

Dr. Syeda Shazia Bukhari,
Assistant Professor , SOB

Académie Qualification----Graduation onwards

Qualification	Board/ University	Year of Passing	Percentage/ Division
B.B.A	Jammu University	2001	1st Division
M.B.A(HR & Marketing)	Jammu University	2003	1st Division
Ph.D	Jammu University	2017	

Ph.D. on the topic “-IMPACT OF INCLUSIVE CULTURE AND GENDER EQUITY ON PERFORMANCE: A COMPARATIVE STUDY OF SELECT PUBLIC AND PRIVATE SECTOR ORGANISATIONS IN JAM”, under the supervision of –Prof. B.C. Sharma, Deptt. Of Business Studies, University of Jammu, Year-Feb 2017---

- Post-Graduation in -- **MBA (HR & Marketing)**
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Professional Qualification

MBA (HR & Marketing) in 2003, UGC NET, SLET , FDP at IIMK , Ph.D in HR.

Specialization

Human Resources

Marketing

Publications in Research Journals

Syeda Shazia Bukhari. Green Marketing and its impact on Cosumer Behavior. *European Journal of Business and Management*,3 (4), 2011, 375-383.

Bukhari , S. S. & Sharma, B.C. (2012). Maintaining work life balance- A survey of employees of Jammu region. *International Journal of Human Resource Management And Research*, 2 (1), 16-25.

Bukhari , S. S & Gupta, M. (2013). Companies move towards rural marketing. *Elixir International Journal* , 63, 18244-18247.

- Bukhari , S. S & Gupta, M (2012). Impact of talent management initiatives on organization performance in service sector of Jammu Region, *Arth Anvesan*, 7 (2), 65-79.
- Bukhari , S. S & Gupta, M (2013). Value chain analysis of Poultry farming in Jammu region. *Arth Anvesan*, 8 (1), 41-51.
- Bukhari , S. S. & Sharma, B.C (2013). Inclusive organization culture enhances Job satisfaction- A study of selected service sector organizations in Jammu region. *Pacific Business Review International*, 6(3), 28-37.
- Bukhari , S. S. & Sharma, B.C (2014). Workplace Gender diversity and inclusive growth in public and private sector organisations. *Indian Journal of Industrial Relations*, 49 (3), 551-563.
- Bukhari , S. S & Gupta, M (2016). Religious Tourism in Katra- A gap analysis of skill requirements of human resources operating at various levels. *IJCEM*, 3(5), 46-54
- Bukhari , S. S. & Sharma, B.C(2014). Organisation Climate, Inclusive Organisation Culture and its Influence on Organisation Effectiveness- A Study of Organisations in Jammu Region. *Training & Development Journal*, 5 ,(1), 40-45

Publications in Edited Books

- Bukhari, S. S. & Anand, N. (2017). *Recruitment and Selection in Campus Select Pvt. Limited*. Transforming traditional business(edited book) TwentyFirst Century Publications, ISBN:978-93-85450-24-2, pp. 19-22.
- Bukhari, S. S. & Bhan.A (2017). *Exploring the Impact of Social Media on Employees*. Transforming traditional business(edited book) TwentyFirst Century Publications, ISBN:978-93-85450-24-2, pp. 23-36.
- Khajuria, R. & Bukhari, S. S. (2017). *Psychological Factors Affecting Entrepreneurial Decision of a Person*. Transforming traditional business(edited book) TwentyFirst Century Publications, ISBN:978-93-85450-24-2, pp. 89-95.

Workshops/Seminars/MDP/EDP Organized

Co- organizing Secretary for National Seminar sponsored by UGC held at SMVDU on 29th March 2013.

Keynote Addresses/ Special Lectures Delivered

- Delivered Lecture on performance appraisal in ESDP on 4/11/2016 at SOB, SMVDU organised by MSME J&K.
- Delivered Lecture on retail marketing in ESDP on 4/11/2016 at SOB, SMVDU organised by MSME J&K.
- Delivered Lecture on **Marketing Mix & Product Attributes** in ESDP on 4/11/2016 at SOB, SMVDU organised by MSME J&K.
- Delivered Lecture on **Pricing&Personal Selling** in ESDP on 5/11/2016 at SOB, SMVDU organised by MSME J&K.
- Delivered Lecture on **branding & packaging** in ESDP on 5/11/2016 at SOB, SMVDU organised by MSME J&K.
- Delivered Lecture on Personality development to senior police officers (DSP & PO) batch of Shere- Kashmir Police University on 3/8 /2016
- Delivered Lecture on organisation conflict to senior police officers (DSP & PO) batch of Shere- Kashmir Police University on 3/8 /2016
- Delivered Lecture on Effective team building to senior police officers (DSP & PO) batch of Shere- Kashmir Police University on 6/8 /2016
- Delivered Lecture on Ethics to senior police officers (DSP & PO) batch of Shere- Kashmir Police University on 6/8 /2016

Conferences/Seminars Paper Presented

- Paper presented titled A study to evaluate the quality of services provided by E-Tailers on March 30 ,2017 in National seminar organized by department of Economics, SMVDU, Katra
- Presented paper titled Employees Perception of Existing Flexible work practices and its impact on their performance on 24-25 March,2017 in International Conference on sustainable economic development organized by department of Economics, SMVDU, Katra .
- Paper presented titled telecom commotion on March 16-17 ,2017 in National symposium on Road to resurgence ,organized by school of Business, SMVDU, Katra.
- Paper presented titled Exploring the impact of Social media on Employees on Feb 18 ,2017 in National seminar sponsored by CDC, P.U Chd. organized by Ramgarhia Girls College , Ludhiana.

- Paper presented titled Recruitment and selection in Campus select private Ltd. on Feb 18 ,2017 in National seminar sponsored by CDC, P.U Chd. organized by Ramgarhia Girls College , Ludhiana.
- Paper presented titled Psychological factors affecting entrepreneurial decisions of a person on Feb 18 ,2017 in National seminar sponsored by CDC, P.U Chd. organized by Ramgarhia Girls College , Ludhiana.
- Paper presented titled brand equity of telecommunication on December 28 ,2016 in National seminar organized by department of Economics, SMVDU, Katra.
- Presented paper on A study on consumer behaviour in rural markets of J&K in perspective of brand consciousness of FMCG products on September 16-18 ,2016 organised by central university of Jammu titled HRD congress on Nurturing World Class Diaspora.
- Presented paper titled Explore the relationship between occupational stress and organizational commitment among nurses of government hospitals in Jammu city on 28-29 July ,2016 in International Conference titled Applied Economics and Business organized by department of Economics, SMVDU, Katra.
- Paper presented titled, Are Women still facing the glass ceiling in National Conference organized by Central University of Jammu on 22-23 Nov. 2013.
- Paper presented titled, Stress and its influence on people working in health sector in National Conference organized by Central University of Jammu on 22-23 Nov. 2013.
- Paper presented titled ,Impact of functional competency on performance of manufacturing sector- An empirical study on J&K manufacturing units in UGC sponsored National Conference in SMVDU on 29th March ,2013
- Paper contributed on Religious Tourism in UGC sponsored National Conference at Dayanand College, Ajmer on 8-9 Dec 2012
- Paper presented titled Dynamics of Indian Livestock sector with special reference to Poultry Farming in UGC sponsored National Seminar in SMVDU on 1st sep,2012.
- Paper contributed titled Gender diversity at workplace in AICTE sponsored National Conference on Resource Management – A Focus on Inclusive Growth organized by Velammal college of Engineering and Technology, Madurai.

- Presented paper on Organisation climate, Inclusive organization culture and its influence on organization effectiveness on March 30-31 ,2012 organised by FMS, Mohanlal Sukhadia University, Udaipur sponsored by UGC titled International conference on sustainable management practices.
- Paper presented on Rural marketing in 2nd National conference titled Managing Growth in the Era of Global Pressures on 4-5 feb 2012 organised by Galaxy Global group of Institutions, Ambala.
- contributed paper titled green marketing at UGC sponsored National Conference on Environmental Accounting on 9-11jan 2012 organised by Dayanand College,Ajmer,
- Presented paper on Marketing and branding of Jammu and Kashmir Tourism industry in national conference on Tourism on 15-16 Oct 2011 organised by UIHMT Punjab University Chandigarh.
- paper presented on rural entrepreneurship in 63rd All India commerce conference at Goa on 1-3 oct., 2010, organized by Goa University.

Workshops Attended / Participated

	Topic	Organizer	Duration
1	UGC sponsored Workshop on capacity building	University of Jammu	1 Week , Apr 2010
2	UGC sponsored TOT Workshop on capacity building	GCW Parade	1 Week, Mar 2009
3	ICSSR sponsored FDP on econometrics	SMVDU	3 days, Mar 2013
4	TIFAC sponsored workshop on patent drafting	SMVDU	1 day, 20 Oct, 2017
5	MHRD sponsored workshop on Optimisation using MATLAB	SMVDU	24.10.2016-28.10.2016, 1 Week

Administrative Experience

- Member, Placement Committee, FOM, SMVDU
- Co-ordinator viva for Summer Training

- Member, Registration Committee, FOM, SMVDU
 - Member, Compilation Committee, FOM, SMVDU
 - Member, DRC, FOM, SMVDU
 - Member, Guest house committee , SMVDU
 - Member, IQAC for placements., SMVDU
 - Member Secretary Board of Studies , FOM, SMVDU
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Extra-Curricular Activities

- Member (Event Selection committee), Tatva- Management Fest, SMVDU
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