

# Mir Rouf Ahmad (Ph.D)



**Designation:** Assistant Professor &  
Head – Department of Commerce

**Area of Specialization:** Human Resource and Services Management.

**College (Posted at):** Government Degree College -Tral (J&K).

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**Phone:** +91-9622614305

**Date of Appointment:** 15th February, 2017.

**Research Interests:** Area of Current Research interests includes Public Procurement Platforms, Government e-Market (GeM) portal, MSMEs, Bank Efficiency and Financial Services Quality, Employee Empowerment, Emotional Intelligence, Performance Measurement & Data Analysis Techniques.

**ORCID id:** <https://orcid.org/0000-0003-2240-5175>

## Awards and Achievements:

- Sanctioned Research Project by Indian Council for Social Science Research, New Delhi under ‘*General Category*’ in 2023-24.
- Received Award of Honour for meritorious services in the college during the year 2023-24.
- Awarded Doctorate Degree in Commerce by the University of Kashmir in 2018.
- Awarded ICSSR Doctoral Junior Research Fellowship (JRF) by the Indian Council for Social Science Research, New Delhi under ‘*Open Merit Category*’ in 2013.

## Research Publications in International/National Journals:

- “The influence of learner characteristics, instructional design and work environment on the transfer of training” published in **Industrial and Commercial Training – Emerald Publishing Limited**. DOI: 10.1108/ICT-03-2022-0014
- “Measuring Internet Banking Service Quality: An Empirical Evidence” published in **The TQM Journal – Emerald Publishing Limited**. DOI: 10.1108/TQM-11-2021-0335
- “Employee Job Satisfaction and Business Performance: The mediating Role of Organizational Commitment” published in **Vision: The Journal of Business Perspective – SAGE**, Vol. 25 (2), 2021, pp. 168-179 (DOI: 10.1177/0972262920985949).
- “Psychological Empowerment Effects on Employee Affective Commitment and Behavioural Intentions” published in **Pacific Business Review International**, 10(9), March 2018, pp. 174-181. (ISSN: 0974-438X).
- “Mediating Effect of Person-Job Fit on the Relationship between Person-Organization Fit and Employee Job Satisfaction” published in **Journal of Advance Research in HR and Organizational Management**, Vol. 5, Issue 4, 2018. (ISSN: 2454-3268).

- “Impact of Employee Job Satisfaction on Organizational Performance: An Empirical Study” published in **International Journal of Scientific Research**, 5, (6), June 2016, pp. 538-540. (ISSN No 2277 – 8179).
- “Employee Empowerment and its Outcomes: A Mediation Model” published in **Pacific Business Review International**, 8(6), December 2015, pp. 01-09. (ISSN: 0974-438X).
- “Is Job Satisfaction or Organizational Commitment Better Predictor of Job Performance?” **International Journal of Research in Organizational Behavior and Human Resource Management**, 3(3), September 2015 pp.61-71. (ISSN 2320-8724).
- “Client Devotion: An Empirical Assessment” published in **Asian Journal of Research in Business Economics and Management**, 4(8), August 2014, pp. 95-104. (ISSN No: 2249-7307).
- “Benchmark Indices of Indian Economy: A Comparative Analysis of Sensex and Nifty” published in **Abhinav National Monthly Refereed Journal Of Research In Commerce & Management**, 2(6), June 2013. (ISSN No: 2277-1166).
- “Customer Trust: An Essential Antecedent of Customer Commitment” published in **Global Research Analysis**, 2(5), June 2013, pp. 125-126 (ISSN No: 2319-9725).
- Paper entitled, “3P’s Influencing Customer Satisfaction in Retail Banking: An Empirical Study” published in **International Journal of Scientific Research**, 2(5), May 2013, pp. 371-373. (ISSN No: 2277-8179).

#### **International / National Conferences Attended:**

- Presented a paper titled, “*What makes employees stay? Role of Employee empowerment in formation of employee commitment and behavioural intentions*” in **Two-Day National Level Conference on Paradigm Shift in Business Education** organized by P.G. Department of Management Studies, The Islamia College of Science & Commerce, on 27<sup>th</sup> and 28<sup>th</sup> March, 2018.
- Presented a paper titled, “*Organizational Commitment and Business Performance as an outcome of multi-faceted job satisfaction in banking sector: An Empirical Study*”, in **3<sup>rd</sup> International Conference on HRM** held at **IBS Hyderabad**, on 10<sup>th</sup> and 11<sup>th</sup> March, 2016.
- Presented a paper titled, “*Service Quality, Customer Satisfaction and Behavioural Intentions: An Empirical Study of Retail Banking*” in **International Conference on Marketing in Emerging Economies** organized by **Centre for Management Studies**, held at **Jamia Millia Islamia, New Delhi**, on February 18, 2016.
- Presented a paper titled, “*An Empirical Examination of the Influence of Employee Empowerment on Organizational Commitment and Job Performance*” in **Global Leadership Research Conference 2016 on Leadership, Public Policy & Governance** held at **Amity Business School, Noida, India**.

- Presented a paper titled, “*The Influence of Employee Empowerment on Affective Commitment and Employee Behavioural Intentions*” in **International Conference on Make In India- Campaign for Inclusive Growth; Initiatives and Challenges**” organized by **Department of Commerce, Aligarh Muslim University, Aligarh (India)**, on January 4<sup>th</sup> and 5<sup>th</sup>, 2016.
- Presented a paper titled, “*Empowerment and Employee Performance: Testing the Mediating Role of Job Satisfaction*” in **8<sup>th</sup> Doctoral Thesis Conference**” organized by **IBS Hyderabad (India)**, on January 23<sup>rd</sup> and 24<sup>th</sup>, April 2015.
- Presented a paper titled “*Antecedents of Customer Satisfaction Predicting Customer Loyalty: Banking Evidence*”, in **2-Day International Conference on Contemporary Issues in Business, Management & Finance (CIBMF-II 2013)** held in **Kashmir University** on 28<sup>th</sup> and 29<sup>th</sup> September, 2013.

#### **Invited Lectures Delivered:**

- Delivered lecture on “Multivariate Statistical Techniques-Concept and Applications ” as resource person to Ph.D Scholars for the Course work of 3-Year integrated Ph.D Programme organized by Department of Commerce, University of Kashmir (July 11, 2018).
- Delivered lecture on “Scale Validation by Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM)” as resource person to Ph.D Scholars for the Course work of 3-Year integrated Ph.D Programme organized by Department of Commerce, University of Kashmir (July 19, 2018).

#### **Book Publications:**

- “Service Quality, Customer Satisfaction and Behavioural Intentions: An Empirical Study of Retail Banking” In Farooqi, R. (Ed.) Marketing in Emerging Economies. **Manakin Press** ISBN: 978-93-84370-46-6. pp. 219-232. (Chapter contribution).
- “An Examination of the Factors Affecting Employees Service Performance: A Study of Sales Executives” In Farooqi, R. (Ed.) Marketing in Emerging Economies. **Manakin Press** ISBN: 978-93-84370-46-6. pp. 299-311. (Chapter contribution)

#### **Faculty Development Programs (FDP)/Refresher/Workshops Participated:**

- Participated in “**One Week Faculty Induction Program**” organised by Government Degree College, Tral w.e.f 01<sup>st</sup> May 2024 to 07<sup>th</sup> May, 2024.
- Participated in “**NEP 2020 Orientation & Sensitization Programme**” organized by Central University Kerela, Thejaswani Hills, Perive (PO) w.e.f 05<sup>th</sup> February, 2024 to 14<sup>th</sup> February, 2024.

- Participated in National Level Workshop on **“Research Methodology”** organized by Dayanand College of Commerce, Latur on 08<sup>th</sup> January, 2024.
- Attend Two-week **“UGC – Sponsored Refresher Course in the Subject of Commerce & Management”** organized by HRDC, Kumaun University, Nainital, Uttarakhand, India w.e.f November 14, 2023 to November 28, 2023.
- Participated in Webinar **“Low Cost Waste Management Technologies”** organized by Department of Environmental Science, GDC Anantnag on 27<sup>th</sup> May, 2023.
- Participated in **“Massive Open Online Course – Design, Development and Delivery”** organized by Department of EMMRC – University of Kashmir on 16<sup>th</sup> and 17<sup>th</sup> March, 2023.
- Participated in **“Intellectual Property (IP) Awareness Training Program”** organized by Controller General of Patents, Designs and Trade Marks, Department for Promotion and Industry and Internal Trade, Ministry of Commerce and Industry – Government of India on 25<sup>th</sup> January, 2023.
- Participated in National Online Workshop on **“Research Ethics and Identifying predatory and Cloned Journals in Publications”** organized by Indian Institute of Management and Commerce (IIMC) on 25<sup>th</sup> November, 2022.
- Participated in National Faculty Development Programme on **“Impressive Social Etiquette (Manners Matters)”** organized by IQAC, Indian Institute of Management and Commerce (IIMC) on 04<sup>th</sup> November, 2022.
- Participated in National One Week Faculty Development Programme on **“ICT Tools for Effective Teaching Learning”** organized by Amar Seva Mandal’s Kamla Nehru Mahavidyalaya, Nagpur (Reaccredited A+ grade) from 23<sup>rd</sup> to 28<sup>th</sup> May, 2022.
- Participated in Two Day National Online Faculty Development Programme on **“Plagiarism in Academic Research & Author Identifiers”** organized by Indian Institute of Management and Commerce on 11<sup>th</sup> & 12<sup>th</sup> April, 2022.
- Participated in International Webinar on **“Sustainable Development: Literacy, Ethical and Religious Perspective”** organized by St. Aloysius College, Kerala on 25<sup>th</sup> & 26<sup>th</sup> March, 2022.
- Participated in Three Day National Level Hybrid Seminar on **“Recent Amendments in Company Law and Taxation”** organized by PSG College of Arts and Science on 17<sup>th</sup> to 19<sup>th</sup> March, 2022.
- Participated in One week Faculty Development Programme (FDP) on **“Use of ICT with Special Emphasis on LMS (MOODLE) in Teaching Learning Process: A shift from Traditional to Digital Orientated LMS Based Teaching Learning & Assessment**

**Process”** organized by IQAC, Govt. Degree College for Women, Baramulla from 7<sup>th</sup> March to 15<sup>th</sup> March, 2022.

- Participated in One Day National Webinar on **“Research Performance Indicators”** organized by Research Committee in collaboration with University of Mumbai and Children Welfare Centre Law College on 26<sup>th</sup> February, 2022.
- Participated in UGC Sponsored Webinar on **“MOOC’s Development & Delivery”** organized by UGC-Human Resource Development Centre, University of Kashmir on 26<sup>th</sup> February, 2022.
- Participated in Online Faculty Development Programme on **“Essential Soft Skills for Impactful Professional Career”** organized by IQAC, Indian Institute of Management and Commerce (IIMC) on 11<sup>th</sup> February, 2022.
- Participated in One week online Faculty Development Programme (FDP) on **“Recent Advancements and Emerging Technologies in the Area of Education and Research”** organized by IIMT College of Management Greater Noida from 3<sup>rd</sup> to 9<sup>th</sup> February, 2022.
- Participated in International Workshop on **“Introduction to Securities Markets”** organized by Department of Management Studies, Teerthanker Mahaveer University on 03<sup>rd</sup> February, 2022.
- Participated in the Online National Level Webinar on **“Role of SEBI in Investors Protection”** organized by Department of BAF, SSC College of Arts & Commerce on 31<sup>st</sup> January, 2022.
- Participated in the International Webinar on **“Publishing Research Articles”** sponsored by UGC, organized by Human Resource Development Centre, University of Kashmir on 29<sup>th</sup> January, 2022.
- Participated in the Webinar on **“Recovery from Shocks”** organized by Foundation for Economic Growth and Welfare on 28<sup>th</sup> January, 2022.
- Participated in the Webinar on **“Internet Addiction and Internet Ethics”** organized by Seminar and Debates Committee in collaboration with Department of Computer Applications, GDC Dooru Anantnag Kashmir on 14<sup>th</sup> January, 2022.
- Participated in National Webinar on **“GST in India”** organized by IQAC Cell of Shri Vaishnav College of Commerce, Indore on 4<sup>th</sup> January, 2022.
- Participated in National Level Webinar on **“A Talk on Management of Personal Finance”** organized by Institute of Finance and International Management Electronics City, Bengaluru in association with Association of Mutual Funds In India on 30<sup>th</sup> December 2021.

- Participated in **Faculty Development Programme (FDP) on “New Education Policy”** organized by Patrician Institution’s Innovation Council (PIIC) & Department of Commerce in association with MGNMRS Innovation Council on 29<sup>th</sup> December 2021.
- Participated in National Level Webinar on **“A Talk on Management of Personal Finance”** organized by Sanatan Dharma College Ambala Cantt. in association with Association of Mutual Funds In India on 25<sup>th</sup> December 2021.
- Participated in National Level Webinar on **“Consumer Rights Violation & Remedies”** organized by Consumer Club on 24<sup>th</sup> December, 2021.
- Participated in State Level Online Workshop on **“Intellectual Property Rights (IPR)”** organized by Pemraj Sarda College, Ahmednagar on 23<sup>rd</sup> December, 2021.
- Participated in One Day Online **20<sup>th</sup> International Webinar on “Innovative Approaches in Stem Education in Industrial Revolution”** organized by DPBS PG College Anupshahr & Forum of Commerce and Management Studies, India on 20<sup>th</sup> December, 2021.
- Participated in workshop on **“Statistical Analysis and its Interpretation Using R and SPSS”** organized by the Internal Quality Assurance Cell, Christ Nagar College, Maranalloor, Trivandrum, from 04 October, 2021 to 7 October, 2021.
- Participated in **“Faculty Development Program on Investment & Trading – Concepts & Application”** organized by the NSE Academy Limited on August 31, & September 1, 2021.
- Participated in **“National Level 7-Day Faculty Development Programme on Accreditation Framework”** organized by the internal Quality Assurance Cell of Christ Nagar College, Maranalloor, Trivandrum, from 31 August, 2021 to 7 September, 2021.
- Participated in **International Joint Webinar on Statistics “Survival Analysis”** organized by Faculty of Mathematics and Natural Sciences, Universitas Islam Bandung Indonesia, August 12, 2021.
- Participated in **Management Development Programme (MDP) on “PoSH ACT, 2013”** organized by Department of Management Studies, G.L Bajaj Institute of Management and Research Greater Noida, 16 July, 2021.
- Participated in **Two Weeks Refresher Course on “Data Analysis with Statistical Methods”** organized by Teaching Learning Centre, Ramanujan College, University of Delhi under the Aegis Ministry of Education in association with Indian Accounting Association, NCR Chapter from 21 December, 2020 to 03 January, 2021.
- Participating in the webinar on **“Mental Health and Career Counselling”** organized by the Psychological Cum Career Counselling and Placement Cell of Amar Singh College on

29th December, 2020 as part of the Manodarpan Initiative of Higher Education Department of J&K.

- Participating in the webinar on **“Role of Data Sciences in Modern Agriculture”** organized by the IQAC of Amar Singh College on 24th August, 2020 as part of the International Webinar Series on Recent Advances in Science, Social Sciences and Humanities (RASSSH-2020).
- Participated in **One-Week Faculty Development Programme (FDP) on “Basics of Research Methods and Techniques”** organized by Department of Management Studies, G.L. Bajaj Educational Institutions Greater Noida, Uttar Pradesh from 17 August, 2020 to 22 August, 2020.
- Participated in **Webinar on “Dealing with Problems of Online Education”** organized by Talha Ask Education on YouTube Platform on 09-August-2020.
- Participated in **Webinar on “Leveraging Artificial Intelligence in Healthcare – Special Reference to COVID – 19 Pandemic”** organized by Amar Singh College, Cluster University Srinagar held on 28-July -2020.
- Participated in **Two-Week Faculty Development Programme (FDP) on “Managing Online Courses and Co-Creating MOOCs 3.0”** organized by Teaching Learning Centre, Ramanujan College, University of Delhi from 25 July, 2020 to 10 August, 2020.
- Participated **Four-Week UGC-sponsored 81st General Orientation Course** organized by the HRDC, University of Kashmir from 12 Nov, 2018 to 13 Dec, 2018.
- Attended **One-Day Workshop on Massive Online Open Courses (MOOCS) Development** organised by Educational Multimedia Research Centre, University of Kashmir in collaboration with UGC-CEC, New Delhi on 25th Sep, 2018.
- Participated in **One Week Workshop on “Research Methodology”** for research scholars organized by the UGC-Academic Staff College, University of Kashmir from 25th August 2014 to 30th August, 2014.
- Participated in **10-Day Workshop on “Research Methodology in Management, Commerce & Social Sciences”** conducted by School of Business Studies, Islamic University of Science and Technology, J&K from 30th November 2013 to 12th December, 2013 sponsored by Indian Council for Social Science Research.
- Participated in **“Capacity Building Programme on Commodity Future Market”** organized by Department of Business & Financial Studies, University of Kashmir in collaboration with the Forward Market Commission (FMC), Mumbai & Multi Commodity Exchange (MCX) on 8th & 9th June, 2013 at University of Kashmir, Srinagar, J&K.
- Participated in **2 Day “Train the Trainers” Workshop on Commodity Future Market”** organized by Department of Business & Financial Studies, University of Kashmir in

collaboration with the Forward Market Commission (FMC), Mumbai & Multi Commodity Exchange (MCX) on 24th & 25th June, 2011 at University of Kashmir.

#### Research Projects:

Title of Research Project	Awarding Agency	Approved Duration	Budget Approved	Designation
Evaluating E-Service Quality on Government e-Marketplace (GEM): A User Perspective	ICSSR, New Delhi	01 Year	Rs. 9,57,000	Project Director

#### Academic Qualifications:

Examination	Institution	Year of completion
JK-SLET	Kashmir University	2016
UGC-NET(JRF)	UGC	2012 / 2013
M.COM	Kashmir University	2012
B.COM	Islamia College of Science & Commerce	2010

#### Teaching Experience:

Programme	Name of the Institution	Year
UG NEP 3+1	Government Degree College, Tral	08-11-2023 (Till date)
UG (General & Hons)	Cluster University of Srinagar. Amar Singh College.	15-02-2017 to 07-11-2023
PG (M.Com)	Directorate of Distance Education, University of Kashmir	2016
PG (MFC)	Department of Business & Financial Studies, University of Kashmir	2014-15
PG (M.Com)	IGNOU (SP College, study centre 1209)	2013-14



### **Administrative & Executive Support Experiences:**

- Head – Department of Commerce, Government Degree College Tral.
- Project Director for ICSSR Sponsored Research Project for the year 2023-24.
- Convenor, Printing and Publishing Committee, GDC Tral.
- GeM Buyer on Government e-Market Place. GDC Tral.
- Associate with Infra-Structure and Development Committee, GDC Tral.
- Convenor Transport Committee, GDC Tral.
- Associate with Landscape Committee, GDC Tral.
- Associate with First Aid Committee, GDC Tral.
- Dean – School of Business & Economic Studies, Amar Singh College.
- Spoke Co-ordinator of ‘Accounting and Taxation’ Skill Development Programme.
- Associate with Internal Audit cum Action/Tax Evaluation Committee
- Associate with IQAC Committee, Amar Singh College.
- Associate with Admission and Time Table Committee, Amar Singh College.
- Associate with Financial Aid Committee, Amar Singh College.
- Associate with Academic Monitoring Committee, Amar Singh College.
- Associate with Academic Affairs Committee, Amar Singh College.
- Associate with Purchasing Committee, Amar Singh College.
- Associate with Research Committee, Amar Singh College.

### **Membership in Academic Bodies:**

- Member of Board of Post-Graduate Studies (BOPGS) in Commerce, University of Kashmir.
- Member of Board of Under-Graduate / Post-Graduate Studies in Commerce, Cluster University Srinagar.
- Member of Board of Under-Graduate / Post-Graduate Studies in Management, Cluster University Srinagar.

### **Research Work Experience (as Reviewer):**

- South Asian Journal of Business Studies, Emerald Publishers.
- Measuring Business Excellence Journal, Emerald Publishers.
- TQM Journal, Emerald Publishers.
- Journal of Financial Service Marketing – Springer Nature.

#### **Research Software Skills:**

- SPSS (Statistical Package for the Social Sciences)
- AMOS.
- Smart PLS

**Dr. Mir Rouf Ahmad.**

*Head, Department of Commerce.*

*Government Degree College – Tral.*

*Dated: 18-November-2024*

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