

# Dr. Azharshaheen S. Shaikh

B.E. M.B.A. N.E.T. Ph.D

Aspiring to associate with an institution wherein my experience in research, training and consulting delivers innovative pedagogy.

## KEY SKILLS & AREAS OF INTEREST

### Marketing

- Marketing Management
- B2B Marketing
- Consumer Behaviour
- Advertising and Promotion
- Retailing Management
- Sales and Distribution
- International Marketing

### Research and General Management

- Research Methodology
- SPSS and Business analytics
- Total Quality Management
- Innovation management
- Principles of Management
- Personality Development

## EXPERIENCE (12 years)

### Academic Experience (6 years 9 months)

No of papers published: 27 (Details provided at the end)

Publications : International 25 National 02  
Conferences attended : International 02 National 02

### Present Profile: Associate Professor

Working currently at Kirloskar Institute of Advanced Management Studies since Feb 08, 2021

#### Responsibilities

- Area chair of marketing specialization
- Engage classes for MBA students in various marketing and general management subjects
- Academic counselling and mentoring

### Associate Professor

Sahyadri College of Engineering and Management, Mangalore, Karnataka since March 01, 2019 to Feb 02, 2021 in Department of Business Administration.

#### Responsibilities

- Engage classes for MBA students in various marketing and general management subjects
- Academic counselling and mentoring
- Personality development training of students
- Train students on SPSS software applications for data analysis

## Additional assignments

- Actively involved in **NBA accreditation** process for the Department of Business Administration.
- Resource person to conduct FDP on research methodology.
- Acting as a **Convener** for Central Consultancy Cell of the college.
- **Module coordinator** of marketing specialization

## Assistant Professor

School of Management Studies and Research, **BVB College of Engg and Tech.**, an **Autonomous Institution** (Now 'KLE Tech' a **Private Technological University**) Hubli, Karnataka From 29.09.2009 to 31.05.2014

## Responsibilities

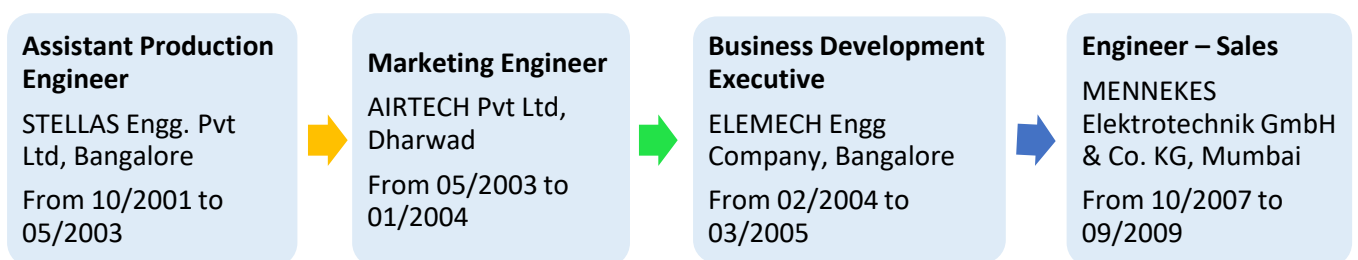
- Develop and deliver courses in various marketing and general management subjects
- Setting up evaluation criteria and processes for the exams
- Coordinating Industry-Academia Interactions and industrial visits
- Guiding students on industrial projects and internships
- Mentoring and academic counselling
- Setting question papers for other Universities

## Additional assignments

- Member of Board of Studies
- Member of Board of Examiners
- Marketing consultant for Centre for Technological Entrepreneurship, BVBCET
- Member of the departmental core committee for internal development
- Member of the ISO certification process

## INDUSTRIAL EXPERIENCE (5 years 5 months)

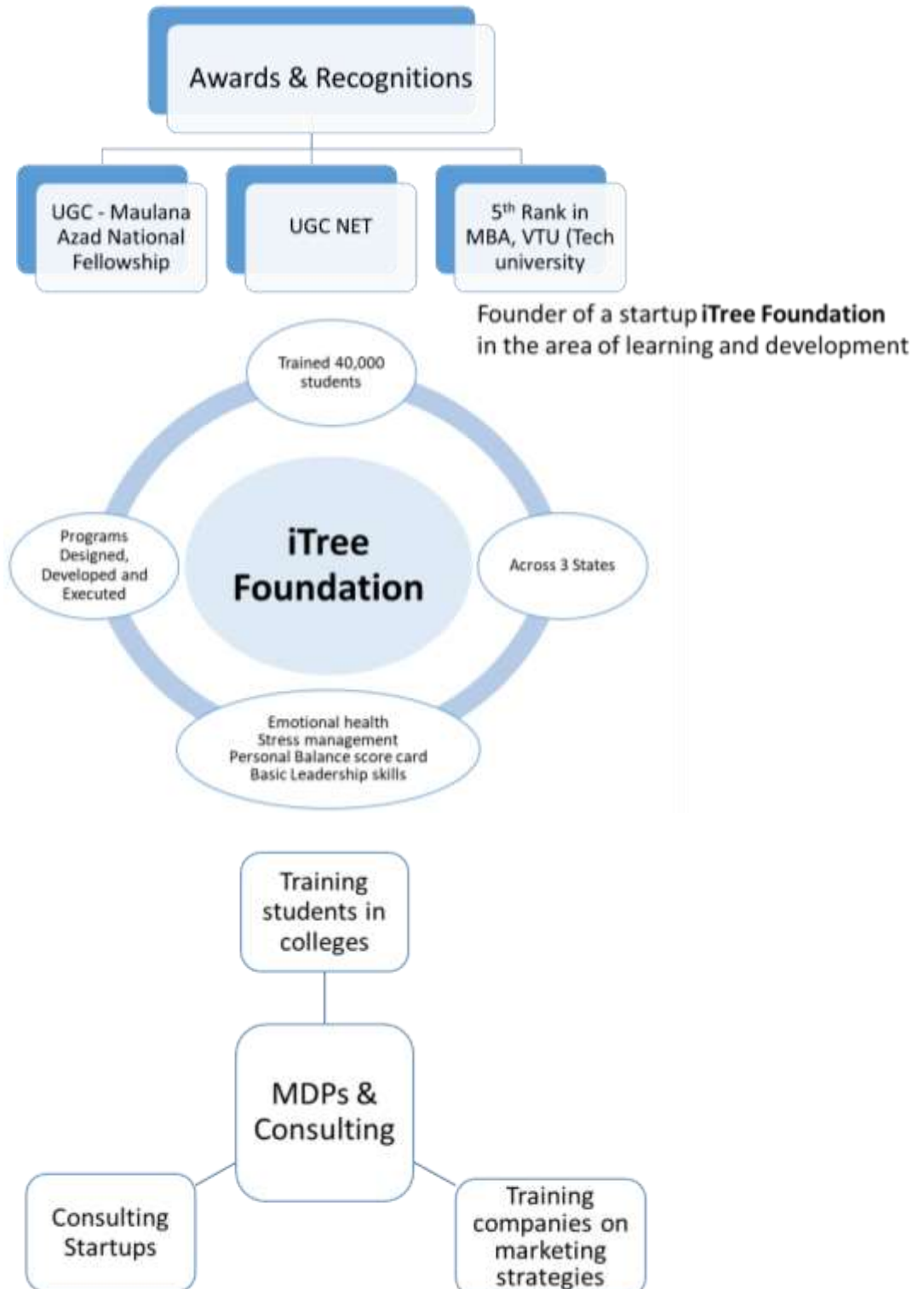
- Generating leads for newer business opportunities and providing technical solutions to the end users
- Business development and marketing in Maharashtra, Gujarat and Goa
- Service campaigns, customer meets, road shows, product demonstrations of power tools to the end users in Bangalore region
- Participation in exhibitions, conducting promotional shows in malls, extending product knowledge and applications to end users, technical institutions, and craftsmen.
- Generating leads and getting enquiries for the power chucks & fixtures
- Promoting the brand in the North Indian region and managing the order booking



## EDUCATION

- **Ph.D** in the area of Consumer Behaviour and Innovation from March 2014 to August 2018 at Karnatak University, Dharwad, Karnataka  
**SRF : 2016-18      JRF: 2014-16**  
Course work: 'A' Grade
- **M.B.A.** in Marketing with Grade: 8.05/10 (80.5 %) in year 2007 from Visvesvaraya Technological University, Belgaum. Karnataka. Secured **5th rank to the university**
- **B.E.** in Mechanical Engineering in the year 2002 from SDMCET Dharwad, Karnatak University, Dharwad, Karnataka.

## ACHIEVEMENTS



## **MORE ABOUT ME**

D.O.B : 26/06/1979

Languages known : English, Hindi, Kannada and Marathi

Marital status : Married

Hobbies & Interests : Love Music, Reading, Camping, Trekking, long rides, and Counselling.  
Favourite sport: Football and Cricket

## **RESEARCH & PUBLICATIONS / WORKSHOPS & FDP ATTENDED**

1. Azharshaheen, S. S., Arthur Fernandes, N. P., Parappagoudar, S. K., & D.M. Mallik, A. (2020). Intention to Use the Wearable Technology and Factors Influencing the Adoption. *Journal of Critical Reviews*, 7(1), 2394–5125.
2. Shaikh, A., & Kinange, U. (2018). A Study of Innovations in Infotainment in Indian Market and Consumer Attitude towards These Technologies. *International Journal of Computational Engineering Research*, 8(5), 27–30.
3. Shaikh, A., & Kinange, U. (2018). Vehicular safety innovations and the attitude of gender. *Research Directions*, 5(12), 1–4.
4. Shaikh, A. (2018). A study to examine the consumer behaviour towards the usage of innovative features. *Review of Research Journal*, 7(8).
5. Shaikh, A., & Kinange, U. (2018). Innovations in In-Vehicle Infotainment and the Consumer Behaviour towards it. *International Journal for Research in Engineering Application & Management*, 4(02), 290–292.
6. Shaikh, A. (2018). Innovations in emerging markets and opportunities for multinationals. *Reviews of Literature*, 5(9), 3–6.
7. Shaikh, A., & Kinange, U. (2018). A study of influence of technical illiteracy on the factors leading to innovation resistance. *Review of Research Journal*, 5(5).
8. Shaikh, A., & Kinange, U. (2018c). A study of innovative features related to electronics in automobiles and the behaviour of Indian consumers. *Research Directions*, 5(10), 1–7.
9. Shaikh, A., & Kinange, U. (2018). A study of resistance to use innovative features in cars and the influence of gender on the resistance. *Research Directions*, 5(11), 1–4.
10. Shaikh, A., & Kinange, U. (2018). A study to examine the consumer behaviour towards perceived risk associated with innovations. *Journal of Research and Development*, 8(4), 177–182.
11. Shaikh, A. (2018). A study of food neophobia and its influence on food consumption. *Review of Research Journal*, 7(9), 1–3.
12. Shaikh, A. (2018). A study on organic farming opportunities and the consumer preference of organic food. *International Journal of Creative Research Thoughts*, 6(2), 877–880. Retrieved from [http://www.ijcrt.org/viewfull.php?&p\\_id=IJCRT1812751](http://www.ijcrt.org/viewfull.php?&p_id=IJCRT1812751)
13. Shaikh, A., Kinange, U., & Fernandes, A. (2017). A study of Car-2-Car communication and its future in India. *Review of Research Journal*, 6(12), 1–5. Retrieved from [www.olderor.lbp.world](http://www.olderor.lbp.world)
14. Murthy, M., Kinange, U. M., & Shaikh, A. (2017). An empirical study on effect of HR analytics on decision making: A value addition to organizations. *Research Directions*, 5(6).
15. Murthy, M., Kinange, U. M., & Shaikh, A. (2017). Effect of HR analytics usage on awareness, technology and decision making: A study of medium and large organizations. *Review of Research Journal*, 7(3). Retrieved from <http://olderor.lbp.world/ArticleDetails.aspx?id=3985>
16. Murthy, M., Kinange, U. M., & Shaikh, A. (2017). Influence of HR analytics representation on awareness, technology and decision making: A study of medium and large organizations. *Reviews of Literature*, 5(5).
17. Shaikh, A., Kinange, U. M., & Fernandes, A. (2016). A conceptual study of consumer behaviour towards safety innovations in passenger cars. *Karnatak University Journal of Social Science*, 40, 109–116.
18. Shaikh, A., Kinange, U., & Fernandes, A. (2016). A study of alternative fuel vehicles and role of automobile innovations pertaining to the sales of cars. *Golden Research Thoughts*, 6(3), 1–7. Retrieved from <http://aygrt.isrj.net/UploadedData/1896.pdf>

19. Shaikh, A., Kinange, U., & Fernandes, A. (2016). Innovations in automotive industry and its influence on consumer behaviour. *Tactful Management*, 4(12), 1–9. Retrieved from <http://tmgt.lsrj.in/>
20. Shaikh, A., Kinange, U., & Fernandes, A. (2016). Make in India: Opportunities and challenges in defence sector. *International Journal of Research in Commerce & Management*, 7(01), 13–16. Retrieved from <http://ijrcm.org.in/>
21. Fernandes, A., Kinange, U., & Shaikh, A. (2016). Make in India – The learning and development opportunities and challenges looming ahead. *Golden Research Thoughts Journal*, 5(7). Retrieved from [www.isrj.in](http://www.isrj.in)
22. Fernandes, A., Kinange, U., & Shaikh, A. (2016). Workplace learning a strategic tool for effective human resource management. *Indian Streams Research Journal*, 6(8), 1–7.
23. Lad, V., Kaddipudi, M. N., & Shaikh, A. (2016). Customers' perception of the traditional products in Western Karnataka. *Indian Streams Research Journal*, 6(9), 1–9.
24. Azhar S. (2011) 'Impact of organized food retailing in India', FDI Issues in Indian Retail sector, Chapter No. 22, Page No – 156-164, Himalaya Publishing House, ISBN-978-93-5097-471-1
25. Azhar S., et al., (2012) "Marketing management course delivery using experiential learning principles and Bloom's taxonomy", *Contemporary Management Education*, Chapter No. 33, Page No – 168-171, Himalaya Publication, ISBN-978 -93-5097-182-6

## **PAPERS PRESENTED**

### **International**

Azhar S. and Kinange UM (2018) "An empirical study of consumer attitude towards passive and active safety features". 9th International conference Mapping Global Changes in Business, Economy, Society and Culture on 19-20 January, 2018 at Faculty of Management, Pacific University, Udaipur

Azhar S. and Kinange UM (2018). "A study of gender difference in the perception of innovative features in passenger cars". 9th International conference Mapping Global Changes in Business, Economy, Society and Culture on 19-20 January, 2018 at Faculty of Management, Pacific University, Udaipur

### **National**

Azhar S. (2012) 'Impact of organized food retailing in India', FDI Issues in Indian Retail sector, Foundation Day National Conference on 20th January 2012 at SDM CET, Dharwad. Karnataka

Azhar S., et al., (2012) "Marketing management course delivery using experiential learning principles and Bloom's taxonomy", National Conference on Emerging Issues and Innovations in Management Education on 31st October, 2012 at Tumkur University, Tumkur, Karnataka

## **RESOURCE PERSON FOR FDP**

Resource person for "Data & analytics for teachers" to train on research methods and SPSS Organized by SCEM on 19.09.2019.

## **WORKSHOPS & FDP ATTENDED**

### **Major workshops & FDPs**

Five Day Workshop on "**Structural Equation Modeling: Testing Mediation and Moderation Models**" organised by the School of Management Studies, University of Hyderabad, during 16th to 20th May, 2018

Ten Days National Workshop on **Statistical Analysis for Business Research**, at Department of Management Studies, Pondicherry University, Puducherry from March 15 to 24, 2017

Dale Carnegie Training: Workshop on 'Powering Teaching Competencies' in August 2011.

Indo-US Faculty Leadership Institute, a course on **Curriculum Innovation and Design** from 13th to 15th September, 2011 at BVB College of Engg and Tech, Hubli, Karnataka, India

Indian School Of Business (ISB) Hyderabad: A Two Day Academic Conference organized by Society Of Entrepreneurship Educators (SEE) on March 29-30, 2012.

Tata Institute of Social Science (TISS) Mumbai: Workshop on **Teaching and Research in Entrepreneurship** By Dr. Saras Sarasvathy Of Darden School Of Business - University Of Virginia On Entrepreneurship Education on January 21, 2011.

Three day Workshop on “**IBM SPSS Training Programme for Ph.D. Research Scholars from Economics, Commerce and Management Studies**” from January 5 to 7, 2017 at South Regional Centre – ICSSR, Osmania University, Hyderabad.

#### **Other workshops & FDPs**

One day workshop on paper writing and Plagiarism at Karnatak University, Dharwad on 3rd Feb, 2017

One week workshop on research paper writing skills under peer guidance from November 7 to 12, 2016 at HRDC, Karnatak University, Dharwad.

Three days workshop on **Data analytics** at Pondicherry university from Oct 16-18, 2015

TEQIP Sponsered seminar on “Patenting” at BVB College of Engg and Tech, Hubli, Karnataka on March 10, 2014

National Institute Of Technology, Calicut: 6 days workshop on **Research Methodology** from June 14-19 2010 sponsered by MHRD and AICTE

One day FDP on “Management Teachers 2015: New Age Teacher” organized by AIMS and IMSR, Hubli on July 10, 2012

Two days workshop on Case Writing and Case Teaching Pedagogy at KLE’s IMSR, Hubli, Karnataka on October 28 – 29, 2009