



**Name:** Dr. Monirul Islam

**Designation:** Assistant Professor in Management

**Qualifications/Academia:** M.Sc, MBA, PGPBM, PGDRD, Ph.D.,  
UGC NET (Management)

**Email ID:** moni05081985@gmail.com

### ***Biographical Sketch***

Dr. Monirul Islam has worked as an Assistant Professor in the Department of Management Studies at Aligarh Muslim University, Murshidabad Centre for 3 years. Prior he worked with Aliah University, Kolkata for 2 years and NB St Xavier's College, Rajganj for 1 year as a faculty. A Ph.D in the domain of Rural Marketing reflects his inclination towards rural area approaches. He received his Master's in Medical Science from Jamia Hamdard University, New Delhi. He had finished his MBA from MDU and PGPBM from NIILM School of Business, New Delhi.

He has a total 7 years of teaching and 2 years of corporate experience. Based on his research domain he possess PGDRD diploma as well. At present he is a verge of publication of 2 self-authored books. His work has been published in peer reviewed journals of national and international repute. More than 20 research papers in UGC approved and other international peer reviewed journals is in his kitty. One paper is under publication in SCOPUS. He is keen, inclined & passionate towards delivering lecture & conducting sessions on communication skills, presentation skills, personal grooming, oratory & public speaking, soft skills, ITes training etc. He is a soft skills trainer from IBM.

### ***Areas of Specialisation and Research***

His areas of specialisation are Marketing and Human Resource. And the research and teaching interests include Rural Marketing, Sales & Distribution management, Marketing management, Consumer behaviour, Retail management, Product & Brand Management.

### ***Teaching Experience***

- 7 years in teaching and 2 years industrial experience

## **Administrative Responsibilities**

1. Professor-in-Charge, Students Affairs (PICSA)
2. Professor-in-Charge, Debating Society (DebSoc)
3. Hostel Committee
4. XCMS

## **Publications**

### **Chapters Published in Edited Books**

- **(2017). "Issues Pertaining to Successful Rural Tourism in the Malda District of West Bengal"**, New Frontiers of Engineering, Science, Management and Humanities, Conference proceeding. pp 863-867, ISBN: 978-81-934288-3-2.
- **(2017). "Interpretation of customer perception about Life Insurance - A Study of South Delhi area"**. Redefining Business Vision: Issues and Challenges. Edited by Basu, Saha and Dutta, Regal Publications- New Delhi, Volume 1, pp144-166, ISBN: 978 81 8484 652 2.
- **(2016). "Creation of positive branding positioning of India by corporate social responsibility initiatives"**. Creative Entrepreneurship: A Sustainable Approach for Economic Growth. Edited by Satish Modh and Nisha Pandey. New Academic Publishers- New Delhi, pp 26-42, ISBN: 978 81 8677 291 1
- **(2016). "Cross border tourism: Analysis of Indian tourism marketing strategies through SERVQUAL matrix"**, Emerging Paradigms of Hospitality and Tourism. Edited by SK Dixit, DPS Publications -New Delhi, pp 157-185, ISBN: 97881 92899 428.
- **(2015). "Flying Robots -Drones Applications & Future Trends"**, Changing Business Scenario & Evolving Practices, Edited by Patranabis, Gupta. Allied Publishers- New Delhi, pp 25-34, ISBN: 9789 385926 198.
- **(2014). "Corporate strategies for sustenance in rural marketing"**, Innovative advances and Challenges in Management and Commerce, Edited by Parul Jhajharia and Geeta Mishra. Kalyani Publishers- New Delhi, pp 140-146, ISBN- 978 93272 49 408.

### **Articles Published in UGC approved and Peer-reviewed Journals**

- **(2013) "Indian Rural market: Cash Cow for companies"**, The Journal of Social Science and Humanity Research, Vol.1, No.1, pp 135-140, ISSN: 2321 8908
- **(2015) "Status Quo: Changing scenario in Human Resource"**, Kindler, Vol.XV, No.II, pp 29-40 ISSN 0973 0486 **UGC Approved Journal -Sr. No. 8163 IMPACT FACTOR:2**

- **(2016) "Make in India Initiative and its Effects on the Manufacturing Sector: A case Study"**, International Journal of Advancement in Engineering Technology, Management and applied Science, Vol.3, Issue.1, pp 77-94, ISSN 23493224, **IMPACT FACTOR:3.102**
- **(2016). "Social Media Impact on Consumer Purchasing Decision: Study of AMU Centre Murshidabad"**, International Journal of Research in Commerce, Economics & Management, Vol.6, Issue3, pp54-61, ISSN 2231 – 4245.
- **(2016). "Effective And Innovative Medium For Rural Communication In The Outskirts District of Malda"**, South Asia Journal of Multidisciplinary Studies, Vol.2, No.3, pp 1-8, ISSN:2395 1079 **IMPACT FACTOR:3.213 UGC Approved Journal -Sr. No. 47642**
- **(2016). "Public relations in realm of brand strategy- A qualitative study of Lenovo India"**, International Journal of Advance Research and Innovative ideas in Education, Vol.2, Issue.5, pp 550-557, ISSN: 2395 4396, **IMPACT FACTOR:4.06**
- **(2016). "Customer Behaviour towards Purchasing Mutual Fund- A Study of Dehradun City"**, International Journal of Computer Engineering In Research Trends, Volume 3, Issue 9, pp. 521-529 ISSN: 2349 7084, **IMPACT FACTOR:4.029**
- **(2017). "A study of comparative analysis of performance improvement of escorts construction equipment and its competitors"**. Researchers World – Journal of Arts, Science & Commerce, Volume VIII, Issue –2(4) pp 25-31. ISSN: 2231-4172, **Impact Factor (IBI): 3.19, UGC Approved Journal -Sr. No. 31844**
- **(2017). "Perceptual analysis of customer satisfaction of escorts construction and its competitors towards different parameters"**. Researchers World – Journal of Arts, Science & Commerce, Volume VIII, Issue –2(5) pp 41-50, ISSN: 2231-4172, **Impact Factor (IBI): 3.19, UGC Approved Journal Sr. No. 31844**
- **(2017). Issues Pertaining to Successful Rural Tourism in the Malda District of West Bengal.** International Journal of Engineering Technology Science and Research, ISSN 2394 – 3386, Volume 4, Issue 9, pp 272-276, **UGC Approved Journal Sr. No-44431 Impact Factor-2.120**
- **(2017). "Potential Applications of RRA Data Analysis Technique in Rural Areas: A Case Study of Malda District of West Bengal"**. International Journal for Research in Applied Science & Engineering Technology (IJRASET), Volume 5 Issue X, pp 905-909, ISSN: 2321-9653 IC Value: 45.98; SJ **Impact Factor:6.887, UGC Approved Journal Sr.No.45842**
- **(2017). "The Status Quo of Agricultural Marketing Infrastructural Facilities in Malda district of West Bengal"**. International Journal of Advanced in Management, Technology and Engineering Sciences (IJAMTES), Volume 7, Issue 12, pp 302-308, ISSN NO : 2249-7455 **Impact Factor: 5.4, UGC Approved Journal Sr.No.47955**
- **(2018). "Strategic Analysis of Shehnaz Herbals by EFE and IFE Matrix"**. International Journal of Innovative Research & Studies(IJIRS), Volume 8 Issue IV pp 591-597 (e-ISSN : 2319-9725) **Impact Factor: 5.5, UGC Approved Journal Sr.No.48273**