

Curriculum Vitae
of
Dr. Nazia Sultana
Department of Commerce
UCW, Koti Hyd
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Name of the applicant: Dr. Nazia Sultana
Designation: Assistant Professor and Head
Affiliation: Department of Commerce, University College for Women, Osmania University
Email: 01.nazia@gmail.com , **Ph. No:** 91-8297117436

a. Education Qualification

Qualification	Subject	Division	Year	University
Ph.D.	Management Studies (Brand Positioning Practices in Banking Sector in India- A Study of Select Banks)	-	2013	School of Management Studies, University of Hyderabad
MBA	Marketing Specialisation	First Division with Distinction	2014	IGNOU, New Delhi
M.Com.	Commerce	First Division with Distinction	2005	Osmania University, Hyderabad
B.Com.	Commerce	First Division with Distinction	2003	St. Francis College for Women, Hyderabad- Osmania University
Intermediate	Civics, Economics and Commerce	First Division with Distinction	2000	St. Francis College for Women, Hyderabad- Board of Intermediate

Specialization : Marketing

Teaching Experience : 10 years

Designation and Place of Work : Assistant Professor , University College for Women, Koti.

Ph.D. Topic : Management Studies (Brand Positioning Practices in Banking Sector in India- A Study of Select Banks)

Course Attended :

(Skill Development)

S. No.	Name of the Course	Organising Institution	Duration
1	Refresher Course in “Human Rights”	UGC Academic Staff College, Osmania University	February 27, 2017 to March 18, 2017
2	Faculty Development Programme on Tally	Department of Commerce, Osmania University in association with Tally Education	June 2015
3	Refresher Course in “Research Methodology in Social Sciences”	UGC Academic Staff College, Osmania University	November 10, 2008 to November 29, 2008
4	Orientation Course	UGC Academic Staff College, Osmania University	April 8-May 7, 2008
5	Faculty Development Programme in area of Banking and Financial Services	ICICI Bank	September 4 -8 2007

Awards for Excellence in Research / Teaching :

(JRF/NET/SET/Best Papers)

Medals and Fellowships

- University Grants Commission’s Junior Research Fellow
- Qualified in First attempt the University Grants Commission’s National Eligibility Test for Lectureship
- University Rank Holder - M.Com. at Osmania University
- Gold Medal for proficiency in Management Studies at B.Com.

- Silver Medal for proficiency in Economics at Intermediate
- Silver Medal for General proficiency at Intermediate

Best Paper Awards

- Awarded Best Paper and a cash price of Rs 5,000/- “An Assessment of Global Entrepreneurial Culture and Developing Entrepreneurship in India through Business Incubation” presented at the International Seminar on 4Is Emerging Global Trends and Business Excellence, organised by Bhavan’s Vivekananda College of Science, Humanities & Commerce, Hyderabad, 8-9 February, 2017.
- Awarded Best Paper and a cash price of Rs 10,000/- “Measuring Brand Success on Social Media through E Marketing Metrics” presented at the National Seminar on Digital Marketing - A Paradigm Shift, organised by IIMC, Hyderabad, December 30, 2016
- Awarded Best Paper “Store Patronage and Customer Loyalty in Discount Stores- An Analysis” presented at the National Conference on Contemporary Development in Business, organised by ARSEAM in association with Sarvottam Institute of Technology and Management, Noida, April 4, 2015.(Co-authored by Dr. Nidhi Gupta)
- Awarded Best Paper “An Assessment of Quality of Accounting Education World-wide and a Comparative Study of Accounting Education in India and Australia” presented at the 38th All India Accounting Conference and International Seminar on Accounting Education and Research. Chandigarh, December 5-6, 2015. (Co-authored by Ms. B. Shailaja)
- Awarded Best Paper “FDI in Banking Sector – A Comparative Study of India and China” at the National Seminar on FDI in services Sector- Opportunities and Challenges, organised by Maulana Azad National Urdu University, Hyderabad. May 2012.

Administrative Assignments:

(with dates)

- Head, Department of Commerce, Osmania University College for Women, Koti, Hyderabad, India for a term of two years starting March 2015 till Current.
Role: Supervised departmental activities, framed CBCS coursework for B.Com.
- Student Advisor , University College for Women, Osmania University for three years (2007-2009)
Role: Coordinated Commerce students’ extra-curricular activities (cultural and literary) in and outside college

- Student Counselor, University College for Women, Osmania University for one year (2009)
Role: Coordinated the admissions work at college and held counseling sessions for students related to academic and non-academic issues and career opportunities
- Additional Controller of Examinations- Commerce, University College for Women, Osmania University for two years (2010-2012)
Role: Controlled and coordinated activities related to conduct of B.Com. examinations and declaration of results
- Member, Board of Studies, Department of Commerce, Osmania University
Role: Designed and developed course work for Marketing, Customer Relationship Management, Services Marketing and General Management
- Chairman, Board of Studies-Department of Commerce, University College for Women, Osmania University for two years (March 2015- Current)
- **Project Guidance:** Supervisor to eight students every year for their project course under the M.Com. Program

Membership in Professional Bodies :

- Member- Indian Commerce Association
- Member- Indian Accounting Association
- Member- Academy of Marketing Sciences

Extension / Outreach Activities :
(Period and Programme)

a. Research Activities

Books Authored

Name of the Book	Publisher	Year and ISBN
Entrepreneurial Development and Business Ethics	Telugu Akademi, (under the scheme of Ministry of HRD) Telangana State, India	2017 ISBN 978-81-8180-441-9
Principles of Insurance	Telugu Akademi, (under the scheme of Ministry of HRD) Telangana State, India	Ongoing, slated for release in December 2017

Research Articles

S. No.	Name of the Journal	Article Title	Main Author/Co-author	Volume, ISSN	Month and Year	Publisher
International Journals						
1	Indian Accounting Review	Impact of Skill Incongruity on Employability of Accounting Graduates- An Assessment of Accounting Education System in India and Australia	Single Author	Vol. 1, No -1 ISSN (Print) 0972-1754 pg- 51-61	June 2017	Indian Accounting Association Research Foundation
2	International Journal of Entrepreneurship and Business Environment Perspectives	An Assessment of Global Entrepreneurial Culture and Developing Entrepreneurship in India through Business Incubation	Single Author	Vol 6, No 1. ISSN (online) 2279-0926 (Print) 2279-0918 pg-3022-3030	January-March 2017	Pezzottaite Journals
3	Discovery- The International Journal	Paradigm Shift in Consumption Habits of Indians- A Study of Organic Products Consumption	Main Author	Vol.1, No.1 ISSN (online) 2278-5469 (Print) 2278-5450 Pg 297-308	2016 February	Discovery Publication
4	International Journal of Marketing and	Store Patronage and Customer Loyalty in	Main Author	Vol 3, Issue 10 ISSN (online)	Oct-Nov 2015	ARSEAM

	Financial Management	Discount Stores- An Analysis		2348-3954 (Print) 2349-2546 Pg 36-45		
5	International Journal of Business Quantitative Economics and Applied Research Management	Work-life Balance Practices at Middle Level Management in Indian Corporate	Main Author	Vol-I ISSN (Online) 2349-5677 Pg 23-29	Dec 2015	IJBEMR
6	International Journal of Engineering, Technology, Management and Applied Sciences	Customer Centricity in Service Industry with reference to Service Quality Dimensions- A Study of Select Banks	Single Author	Vol. 3, Special Issue ISSN 2349-4476 Pg 474-490	March 2015	Conference Info, Academic Science
7	International Journal of Engineering and Management Studies	Employee Retention Practices in Indian Corporate- A Study of Select MNCs	Main Author	Vol.4 (3) ISSN 2229-600X Pg 361-367	July 2013	Society for Science and Nature (SFSN)
8	Management Today, An International Journal of Management Studies	Parent Brand Effect on the Success of the Brand Extension- A Case Study of Nestle's Maggie	Main Author	Vol. 2 No. 1 ISSN 2230-9764	January 2012	GRIET
9	Journal of Marketing and Communication	Retailing Opportunities in a changing Global Business Environment with reference to India	Co-Author	Vol.3, Issue 1 ISSN 0973-2330	August 2007	NILM

Contributions in Edited Books- International

1	Handbook of Research on Promotional Strategies and Consumer Influence in the Services Sector	Brand Positioning Practices in Services Sector- A Study of Banking Brands	Main Author	ISBN 978-1-5225-0143-5 Pg: 56-75	2016	Business Science Reference (an imprint of IGI Global)
2	A Handbook of Confucian/Chopsticks Marketing	Ethical Balance in Advertising: Are we diverting from values in the name of maximizing value to the business?	Main Author	ISBN 978-0-473-15194-2	2009	Asia Business Research Corporation Ltd, New Zealand
Contributions in Edited Books- National						
3	Technology-Driven Paradigms in Commerce	Content Creation for Success of Digital Marketing- An Assessment	Single Author	ISBN 978-93-7495-669-4	2016	Media House, Delhi
4	Conventional and Islamic Practices of Corporate Governance- A Comparative Study	Corporate Governance, Ethics and Business Reporting Practices	Single Author	ISBN 978-93-84161-51-4	2016	Dominant Publishers & Distributors Pvt Ltd, New Delhi
5	Trends in Modern Banking	Biometric Innovations in Indian Banking Sector	Single Author	ISBN 978-93-5230-096-9	2015	BS Publications, Hyderabad
6	International Conference on Emerging Trends of Engineering, Science, Management Applications	Customer Centricity in Service Industry with reference to Service Quality Dimensions- A Study of Select Banks	Single Author	ISBN 978-93-325-4896-1	2015	Pearson, UP

7	Emerging trends in Marketing	Revisiting a Brand in Indian Retail Sector- Issues and Prospects	Single Author	ISBN 978-81-921579-2-4	2012	Paramount Publishing House, New Delhi
National Journals						
1	South Asian Journal of Marketing and Management Research	An Analysis of the Marketing Mix of Consumers' Attitudes towards Water Purifier Brands- A Study of Select Brands in India	Main Author	Vol.2 Issue. 9 ISSN (online) 2249-877X	September 2012	South Asian Journal of Marketing and Management Research
2	Prabandhan-Indian Journal of Management	Ethical Acceptability of Neuromarketing- Relevance, Limits and Limitations	Main Author	Vol.1, No.1 ISSN 0975-2854	Sept-Oct 2008	Associated Management Consultants Private Limited
3	Indian Journal of Finance	The Farmer's Perspective of Commodity Futures in India- The Road Ahead	Single Author	Vol. II, No.5 ISSN 0973 – 8711	September 2008	Associated Management Consultants Private Limited
4	Indian Journal of Marketing	The e-Tail option- from brick and mortar to wish and click	Single Author	Vol XXXVIII, NO.9 ISSN 0973-8703	September 2008	Associated Management Consultants Private Limited
5	CJMR-Journal of Management Research	Achieving Customer Satisfaction through Customer Experience	Single Author	Vol.7, No.1 ISSN 0973-8401	January- June 2008	Dr. Vikhe Patil Foundation's, Centre for Management

		Management				Research
6	Synthesis-Journal	Impact of organised retail on the unorganized sector in India- There is never time to rest	Single Author	Vol.4, No.2 ISSN 0973-2357	July-Dec 2007	BLS Institute of Management
7	TECHNIA Journal of Management Studies	Innovation in Marketing of Bank Products	Single Author	Vol.2, No.1, ISSN 0975-7104	April-Sept 2007	Tecnia Institute of Advanced Studies.
8	Business Vision	Motivating White Collar Employees in Indian Corporate	Single Author	Vol.3.No.1	March 2007	Sister Nivedita Foundation

Employment Details (present & past)

Positions Held	Period	Place	Designation	Pay Scale
Head, Department of Commerce	March 2015 Onwards	University College for Women, Osmania University, Hyderabad	Assistant Professor	Rs. 15600-39100
Assistant Professor	June 2007 onwards	Osmania University	Assistant Professor	Rs 15600-39100
UGC- Junior Research Fellow	August 2006- May 2007	University of Hyderabad, Hyderabad	Junior Research Fellow	-
Lecturer	June 2005- April 2006	St. Francis College for Women, Hyderabad	Lecturer	-

Other Information

Languages known	: English, Hindi, Urdu and Telugu.
Father's Name	: Rashid Khan
Husband's Name	: Feroz Khan
Date of Birth	: 01/02/1983
Gender	: Female
Nationality	: Indian
Marital Status	: Married

Date: 25, October 2017

Place: Hyderabad, Telangana State, India