

ARIF ANWAR

(B. Tech, MBA, Ph.D.)

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PROFILE

Dr. Arif Anwar is currently serving as an Assistant Professor at P.D. School of Entrepreneurship & Family Business Management, NMIMS, Mumbai. With a passion for education and teaching experience for over 6 years, Dr. Anwar has made significant contributions to the field of Marketing and Strategic Management.

Dr. Anwar holds a Ph.D. in Marketing from Aligarh Muslim University and has qualified UGC-NET in the field of Management. His academic journey has been marked by excellence and dedication. Along with publication in journals of repute, he also has a book to his credit. He has presented his research work at various conferences including Harvard, IIM-C, IIM Indore, and BITS-Pilani to name a few. He has participated in many workshops and FDPs not just as a learner but also as a Resource Person in various institutes in India and abroad. As an academican, Dr. Anwar plays a pivotal role in shaping the next generation of professionals and scholars in the field. His expertise also includes hands-on training with IBM SPSS (Statistics & AMOS).

In the past, he has good experience and exposure with Universities/ Institutes of repute like Jamia Hamdard (Deemed-to-be-University), NIT Srinagar (Institute of National Importance, MoE), Jamia Millia Islamia (Central University), Delhi Pharmaceutical Sciences & Research University (Govt. of NCT of Delhi), and Aligarh Muslim University.

COURSES TAUGHT

- Advertising Management
- Marketing Management
- Services Marketing
- Entrepreneurship (Along with Design Thinking)
- Strategic Management

EDUCATION

- **Ph.D.** (Business Administration) from **Aligarh Muslim University**.
- Qualified **UGC- NET** (Management).
- **MBA** (Marketing & Operations) from **Jamia Millia Islamia**, New Delhi.
- **B. Tech** (Electrical & Electronics) from **Guru Gobind Singh Indraprastha University**.

RECENT PUBLICATIONS- BOOKS & RESEARCH PAPERS

- Wani, T. & Anwar, A. (2021). Contemporary Business Trends: Pre and Post COVID Scenario, Bloomsbury Publishing (Edited).
- Jan, S. & Anwar, A. (2021). Strategic Entrepreneurship in light of entrepreneurial and strategic orientations. Journal of public affairs: An International Journal (Wiley: ABDC- B/ Scopus/ESCI/Web of Science).
- Jan, S. & Anwar, A. (2021). Analyzing Strategic Entrepreneurship among women entrepreneurs of J&K, International Journal of Asian Business and Information Management (IGI: Scopus/ESCI/Web of Science).
- Anwar, A. & Jan, S. (2021). Entrepreneurship and Supply Chain Resilience in Context with Strategic Management: An Integrative Approach in COVID-19 Era. Chapter in the Book titled "Contemporary Business Trends: Pre and Post-COVID Scenario" published with Bloomsbury Publishing.

WORKSHOPS: PARTICIPATION & RESOURCE PERSON

- Delivered Multiple Sessions as **Resource Person** in the **Faculty Development Programme (FDP)** on **Research Methodology and Data Analytics** at Asian Business School, Noida- July 26 – July 31, 2021.
- Delivered a talk as **Resource Person** on "**Future Aspects of Employment for Freshers**" in a Webinar titled **Human Resource Innovation & Future of Employment** organized by **Mirwais Neeka Institute of Higher Education, Afghanistan**- June 20, 2021.
- Delivered lecture as **Resource Person** on the topic "Understanding Data" and "Data Analysis using SPSS" in Six-days online FDP on **Innovative Research Methods in Management** at GLA University, Mathura- 23rd – 28th November, 2020.
- Participated as Coach in Impact Week, Delhi 2018 on **Design Thinking: Train the Trainer** jointly organized by DU, DIIF, SIIF & ACIIE and sponsored by Lufthansa – Delhi 04th – 11th October, 2018.
- Lecture delivered as a **Resource Person** on the topic **Time Management** and also participated in 2-Days workshop on **Stress Management and Communication Skills for Police Personnel** organized at AMU Kishanganj Centre, Bihar- 24-25 April, 2017.

- Participated in 2-Weeks **International Summer School** themed "*International Aspects of Entrepreneurship*" organized at University of Applied Science (**Fachhochschule**), Erfurt, **Germany**- Aug-Sept., 2012.

CONFERENCES: PRESENTATION & ORGANIZING

- **Coordinator & Organizing Member** of Two-days "International Conference on Sustainability & Digitalization (ICSD 2022)" in the Department of Management, SMBS at Jamia Hamdard, New Delhi – 28th & 29th Sept, 2022.
- **Organizing Member** of Two-days "International Conference on Contemporary Business Trends (ICCBT 2021)" in the Department of Humanities, Social Sciences & Management at National Institute of Technology Srinagar – 16th & 17th Jan., 2021.
- Served as **Session Co-chair** for the Track "**Entrepreneurship**" during Two-days "International Conference on Contemporary Business Trends (ICCBT 2021)" in the Department of Humanities, Social Sciences & Management at National Institute of Technology Srinagar – 16th & 17th Jan., 2021.
- Paper titled "Willingness to Pay for Green Products: An Empirical Study" presented at 4th International Management Conference, 2018 organized at Fortune Institute of International Business, New Delhi jointly organized by CEREN, Burgundy School of Business, France – 19-20 Dec., 2018.
- Paper titled "Structural Analysis of Celebrity Sources, Brand Association and Consumers' Attitude towards Celebrity-Endorsed Apparel Brands" presented at '2017 IIM Indore - NASMEI Summer Marketing Conference' at IIM Indore- 27-29 July, 2017.
- Served as **Trainer** (28th Feb - 04th May, 2017) in Outreach Teacher Training Programme (**OTTP**) inclusive of workshop on **Presentation of OTTP Feedback Report** organized under the aegis of Sir Syed Bicentenary Celebrations-2107 organized at AMU Kishanganj Centre, Bihar- 4 May, 2017.
- Paper titled "Celebrity Sources and its Impact on Purchase Intention of Apparel Products: A Study of Moderation Effects of Consumers' Persuasiveness and Perception about the Brand" presented at "International Conference for Academic Disciplines" at Harvard University, Boston, MA, USA- May, 2016.
- Paper titled "**A Review of Relationship of Celebrity Endorsements and Brand Perception from Select Literature**" presented at "National Conference on Business and Public Policy Focus on Uttar Pradesh" organised by Department of Business Management, Faculty of Management & Research, Integral University, Lucknow- March, 2016.
- Paper titled "**Celebrity Source Models and Brand Value Perception: An Analysis of Select Studies**" presented at "National Conference on Emerging Challenges & Opportunities in Business and Economic Environment" at Zakir Husain Delhi College, University of Delhi- Nov., 2015.
- Paper titled "**Green Marketing as Competitive Advantage to Firms: A Customers' Viewpoint**" presented at International Conference on Management Practices and Research at Apeejay School of Management, Dwarka, New Delhi- Jul., 2015.

- Paper titled "A Review of Forkan's Match-Up Hypothesis: Analysis of Factors Responsible in Employing the Endorsers for a Brand" presented at International Conference on Evidence Based Management at BITS-Pilani- Mar., 2015.
- Paper titled "**Financial Effectiveness of the Celebrity-Endorsed Brands**" presented at International Financial Conclave (IFC-2015) organised by Centre for Management Studies, Jamia Millia Islamia, New Delhi- Feb., 2015.
- Paper titled "Analyzing the Precedence of Source Attractiveness Model over Source Credibility Model of Celebrity Endorsements on Customers' Purchase Intention" presented at International Marketing Conference at IIM-Calcutta- Dec., 2014.
- Paper titled "Role of Open and Distance Learning Institutes in Making an Education-Based Channel for the Empowerment of Marginalized Sections of Society" presented at International Seminar at Centre for Distance Education, Aligarh Muslim University- Dec., 2013.

CRITICAL RESPONSIBILITIES HELD

- Mentored the students at NIT Srinagar for their ideas for two important competition events- **Hult Prize** at NIT Srinagar and **National Entrepreneurship Challenge (NEC)** at IIT- Bombay.
- Mentored the functioning Start-ups under the aegis of Centre for Innovation and Entrepreneurship, Jamia Millia Islamia, New Delhi for two consecutive academic sessions- 2018-19 and 2019-20.
- Mentored the Entrepreneurship Cell (E-Cell) of DPSRU Innovation and Incubation Foundation (DIIF) at Delhi Pharmaceutical Sciences and Research University (DPSRU), New Delhi for the odd semester of the session 2018-19.

CONTACT DETAILS

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