

## Curriculum Vitae

**Dr Sheeraz Ahmad Tantray**  
R/o: Killora Shopian-192303  
(M) 7006961190, 9596490613  
Email: [satantray@gmail.com](mailto:satantray@gmail.com)



**Educational Qualification:** MBA (Marketing & HRM)  
M Phil-PhD (Business Studies)

**Present Occupational Profile:**  
Assistant Professor & Head (2017-till date)  
Department of Business Administration (BBA)  
Government Degree College (Boys), Baramulla

### **Distinction & Achievements:**

- UGC NET-JRF & SRF (Management)
- Placement Coordinator (BBA)
- Member of various committees (Admission, Discipline, Mountaineering)
- NCC 'A' & 'B' Certificate

### **Previous career details:**

- Lecturer  
Department of Commerce MEI, Pampore J&K  
(May 2012- Nov 2013)
- Sales Officer  
Bharti Airtel Ltd (June 2010-May 2012)

### **Initiatives at Department of Business Administration**

1. **Friday Club Activity:** Friday Club activity has been initiated to improve the presentation skills of the students. It is a student driven activity mentored by faculty members.
2. **Mentoring:** Grouping of students under faculty mentorship and guidance for monitoring academic and personality development progression based on soft skills.

3. **Student Feedback:** Online portal through google docs wherein students are required to provide teacher's status in terms of subject knowledge, demonstration etc.

### **Books:**

- Book titled "**Brand Endorsement through Ethnocentric & National Identity Perspective**" (ISBN 978-613-8-83510-3) in press, Lambert Academic Publishing
- Chapter titled "*Social Venture Finance: An Optimized Solution for Complex Social Problems*" published in **Edited book** on 'Entrepreneurship Development in India: Challenges and Opportunities' **Twenty first Century Publications Patiala** (ISBN: 978-89463-68-7).

### **Research Publications (Peer reviewed/UGC referred Journals):**

- "E-Governance: Implementation and acceptability in India", *International Multidisciplinary e-journal* Volume III, Issue III. March, Pages 158-167, 2014 (ISSN -2277-4262)
- "Consumer's Behavior towards Online Shopping Stores in J&K", *International Journal of scientific research and management (IJSRM)* Volume 2, Issue 6, Pages 983-996, 2014.(ISSN: 2321-3418)
- "Value Chain design for MSMEs", *International Journal of Engineering Science Invention*, Volume 3 Issue 6 June 2014 || PP.32-37 ISSN (Online): 2319 – 6734, ISSN (Print): 2319 – 6726
- "Education Par Excellence: Remedy for the Deteriorating Scenario", *National Teacher Education (NTE) Journal*, Volume 7, Number 4, Pages 53-59, Summer 2014 (ISSN: 2157-0590).
- "Consumer Ethnocentrism: Does it really matter for Indian Consumers? *Academy of Contemporary Research Journal*' Volume IV, Issue IV, 2015, 18-26 (ISSN: 2305-865X)
- 'Leveraging on Consumer Ethnocentrism: A Potential Strategic Tool for Future Marketers' *Journal of Marketing and Consumer Research*, Volume 31, 2017 (ISSN 2422-8451)
- "Consumer Ethnocentrism in 21<sup>st</sup> Century: A Review and Research Agenda", *Business and Economics Journal*, Volume IX, Issue 3, August, 2018. (ISSN: 2151-6219).

- *'Simulation of Entrepreneurial Success in Micro, Small and Medium Enterprises: A Research Perspective'* accepted for publication in International Journal of Emerging Technologies and Innovative Research (JETIR), UGC referred (ISSN: 2349-5162).
- *Consumer ethnocentrism vis-à-vis brand equity: A review and research agenda for future marketers* accepted for publication in International Journal of Research and Analytical Reviews (IJRAR) UGC referred (ISSN 2348-1269).
- *Evaluating Tourism Potential: A Case of Pir Panjal Himalayan Region in India,* Published in International Journal of Research and Analytical Reviews (IJRAR) Volume 6 Issue 2 June 2019 (ISSN 2348-1269)

### **Paper Presentation:**

- Presented paper in The International Conference on Organization and Management (**ICOM 2015**) held in Abu Dhabi University, UAE on Nov 22-23, 2015 (Paper title: *Sustainable development in turbulent times: Analyzing entrepreneurial prospectus in turmoil-hit Kashmir region*).
- Presented paper in ICSSR Sponsored International Conference on **"Shifting Paradigms in Applied Economics and Management: Course Corrections"** with the title *Academic Performance Measurement: Balanced scorecard Approach* organized by faculty of Management, Shri Mata Vishnu Devi University, Katra on 1-2 August, 2014.
- Presented paper in the National seminar held by The Business School, University of Jammu on 26-27 March, 2014 (**Topic- Strategic Talent Modeling for Competitive Advantage in Tourism: Key Issues**)
- Attended the ICSSR Sponsored national seminar on the theme "Entrepreneurship Development in India: Challenges and Opportunities, organized by Sri Guru Gobind Singh College, Chandigarh and presented paper *"Social Venture Finance: An Optimized Solution for Complex Social Problems"* on December 4, 2014.
- Presented paper titled *"Exploring the professional competencies of Talent management in Tourism sector of J&K"* in 3 days national conference on Destination Branding organized by Central University of Jammu from Sep 06-08, 2018.

### **Organizing Committee member:**

- Member, Organizing Committee for 10 days ICSSR sponsored **"Research Methodology Workshop"** organized by Department of HRM & OB, Central University of Jammu from May 12-21, 2015.

- Organizing Committee Member in National Seminar on **“On Education and Youth: Challenges and Prospectus”** organized by Central University of Jammu on 2<sup>nd</sup> Nov, 2015.

### **Workshops:**

- ✓ Participated in ten days Training Programme on **“Research Methodology for Rural development Professional”** from June 09-18, 2014 conducted by National Institute of Rural Development and Panchayati Raj, Hyderabad.
- ✓ Participated in workshop on **“Essential Computing Techniques”** Organized by Dept. of Computer Science & IT, Central University of Jammu on 8-10 Oct, 2014.
- ✓ Attended the workshop on **“Considering Industry Stake-Holding in Lab Research”** organized by MHRD-IPR Chair, Department of Management Studies, IIT Roorkee during October 11-12, 2014.
- ✓ Participated in five days Training Programme on **“IT for Data Management and analysis”** from October 29-31, 2014 conducted by NIRD & PR, Hyderabad.
- ✓ Participated in workshop on **“Statistical Analysis using AMOS”** organized by School of Business Studies, Central University of Jammu on 22-25 May, 2015.
- ✓ Participated in SPSS South Asia Pvt. Ltd sponsored workshop on **“Data Analysis using SPSS Statistics 23.0”** on 3-4 December, 2015, organized by School of Business Studies, Central University of Jammu.
- ✓ Participated in workshop on **“Intellectual Property Rights: Implementation and Enforcement”** organized by Ministry of Communication and Information Technology (DIETY) in collaboration with UBIC, CU Jammu on 5-15 January, 2016.

### **Project Work**

Customer Satisfaction in Telecom Industry: A Case Study of RCom in J&K (June-Sept, 2009)

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**Govt. Degree College (Boys), Baramulla**