

Dr. Mohd Nasir

e-mail:
mohdnasir22@gmail.com
mohdn.pdf10@iimamritsar.ac.in



Educational Qualification

Ph. D. (2020). University of Allahabad (A Central University), Prayagraj, Uttar Pradesh, India. Thesis Title “Impact of After Sales Service: A Comparative Study of Select Two Wheeler Companies-2020

MBA (Marketing), GCET, MMTU, U.P India, 2013

BBA (Marketing), BarkatUllah University, M.P. India-2010

Work Experience

Joined IIM Amritsar as a Post-Doctoral Fellow from May, 2024.

Worked as an Assistant Professor at Mittal School of Business, *Lovely Professional University*, Phagwara, Punjab, from September 2021 to May 2024.

Worked as an Assistant Professor at Mittal School of Business, *Lovely Professional University*, Phagwara, Punjab, from June 2019 to April 2020.

Worked as an Assistant Professor at Department of Management, Dr. Rizvi College of Engineering, Karari, Kaushambi, U.P from May-2013 to June-2015.

Resource Person

Contributed as a Resource Person in AICTE Training and Learning (*ATAL*) Academy online Advanced FDP on “ Structural Equation Modelling and Artificial Neural Network in Management Research” at

Jamia Hamdard, Delhi.

Publication in *ABDC/SSCI/SCI* Indexed Journals

- Dogra, N., Nasir, M., & Adil, M. (2023). Does shopping values influence consumers' well-being: empirical evidence from e-retail. *International Journal of Retail & Distribution Management*, 51(12), 1698-1718. DOI 10.1108/IJRDM-03-2023-0167. Listed in **ABDC-A**.
- Nasir, M., Adil, M., & Dhamija, A. (2021). The synergetic effect of after sales service, customer satisfaction, loyalty and repurchase intention on word of mouth. *International Journal of Quality and Service Sciences*, 13(3), 489-505. Listed in **ABDC-B**

- Nasir, M., Adil, M., & Kumar, M. (2021). Phobic COVID-19 disorder scale: Development, dimensionality, and item-structure test. *International Journal of Mental Health and Addiction*, 1-13. Listed in *SSCI/SCI & Q1*
- Rafiq, F., Parthiban, E. S., Rajkumari, Y., Adil, M., Nasir, M., & Dogra, N. (2023). From Thinking Green to Riding Green: A Study on Influencing Factors in Electric Vehicle Adoption. *Sustainability*, 16(1), 194. Listed in *SSCI*.
- Paper entitled “After sales service and brand reputation: A case of kitchen appliance consumers” has been under review at *International Journal of Quality and Service Sciences*. Listed in *ABDC-B*

Publication in Scopus / UGC Indexed Journals

- Nasir, M. & Adil, M. (2020) “Exploring the applicability of SERVPERF model in Indian two-wheeler industry: A CFA approach”, *International Journal of Productivity and Quality Management*. Vol. 29, No.3, pp.329-354. **Scopus & WOS**
- Adil, M., Nasir, M., Sadiq, M. & Bharti, K. (2020) “SSTQUAL model: Assessment of ATM service quality in an emerging economy”, *International Journal of Business Excellence*. Vol.22, No.1, pp.114-138. **Scopus**
- Adil, M., Nasir & Kumar, M. (2021). Decoding Tourist Satisfaction and Loyalty at Indian Hotels: A Confirmatory Factor Analytic Approach. *International Journal of Productivity and Quality Management*, 34(4),561-580. **Scopus & WOS**
- Dogra,N., Adil,M.,Dhamija,A., Kumar,M and Nasir,M.(2022). What makes a community sustainably developed? A review of 25 years of sustainable community tourism literature. *Community development*, 1-22. **Scopus**
- Paper entitled “Switching Barriers and e-loyalty: Deciphering the mediating role of e-Satisfaction for baby care products” is under review at *Asia Pacific Journal of Information System*. **Scopus**
- Nasir, M., Adil, M., & Khurshid, S. M. Z. (2017). After-sale service quality in India: a case from telecom and automotive industry. In *full paper published in the Proceedings of International Conference on Emerging Trends in Engineering Innovations and Technology Management* (Vol. 2, pp. 446-450). India: National Institute of Technology-Hamirpur.
- Mohd, N., & Mohd, A. (2017). Service Quality Measurement in Indian Hotels: Factor Structure & Scale Validation. *Management Dynamics*, 17(2), 11-24. Listed in **UGC**

Paper Presented at Conferences

- Presented researcher paper titled “Brand Placement in Music Videos: An examination of Consumer’s Brand Responses” at 2 Days National Conference on Advances in Marketing Paradigms for Research, Innovation and Technology (AMRIT-2023), National Institute of Technology Hamirpur, H.P. India
- Presented researcher paper titled “Switching Barriers and E-Loyalty: Deciphering The Mediating Role of E-Satisfaction for Baby Care Products” at 2 Days National Conference on Advances in Marketing Paradigms for Research, Innovation and Technology (AMRIT-2023), National Institute of Technology Hamirpur, H.P. India
- Presented researcher paper titled “Service Quality Measurements in Indian Hotels” at 2nd Asia-Pacific Conference on Managing Business Sustainability, Jaipuria Institute of Management, Lucknow, U.P. India.
- Presented researcher paper titled “After-sale service quality in India: a case from telecom and automotive industry at *International Conference on Emerging Trends in Engineering Innovations and Technology Management*, National Institute of Technology-Hamirpur, H.P. India.
- Presented researcher paper titled “Tourism & India-Trends, Issues and Road ahead” at 69th All India Commerce Conference at University of Lucknow, Lucknow, U.P. India.

Teaching Interest

Marketing Management

Essentials of Marketing

Research Methodology

Services Marketing

Rural Marketing

Consumer Behavior

Rural Marketing

Online Certified Courses

Completed (12 week) online certified course on ‘Marketing Research-II offered by IIT Roorkee on NPTEL.
Secured a position among Elite category

Completed (8 week) online certified course on ‘Marketing Management-I’ offered by IIT Kanpur on NPTEL.
Secured a position among Top 1% of certified candidates

Completed online certified course on the topic “Understanding Research Methods” from University of London on Coursera.

Workshops, FDPs & Seminars Attended

- Attended FDP on Management Skills for Professional Teacher Excellence at *NITTR Chandigarh*
- Attended online National FDP on Statistical analysis of Quantitative data using advance excel for research scholars, organized by Rizvi college of Arts, Science and Commerce, Mumbai.
- Attended online Faculty Development Program on Learning, Pedagogy and effective use of case Methodology conducted by ASMA.
- Attended Author Workshop Organized by Springer at University of Allahabad.
- Attended Faculty Development Program (FDP) on Spread Sheet based modeling of managerial Decisions, at School of Management Studies, *MNNIT*, Allahabad.
- Participated in Short Term course on Research Methodology, at UGC –*Human Resource Development Centre*, University of Allahabad.
- Participated in STP on Structural Equation modelling, *Birla Institute of Technology*, Extension Centre, Noida.
- Attended Faculty Development Program on GST implications and Student’s Employability, School of Management Studies, *MNNIT*, Allahabad.

Internship / Project

Organization : *Stock Holding Corporation Of India Limited.*

Duration : 6 week

Title : Competitive analysis of various depository participant with Stock Holding.