

Faculty Profile

Name: Dr. Mohd Moinuddin Mudassir

Designation: Assistant Professor

Teaching Areas: Marketing Management
Strategic Management

Research Interests: Consumer Behavior
Digital Marketing
Services Marketing
Innovation Management

Education: PhD in Marketing Management (2019), Mewar University
MBA (Splzn. Marketing & Finance) (2013) Osmania University
B.Com (Splzn. Computers) (2011) Osmania University



Research/Selected Publication:

1. "Customers' Zone of Tolerance in the New Normal (Post COVID-19 lockdown) - A Study of Shopping Malls", Journal of Huazhong University of Science and Technology, Vol 50 No: (7), July 2021. Impact Factor 6.2.
2. "Millennial Reaction towards Customer Attraction and Retention Strategies Adopted By Digital Payment/UPI Apps", International Journal of Recent Technology and Engineering, Vol 9No: (1), May 2020. Impact Factor 6.04.
3. "Need Assessment for Rebinding the Employer Branding and Talent Management in the Digital Environment", International Journal of Multidisciplinary, Vol 4No: (2), Feb 2019. Impact Factor 5.2.
4. "Impact of Online Ad Banners on the Consumer Behaviour-A Study with Special Reference to Select City of India", International Journal of Marketing and Management Research, Vol. 8, Issue 7, July 2017. Impact Factor 5.108.
5. "Impact of Digital Word of Mouth (DWOM) on the Consumer Behavior-A study with Special Reference to Select City of India", International Journal of Research in Finance and Marketing, Vol. 7, Issue 6, July 2017. Impact Factor 6.397.