

## Faculty Profile



<b>Name:</b>	<b>Dr. Shamim Akhtar</b>
<b>Designation:</b>	Assistant Professor
<b>Teaching Area:</b>	Marketing Management, Consumer Behaviour, Services Marketing, Academic Report Writing, Advertising Management, Digital Marketing
<b>Research Interests:</b>	Consumer Behaviour, Social Marketing, Critical Marketing, Entrepreneurship

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### Education:

- Ph.D., Department of Commerce, Mizoram University, 2021
  - UGC NET (Management), 2012
  - M. Phil. In Management, Vinayaka Mission's Research Foundation, 2009
  - MBA, University of North Bengal, 2005
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### Professional Experience: More than 18 years

- Assistant Professor at ICFAI University Mizoram (2010-Present)
  - Faculty Associate at Alpha Institute of Business Management, (2009-2010).
  - Customer Relationship Executive for Medium Enterprises at State Bank of India (2008)
  - Lecturer at Dooars Academy of Technology and Management (2006-2008).
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## Major Publications:

### Research Papers in Journals:

- Akhtar, S. & Laldinliana. (2021). Is Tobacco Marketing Overpowering Tobacco Control in India? *Colombo Business Journal*, 12(2), 128-149. <http://doi.org/10.4038/cbj.v12i2.85>. E-ISSN: 2579-2210 (UGC Care List)
- Akhtar, S. & Laldinliana. (2020). Decision-making Process for Tobacco Consumption by Undergraduate Tobacco Consumers in Select Colleges in Mizoram, *IIMS Journal of Management Science*, 11(3), 173-184. ISSN: 0976-030X (Print), 0976-173X (Online). DOI: 10.5958/0976-173x.2020.00012.4
- Akhtar, S. & Laldinliana. (2020). Socio Economic Status and Tobacco Consumption by UG Students: A Comparison between Active, Past and Non-Tobacco Consumers in Select Colleges of Mizoram, *Mizoram University Journal of Humanities and Social Sciences*, 6(2), 188-204, (ISSN 2395-7352). <http://mzuhssjournal.in/archive/28-archive/40-v6n2.html>
- Bhattacharjee, M. & Akhtar, S. (2019). A Gender-wise Comparative Study on Career-Related Aspirations of MBA Students. *NOLEGEIN Journal of Consumer Behaviour & Market Research*, 2(2). ISSN: 2581-4400. pp 1-9.
- Akhtar, S. & Laldinliana. (2019). An Overview of Tobacco Consumption in Mizoram, *Indian Journal of Economics and Development*, 7(2). ISSN (online): 2320-9836, ISSN (Print): 2320-9828. pp 1-10. <https://ijed.in/articles/an-overview-of-tobacco-consumption-in-mizoram>
- Akhtar, S. & Hnamte, T. (2016). A Comparative Study on Customer Satisfaction of Three Leading Telecom Service Providers in Aizawl, *Samyoga: An Academic Journal*, ISSN: 2231-3362 (Print), ISSN: 2455-5185 (Online), Special Issue, 14<sup>th</sup> June 2016, pp 33-47.
- Akhtar, S., Nath, M. & Kalita, P. (2014). Towards 360 Degree Performance Review of Ministers, *ASCI Journal of Management*, 43(2), March 2014, 18-28, ISSN: 0257-8069
- Akhtar, S. (2013). Behind the Nano Mistakes: A Case Study on Consumer Psychology, *Srusti Management Review*, 6(1), January 2013, 55-65, ISSN: 0974-4274 (EBSCO, ProQuest etc)

- Dash, D.P. & Akhtar, S. (2012). Trends, Technology and Addiction: An Explorative Study on Cyber Behavior of Students, *Indian Journal of Marketing*, 42(10), October 2012, 41-52, ISSN 0973-8703. (Scopus (Elsevier) (Quartile : Q3), UGC-CARE List Group II, ABDC: Rating C)
- Akhtar, S. (2012). What to Expect from Across the Table: 25 Most Frequently Asked General Interview Questions, *The IUP Journal of Soft Skills*, 6(1), March 2012, 51-63. (Cabell's Directory, EBSCO & Proquest Database). ISSN: 0973-8479
- Akhtar, S. (2011). Managing Stress in Changing Times: Role of Organizations & Individuals in Creating Workplace Harmony, *HRM Review*, 11(6), June 2011, ISSN: 0972-5148, 25-31.

#### **Edited Chapters in Books:**

- Akhtar, S. (2016). Role of Higher Education in Dealing with the Socio-economic Problems of North-East India, in Paulose V D, N U Khadem & I U Tapadar (Ed.), *Quality of Higher Education in Rural Areas: Issues and Perspectives in Northeast India*, Silchar: Natun DigantikaPrakashani, (pp. 303-324). ISBN 978-93-82965-25-1
- Akhtar, S., & Bhattacharjee, M. (2015). The Marketing Mix Elements for Social Cause: A Rational Approach to Derive the New 4ps, In I. Craven (Ed.), *Emerging Issues in Management* (pp. 175-188), Mittal Publications, New Delhi, ISBN: 81-8324-544-7
- Akhtar, S. (2014). Exploring Cultural Entrepreneurship and its Prospective Role for the Development of North East India, in Jagadish K. Patnaik, JangkhongamDoungel&AyangbamShyamkishor(Ed.), *Socio Economic Development and Governance in North Eastern Region of India*, Aizawl: Department of Political Science, Mizoram University (pp. 129-134), ISBN: 978-81-929431-2-1