



Prof (Dr) Reshma Nasreen
Director (In-charge), Centre for Media and Mass Communication Studies

Prof. Nasreen has an academic career spanning more than two decades. Her journey as a management student started with AMU. Her broad area of specialization is marketing and strategy, while her research focus is on the dynamics at the bottom of the pyramid, functional literacy, digitalization, and its impact on suburban and rural customers. She has more than forty research papers to her credit. She has authored two books and contributed to various books in the form of book chapters. She is on the editorial board of Elsevier and Emerald Journals, she is on various expert committees at IGNOU and JMI, New Delhi. She has guided eight research scholars, and her current scholars are working on various interdisciplinary areas.

Apart from Research, her administrative journey has been parallel to her research journey. She has headed the Department of Management at Jamia Hamdard and the Asia Pacific Institute of Management Studies, New Delhi. At present, she is the Dean Students' Welfare and the Director (In-charge) of the Centre for Media and Mass Communication Studies, Jamia Hamdard.