2025)*
- *SWAYAM–NPTEL Workshop, IIT Kanpur (April 7, 2025)*

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### **Fellowships and Awards**

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- Selected for Maulana Azad Fellowship as Maulana Azad National Junior Research Fellow for the year 2015-16 under MANF.
- Awarded Merit-cum-Means scholarship during MBA by the Department of Minorities Welfare, Government of Bihar

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### **Career Contour**

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#### **Assistant Professor and Warden**

Jamia Hamdard University  
January 2024-Present

#### **Key Responsibilities**

- Teaching students and encouraging interactive classroom sessions
- Class Co-ordinator of BBA Sem III
- Attending faculty meetings and offering suggestions in the same
- Attending various educational conferences, seminars, and events
- Assigned duty of Flying Squad for various exams
- Coordinator of Girls Cricket Team
- Keeping strict discipline amongst girls students of the hostel
- Look into the grievances/complaints of the students if found genuine
- Responsible for allotment of rooms to the students of girls hostel

- Arranging for first-aid in case of any emergency and arrange for hospitalization of student, if required.
- Acted as member of Grievance Committee to redress the grievances of the students in the hostel

**Additional Responsibility:**

- **Teaching students of MBA Sem II at Centre for Distance and Online Education, Jamia Hamdard.**

**Assistant Professor**

Mandsaur University

March 2022-April 2023

**Key Responsibilities**

- Head-Exam Cell (Internal) at the university.
- Communicating with the Department Head to discuss students' progress and other course requirements
- Addressing students' questions and queries
- Preparing lesson plans and assigning project topics
- Attending various educational conferences, seminars, and events

**Quality Analyst**

Acadecraft Pvt. Ltd.

March 2021 – Dec 2021

**Key Responsibilities**

- Designed educational and training material for e-learning businesses and enterprises
- Researched, developed and ensured that the quality of the contents in Business Management subjects is accurate
- Reviewed test papers and ensured the quality of work delivered is 100% accurate and error-free.
- Acted as a bridge between the subject matter experts and the concerned manager, so as to ensure that all the updates and guidelines are correctly passed on

**Senior Recruiter**

Adnan Exports

March 2010- Nov 2013

**Key Responsibilities**

- Handling end to end recruitment process
- Expertise in Entire Recruitment Cycle from sourcing, screening, selection, salary negotiations, pre selection process to post offer process
- Understanding the clients requirements in retrospect of the candidates profile, job description, shortlist the right candidates in the preliminary rounds
- Client interaction and requirement analysis
- Managing and reporting the feedback by clients

## **Recruitment Executive**

Landmark Exports and Imports  
June 2009 – March 2010

### **Key Responsibilities**

- Client interaction and requirement analysis.
- Understanding the clients requirements in retrospect of the candidates profile, job description, shortlist the right candidates in the preliminary rounds.
- Follow up with candidates for interviews and joining.
- Finalizing of short listed candidates and managing the client level interview.
- Maintaining the database and uploading the candidate details and profiles.
- Reporting and managing the feedbacks by clients.
- Closed the Position (middle to higher level) like Engineers, Programmers, Business Analyst, Sr. Engineer, Project Manager, Maintenance Manager, Operations Manager, HSE, HVAC Managers etc.
- Handled recruitments of Dubai Government (Defense), NOMAC, KRIMMLEY, ZAMIL (SAUDI ARABIA), HITACHI PLANT TECHNOLOGIES LTD.

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### **Projects Undertaken**

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#### **Psychological Contract**

**Steel Authority of India Ltd. (SAIL), New Delhi**

**Project Description:** The purpose of the project was to identify and describe the work environment that gives rise to a shared or different state of the psychological contract for managers and employees and to understand the concept of the psychological contract, with its focus on the exchange of perceived promises and commitments. The project led to the understanding of the expectations of employees and employers and thus helped in determining the satisfaction level of both the employees and the employers.

#### **Constraints and Challenges of Recruitment during Economic Downturn**

**Jamia Hamdard, New Delhi**

**Project Description:** The purpose of the project was to find out the impact of global downturn on recruitment and to develop ways to effectively cope with it. The project covers the challenges and constraints of recruitment during economic downturn. It focuses on strategies to carry on recruitment cost effectively. It also focuses on the negative impacts of hiring freeze during an economic downturn.

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### **Research and Publications**

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- Roohani, F., 2023. Application of AI in HRM and Employee Perception Analysis for the Usage of AI in Public and Private Organisations of Abu Dhabi. *Journal of Human Resource Management*, 11(4):131-140 ISSN: 2331-0707 , DOI: 10.11648/j.jhrm.20231104.12
- Roohani, F., 2019. Relationship between Motivational Factors of Internet Banking and Socio Economic Status of Customers: A Study. *North Asian International Research Journal of Multidisciplinary*, 5(2) Impact Factor:4.465 ISSN: 2454-2326

- Roohani, F., 2018. Internet Marketing Paves The Way To Increase Customer Motivation. *North Asian International Research Journal of Multidisciplinary*, 4(10):1-8 Impact Factor:4.465 ISSN: 2454-2326

**Under Review / Submitted**

- Begum, G. T. & Roohani, F. (2025) "Workplace Spirituality and Psychological Well-Being of Employees in Indian Banking Sector: The Mediating role of Work Engagement." Submitted to *Journal of Occupational Health Science*. Under review.

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**Conferences and Webinars**

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- Presented a research paper entitled, "The Evolution of Digital Employer Branding: From Traditional Communication to AI-Enabled Talent Marketing" in the 5th International Marketing Conference (iMarC-V) held at Indian Institute of Management, Shillong on 21 & 22 January 2026.
- Presented a research paper entitled, "Bibliometric Analysis of Workplace Spirituality: Trends and Carving the Future Themes" in the Two-Day National Conference on "Contemporary Business Practices in the Context of Viksit Bharat and SDG'S" organized by DMC, Maulana Azad National Urdu University, Hyderabad on 6<sup>th</sup> and 7<sup>th</sup> March, 2025.
- Presented a research paper entitled, "Workplace Spirituality and Psychological Well-Being of employees in Indian Banking Sector: The Mediating role of Work Engagement" in the International Conference on Industry 5.0: Connecting Humans and Machines for Sustainable Development organized by the School of Management and Commerce, Brainware University, Kolkata on 20th and 21st of September 2024.
- Rapporteur at the fourth track of the ICSSR Sponsored International Conference on India towards Viksit Bharat held on 13th February 2025 at Jamia Hamdard University.
- Presented a research paper on "Constraints and Challenges faced by women entrepreneurs in India" in the national conference on "Emerging Trends in Science, Technology, and Management" organised by Mandsaur University, Mandsaur (M.P.).
- Participated in the International webinar on the Topic "Impact of Covid-19 on Financial Services" organized by Department of Economics and IQAC, College of Commerce, Arts & Science, Patna on 23rd August 2020.
- Participated in the national webinar on Covid-19: Economic Challenges and Opportunities organized by Department of Economics, BRB College, Samastipur on 12th July 2020.

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**Workshops**

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- Attended a two week Refresher Course on "AI for Educators and Researchers: Concepts, Tools, and Applications Across Disciplines (Interdisciplinary)" from 11th December – 24th December, 2025 under **Malaviya Mission Teacher Training Programme (MMTTP) of University Grants Commission (UGC)**.
- Participated in the **NEP 2020 Orientation & Sensitization Programme (APR-B) organised by Malviya Mission Teacher Training Centre** that was held from **21/04/2025 to 30/04/2025**
- Attended **SWAYAM NPTEL Workshop** organised by **IIT KANPUR** on 7<sup>th</sup> April, 2025.

- Successfully participated in the Hands-on Workshop on ProwessIQ, an interactive querying system by CMIE held on 30th October, 2024, organised by the Department of Management, SMBS, Jamia Hamdard.
- Attended and actively coordinated the two-week workshop titled, "**Manifestation of Leadership for Mentees** " organized by School of Management and Business Studies, Jamia Hamdard, New Delhi from 5<sup>th</sup> to 27<sup>th</sup> November, 2024.

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### Thesis Supervision

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Acting as **Co- Supervisor of Ph.D Research Scholar**, Ms. Faizi Khan in the Department of Management, Jamia Hamdard.

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### Dissertations Supervised

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#### Master's Theses

- Umaid Viqar (2025), "A Bibliometric Analysis of Sustainable Green Human Resource Management Practices", Master Of Business Administration, Jamia Hamdard University. (Primary Supervisor)
- Tasbiya Javed (2025), "Enhancing Employee Retention Through Strategic Training and Development Initiatives", Master Of Business Administration, Jamia Hamdard University. (Primary Supervisor)
- Yassir Nasir Khan (2025), "Strategies and Practices of Employee Wellbeing and Mental Health: Case Study on IT Sector Employees", Master Of Business Administration, Jamia Hamdard University. (Primary Supervisor)

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### Teaching Interests

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- Human Resources Management
- Organizational Behaviour
- Labour Laws
- Business Communication
- Digital Marketing
- Marketing Management

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### Key Achievements

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- Awarded Merit-cum-Means scholarship during MBA by the Department of Minorities Welfare, Government of Bihar
- **Conducted CIIE Session for Women Entrepreneurship Development Programme**
- Acted as a **Warden at Rabia Girls Hostel**, Jamia Hamdard University
- Acted as Head-Internal Exam Cell at Mandsaur University
- Acted as conference coordinator at Mandsaur University
- Co-ordinator of Girls Cricket Team at Jamia Hamdard University
- Actively participated in many quiz shows

- Hosted many events at school and university level
- School Captain in High School

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## References

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### References:

1. Dr. Syeedun Nisa ,Professor & Director, Hamdard Institute of International Studies, Department of Management, SMBS Jamia Hamdard University, New Delhi-110062.  
Phone-0091-9958522023; E-mail: [snisa@jamiahamdard.ac.in](mailto:snisa@jamiahamdard.ac.in)
2. Dr. Syed Nadimul Haque, Dean, HOD & Professor, Department of Management , SMBS, Jamia Hamdard University, New Delhi-110062,  
Phone-0091-9810610464; E-mail: [snhaque@jamiahamdard.ac.in](mailto:snhaque@jamiahamdard.ac.in)
3. Dr. Md. Shahnawaz Abidin, Professor & Provost , Department of Management , SMBS, Jamia Hamdard University, New Delhi-110062,  
Phone-0091-9811507868; E-mail: [msabdin@jamiahamdard.ac.in](mailto:msabdin@jamiahamdard.ac.in)