



Department of Management and Commerce
School Commerce and Business Management
Maulana Azad National Urdu University (Central University)
Gachibowli, Hyderabad, Telangana-500032, India

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DR. RESHMA NIKHAT | Assistant Professor

CURRENT INVOLVEMENT

Currently working as an **Assistant Professor** in Department of Management and Commerce, School Commerce and Business Management, Maulana Azad National Urdu University (Central University), Hyderabad, Telangana, India.

RESEARCH AREA

Marketing and General Management

PREVIOUS EXPERIENCES

- **ASSISTANT PROFESSOR**
October 1994- 2006
Anwar Ul Uloom College of Business Management, Hyderabad, Telangana-500028
- **ASSOCIATE PROFESSOR**
2006- 2011
Anwar Ul Uloom College of Business Management, Hyderabad, Telangana-500028
- **ASSOCIATE PROFESSOR**
2011- 2014
Amjad Ali Khan College of Business Administration, Banjara Hills, Hyderabad, Telangana-500003.
- **ASSISTANT PROFESSOR**
September 2014- Till Date
Maulana Azad National Urdu University (Central University), Hyderabad, Telangana-500032

VISITING FACTULY

- Yes

EDUCATIONAL QUALIFICATION

- **DOCTOR OF PHILOSOPHY (Ph.D.) AWARDED 2016**
Management, Osmania University, Hyderabad
- **MASTER OF PHILOSOPHY (M. Phil.) 2011**
Alagappa University, Karaikudi
- **MASTER OF BUSINESS ADMINISTRATION, 1994**
Business Management, Osmania University
- **BACHLEOR OF EDUCATION 1992**
Osmania University
- **NATIONAL ELIGIBILITY TEST NOV 2011**
Qualified for National Eligibility Test (NET)

SOFTWARE PROFICIENCY

- Microsoft Office, IBM-SPSS, Internet

TEACHING
PROFICIENCY

- Marketing Management
- International Business
- Consumer Behaviour
- Services Marketing
- Retailing Management
- Product Management
- Promotions Management
- Management Theory and Organization Behaviour
- Marketing Research

PUBLICATIONS

Number of publications

<i>Books</i>	02
<i>Book Chapters</i>	01
<i>International Journals</i>	09
<i>National Journals</i>	16
<i>International Conference</i>	09
<i>National Conference</i>	16

MEETINGS

Number of Conferences | Workshop | FDP | Seminar (Attended/ Presented)

<i>Conference</i>	20
<i>Workshop</i>	02
<i>Faculty Development Program</i>	00
<i>Seminar</i>	10

OTHER ACTIVITIES

Number of Session Chair | Keynotes Speaker | Resource Person | Invited Lecture

<i>Session Chair</i>	01
<i>Keynotes Speaker/ Resource Person</i>	00
<i>Invited Guest Lecture</i>	10
<i>Workshop/ Conference Organized</i>	02
<i>FDP Organized</i>	00

RESEARCH
PROJECTS

Number of UGC | DST | CSIR | MANUU

<i>UGC</i>	00
<i>DST</i>	00
<i>CSIR</i>	00
<i>MANUU</i>	00

ACHIVEMENTS

1. Excellence in Reviewing Award: Review of Research 2019
2. Association of Muslim Professional Award: 100 Best Education Professional 29th November 2019
3. Best Researcher Award: 1st International Dissertation and Doctoral Thesis, By- Indian Academicians and Researcher Association (IARA Academy) 8th September 2019
4. Nominated for Innovative Global Scientific Research Educationalist Professional Awards

& Honors Convocation 2019

SUPERVISION

Number of Projects Supervision for MBA | Ph.D.

<i>MBA</i>	More than 500
<i>Ph.D.</i>	02 (Ongoing)

PROFESSIONAL
MEMBERSHIPS

- Add content here

PERSONAL DETAILS

Father's Name : Mohammed Abdul Wahed
Date of Birth : 04|12|1968
Gender : Female
Marital Status : Married
Nationality : Indian
Language Known : Urdu, Hindi, English, Arabic, Telugu

Date: 25|11|2019

Place: Hyderabad.

(Dr. Reshma Nikhat)

[Last update on: 25TH November 2019]