

Curriculum Vitae



Dr. Dil Pazir

School of Management Studies,
Baba Ghulam Shah Badshah University,
Rajouri (Jammu and Kashmir),
India -185234

E- mail: dil786pazir@rediffmail.com

Mob: +91-9419170928/7780840199

Title: Senior Assistant Professor with more than 10 years of teaching experience.

PROFESSIONAL EDUCATION

- FDPM (IIMK M) (2009) Faculty Development Program in Management , Indian Institute of Management Kozhikode ,Calicut, Kerala
- SDP (2011) Staff Development Program in Management, (M. M. University Molana, Haryana)

EDUCATIONAL QUALIFICATION

- **Ph.D.** (awarded) from the Dr. B.R.A. University, Agra, (U.P.) in December 2006.
- Title of Ph.D.: ***“Economics of crop Enterprises in different farm size groups with Special reference to Rajouri district of Jammu and Kashmir”***
- **M. Sc. Ag (Economics)** from the Dr. B.R.A. University, Agra (U.P.), 2001.
- **B.Sc. (Agriculture)** from the Dr. B.R.A. University, Agra (U.P.), 1999.
- **12th** From Jammu and Kashmir Board State Board of School education (J&K) 1994
- **10th** From Jammu and Kashmir Board State Board of School education (J&K) 1992

Area of Specialization:

- Consumer behavior & Marketing strategy
- Strategic Brand Management
- Rural and Agricultural Economics
- Planning and development

CURRENT RESEARCH INTERESTS / Ph.D. DISSERTATIONS UNDER GUIDANCE

- Marketing and small scale industries.
- A Study of Management and Performance of small and medium enterprises.
- Economics of crop enterprises on Different farm size groups.
- Consumer behavior and marketing strategy.
- A Comparative Study of Customer relationship Management in Public and private telecom Companies in Jammu and Kashmir
- Gap Analysis of Service Quality Management: - A study of select hotels of Kashmir.

WORKSHOPS ORGANIZED

- 10 days short term course on Research Methodology for Ph.D. Scholars/ faculty. organized at School of Management Studies BGSBU, Rajouri Sponsored by Indian Council of Social Science Research, (ICSSR), New Delhi from 3 to 12 June, (2013).

GUEST FACULTY/ LECTURE / ACADEMIC SESSION

- The Institute of Entrepreneurship Development Jammu, Jammu and Kashmir Govt
- Provident Fund Commission Jammu, Jammu and Kashmir Govt.
- Community college for Vocational Studies BGSB,University.

BOOKS / BOOK CHAPTER PUBLISHED

- Brand Management Published by Education Publishing house, New Delhi, International Publisher, ISBN: 81-88912-60-3.
- Working on Role of branding in small enterprises as book Chapter.

RESEARCH PAPERS PUBLISHED: REFEREED JOURNALS

1. Pazir. D. (2009). A study of cost and returns of majors crops on small and marginal farms, with special reference to Bichpuri block of Agra District (U P) *.The journal of Rural and agricultural Research, 6 () , 33-35.*
2. Pazir. D. (2010). Cost and returns of wheat crop on different farm size groups in Rajouri District of J&K. *The National journal of Rural and agricultural Research, 6), 01-05.*
3. Pazir. D. (2010). Cost and returns of maize crop on different farm size groups in Rajouri District of J&K, *National journal of Rural and agricultural Research 6() , 53-56.*

4. Pazir. D. (2012). Women participation in micro, small and medium enterprises, zenith. *International Journal of Business Economics & Management Research*. 2(3),
5. Pazir. D. (2012). Factors affecting the quality of work life among women workers-A study of Jammu based SME units. *National journal of Rural and Agricultural Research*. 12(), 57-60.
6. Pazir. D. (2012) .Emerging trends of corporate Social responsibility in India: An Overview, *National journal of Rural and Agricultural Research*. 12(), 49-51.
7. Pazir. D. (2012) Opportunities for Developing Heritage Tourism in Rajouri and Poonch of Jammu and Kashmir: Essence. *A Bi- Annual Referred Journal of Management & Research*. I () pp 1-18
8. Pazir. D (2013) “Work force diversity its prospects and challenges, A case study of District Rajouri”. Essence. *A Bi- Annual Referred Journal of Management & Research* vol. IV pp 11-20.
9. Pazir. D (2013) “Employees retention and its prospects” in National conference proceedings on preparing next generation Leadership: A futuristic Agenda organized by Department of Human Resource Management Central University, ISBN No 978-81907-266-6-5, November, 2013.
10. Pazir. D. (2013) problems and prospects: Micro small and medium Enterprises (MSMES) in Rajouri and Poonch Districts (J&K) zenith *International Journal of Business Economics & Management Research*.3(10), ISSN 2249 8826 Online available at <http://zenithresearch.org.in/>
11. Pazir .D. (2014). Impact of Mughal Road on the economic development of District Rajouri and poonch. *International Journal of innovative research and Studies*, 3(1), 513-525.
12. Pazir. D. (2015). Service Quality Management in the Hotel Industry: Empirical Evidence from Kashmir Valley. *International Journal of multidisciplinary Educational Research* 4(10/2), 82-93.
13. Pazir. D. (2015) Working Capital Management and profitability: A Case of Cemtac Cements Pvt Ltd Kashmir, *EPR International Journal of Economic and Business Review*

14. Pazir. D. (2015). A Study Of Customer Satisfaction Towards Hotel Industry In Kashmir Valley, International Journal of Management Research and Review
15. Pazir. D. (2015) Economics of Barseem cultivation on different farm size groups: With special reference to Rajouri District of J&K , ZENITH International Journal of Business Economics & Management Research , ISSN 2231-5780
16. Pazir. D. (2015). Efficiency measure of crop enterprises on different farm size groups in Rajouri District of J&K, Journal Of rural And agricultural research
17. Pazir. D. (2016). Performance of small and medium enterprises study of Rajouri district of J&K, EPRA International Journal of Economic and Business Review, ISSN 2347-9671.
18. Pazir. D. (2016). Role of branding in small enterprises A study of District Rajouri J&K, presented in international conference on marketing in emerging economics organized by Centre for management Studies Jamia Millia Islamia, New Delhi on 18 February, 2016.
19. Pazir. D. (2016). A Critical Review of the Various Models of Service Quality and their Application in the Hotel Industry in International Journal of Applied Marketing and Management Volume 1 Issue 2 2016.
20. Pazir. D. (2016). Consumer buying behavior in rural markets: A case study of District Rajouri in agriculture and rural development for sustainable agriculture and all round welfare of rural community , ISBN No

PAPER PRESENTATION

1. *"Repositioning of global brand in India"* presented in the national seminar on challenges and strategies for the Indian industry in the emerging global economics scenario was organized by (PCMRD) on 9th , 10th & 11th of Feb. 2010 ,Pune, Maharashtra
2. *"Role of micro financial institution in poverty elevation A case study of NABARD"* presented in the national seminar on Microfinance: banking solution to poverty and low income trap organized by School of management studies on 5th &6th of April. 2010.
3. *"Accounting for As.26 intangible Assets Indian Perspective"* presented in 35th All India Accounting Conference and International Seminar on Accounting Education and Research organized by Indian Accounting Association Saurashtra Branch, Rajkot and Department of Business Management Saurashtra University, Rajkot on 05-06 January, 2013.
4. *"Problems and prospects of Tourism Industry with reference to Jammu and Kashmir State"* presented in the national seminar organized by Department

Tourism and Travel Management Central University of Jammu on 30-31 March, 2013.

5. *“Employee retention and its prospects”* presented in the National Conference organized by Department of Human Resource Management & OB Central University of Jammu on 22-23 November, 2013.
6. Ecotourism and Eco touristic products: A study of the state of Jammu and Kashmir organized by *The Business School, University of Jammu* during 26th and 27th February 2016.
7. Role of branding in small enterprises A study of District Rajouri J&K, presented in international conference on marketing in emerging economics organized by Centre for management Studies Jamia Millia Islamia ,New Delhi on 18 February, 2016
8. Problems of Muslim women in higher Education in Rural Areas organized by Al-Barkaat Institute of education on 19th – 20th march 2016.
9. Data Mining and its application in Management organized by Department of Information Technology, Baba Ghulam Shah Badshah University, Rajouri On 26th March 2016.
10. A study of women entrepreneurs in Jammu & Kashmir organized by Department of economics, Ch. Charan Singh University Meerut on 26 – 27 March 2016.
11. Role of Jammu and Kashmir Bank in promoting corporate Social responsibility (CSR) organized by Department of Commerce , Aligarh Muslim University, Aligarh On 4-5 January 2016.
12. Community based tourism: as a tool for sustainable development organized by School of management studies BGSB University on 10 December 2016.
13. Ecotourism and Eco touristic Products: A study of the state of Jammu and Kashmir organized by the Business School University of Jammu on 26-27 February 2016.
14. Role of zakat in poverty Alleviation and Social Development organized by School of management studies BGSB University on 19-20 April 2017.
15. Tourism motivations to travel: A theoretical perspective into existing literature organized by School of Business Studies Central University of Jammu on 4-6 May, 2017.

PROGRAMME ORGANIZED

- National Seminar on India's Growth prospects under changing world trade scenario Sponsored by All Indian Council of Technical Education, New Delhi organized at School of Management Studies BGSBU, Rajouri, (2007).
- National Seminar on Microfinance: Banking solution to poverty and low income trap organized at School of Management Studies BGSBU, Rajouri, (2010).

Professional Development Courses:

- "Refresher/ Special Winter Course" Organized by UGC Academic Staff College, Jamia Millia Islamia , New Delhi from 11December to first January 2013 (3 Weeks)
- "General Orientation Course", Organized by UGC Academic Staff College, University of Jammu from 4 - 31July,2012.(4 Weeks)
- Two Week Capacity Building Programme For Young Faculty Members in Social Sciences Sponsored by ICSSR organized by Department of Economics , Aligarh Muslim University, Aligarh from 09 March 2016 – 22nd March 2016.
- (Three Weeks) Winter School Organized by UGC- HRDC, Aligarh Muslim University, Aligarh from 05 – 25 January 2017.

CONFERENCES/ SEMINARS

- National Seminar on India's Growth prospects under changing world trade scenario organized at School of Management Studies BGSBU, Rajouri, (2007).
- International conference on indo-Arab partner in progress (Four days) held at Indian Institute of marketing Management, New Delhi (2008).
- Participated in Panel Discussion on "Union Budget (2008)." under the Programme of Academic Industry Interface, Organized by ICC (2008) with Finance Minister Mr.P.S.Chidambaram held at Vigyan Bhavan, New Delhi (2008).
- National Seminar on Corporate social responsibility and emerging business issues held at SMVD University, Kakrayal Katra (2008).
- National Seminar on Challenges and Strategies for the Indian Industry in the emerging global economic scenario organized at PCMRD, Pune on 9th, 10th and 11th February 2010.
- National Seminar on Microfinance: Banking solution to poverty and low income trap organized at School of Management Studies BGSBU, Rajouri, (2010).
- Presented paper on "Employees retention and its prospects" in National conference on preparing next generation Leadership: A futuristic Agenda organized by

Department of Human Resource Management Central University, Jammu From 22-23 November, 2013

- National workshop on “Information Literacy and plagiarism” 10 days organized at BGSBU, Rajouri
- National workshop on “Accreditation Awareness & Institutional ranking” under National Quality Renaissance Incentive (NQRI) of NAAC held from 5-6 January, 2015 organized by Department of Human Resource Management Central University, Jammu

ACADEMIC & ADMINISTRATIVE RESPONSIBILITY

- I/C, Head Economics/Management Studies
- Coordinator Equal Opportunity Cell, BGSB University, Rajouri.
- member of the committee constituted for formulation and monitoring of research development projects in the School of Management Studies since 2009.
- member of the Admission committee constituted for MBA, MBA-FM, BBA & M.A Economics programs, Since June 2008.
- Incharge Time Table and exams for MBA, MBA-FM & BBA programs, Since June 2008.
- Convener equal opportunity cell for the welfare of SC/ST/OBC & Minorities.
- Handling the responsibility of coordinator to BBA program, since 2009.
- Handling the responsibility of superintendent for the conduct of theory examinations MBA, MBA-FM and BBA.
- member of the inspection team constituted to over view the conduct of theory examinations of all PG and UG courses of the university.
- Member of the cultural committee to facilitate and promote cultural activities in the campus.
- Member of the inspection committee to scrutinize the sessional record of all the PG & UG courses of the university.

MEMBERSHIP OF ACADEMIC BODIES

- Indian Commerce Association
- Gramin Vikas Avam Siksha Prasar Samiti
- Regent Education & Research Foundation

Major Research Project by ICSSR: “Management and Performance of Micro and Small Enterprises of Rajouri & Poonch Districts of J&K”

HONOURS & AWARDS

- **Young Scientist Award** from (GVASPS-2016) during 11-12 June 2016 at Agra (U.P.)
- **Letter of appreciation from Hon'ble Vice chancellor** Baba Ghulam Shah Badshah University for Organizing National Seminar on "India's exports growth prospects under changing world trade scenario" on October, 2007.
- **Award certificate Hon'ble Vice chancellor** Baba Ghulam Shah Badshah University for successful conduct of cultural activities on the occasion of 5th Annual day on December 15th 2009.
- **Letter of appreciation from Dean School of management studies** Baba Ghulam Shah Badshah university for organizing national seminar on "Microfinance: banking solution to poverty and low income trap" organized at School of Management Studies BGSBU, Rajouri, 2010.
- **Letter of appreciation from Head School of Management Studies,** Baba Ghulam Shah Badshah University for Organized 10 days short term course on Research Methodology for Ph.D. Scholars / faculty. Sponsored by Indian Council of Social Science Research, (ICSSR), New Delhi from 3 to 12 June, (2013).

Permanent Address: Resident of Argi, V.P.O Gunni, Tehsil and District, Rajouri Jammu and Kashmir (185132) India.

(Dil Pazir)