



## **Danish Iqbal Raina**

Assistant Professor

Centre for Hospitality and Tourism

Baba Ghulam Shah Badshah University

Rajouri, J&K

### **Contact details:**

Mob: 8803600838

Email: [danishbgsbu@gmail.com](mailto:danishbgsbu@gmail.com)

### **Educational qualification:**

- B.Sc.-2005: University of Jammu
- MBA-2007: School of Management Studies ,BGSB University
- Ph.D. BGSB University.

### **Specialization:**

- Community based tourism
- Entrepreneurship Development

### **Teaching Experience:**

- Worked at the Business School Baderwah campus ,University ofJammu,2008-2009
- Working in School of management Studies ,BGSB University from 2009 onwards

### **Seminars /Conferences/Webinars/FDPS/Workshops:**

- Presented Papers in 10 International conferences
- Presented Papers in 15 National Conferences
- Participated in 38 webinars
- Participated 8 FDPs

### **Publication**

- Customer Relationship Management Practices In Telecom Sector: Comparative Study Of Public And Private Companies, *International Journal of Management Studies, Vol-IV, Special Issue-2, November 2017*
- Impact of Customer relationship Management on customer Satisfaction and Loyalty: a study of Telecom companies in J&K, *Researchers World 8 (4), 115-123*
- Entrepreneurial Motivations Among Women Entrepreneurs In Rajouri District Of J&K, *DRSR Journal, Vol-10 Issue-07 No. 1 July 2020*
- *Impact Of Work Life Balance On Entrepreneurial Decisions And Outcomes; A Study Of Women Entrepreneurs Of Jammu And Kashmir , Journal of Positive School Psychology*
- *TOURIST PERCEPTION TOWARD STREET FOOD MANAGEMENT: A CASE STUDY KASHMIR, INDIA.*
- *Impact Assessment of Covid-19 Pandemic on Perception and Travel Behavior of Tourists with Strategies for Resilient Recovery of Jammu And Kashmir, India.*

### **Extension Activates:**

- Coordinator, National seminar on Banking2016
- Coordinator National seminar on Tourism Development2017
- Organized students workshops on diverse themes of Tourism
- Organized two days National Workshop on Ecotourism 2019
- Organized 35 National / Internal Webinars during 2020
- Organized Leadership Conclave in 2017, 2018
- Organized two national workshop on Community based tourism in Peer Panjaal in collaboration with WWF India.
- Organized 3 national seminars on community based tourism
- Organised 45 webinars on diverse themes

**Memberships:**

- Member Responsible Tourism Society of India
- Member New Tourism Foundation
- Life time member of Teaching and Research Association TERA
- Member IUCN-Commission on Environment, Economic and Social Policy
- Member ICDS society Japan.

Danish Iqbal Raina