

Muzzafar Ahmad Bhat.  
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State Jammu & Kashmir  
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**I ASPIRE –**

**{Career Objective}**

- To explore my potential and find a path where I can give room to my talent and refine it so as to venture into new fields wherefrom I can lead both the organization and my own creativity to new heights and to reshape my desires and mould my abilities as per the goals and objectives of the organization for the ultimate success of both.

**MY CAREER HIGHLIGHTS –**

**{Academic Profile}**

1. Qualified UGC National eligibility test for Lecturer ship (NET).
2. Awarded Ph.D with Thesis entitled as, “Analysis and Impact of Support System in Promoting Entrepreneurship in Rajouri & Poonch Districts of J&K”. in the Dept. of Management studies, Baba Ghulam Shah Badshah University Rajouri J&K.
3. Completed my MBA in marketing from visvesvaraya Technological University With 61.17%.
4. Graduated (BSC) from Kashmir university with 57%.
5. Passed HSE-II (12<sup>th</sup>) under JKBOSE with 68%.
6. Passed SSE (10<sup>th</sup>) under JKBOSE with distinction by securing 71%.
7. Certified in Project Management by Project Management Certification Institute

1. Impact Assessment of Entrepreneurship Development Knowledge and Enterprise Performance: A case study of Kulgam District of Jammu and Kashmir.
2. Women Entrepreneurship : A case study of Srinagar District of J&K State.
3. Employer Branding in India: An Overview.
4. Customer perception and it's implications in Modern Retail Sector: A case Study of Big Bazaar.
5. Attended the HR work shop on, "Acquisition ,Nurturing and Retention of Talent – A Futuristic Approach" from 3<sup>rd</sup> -4<sup>th</sup> May 2013 organized by Dept. of Human Resource Management , Central university of Jammu and presented the paper titled, "**Impact of HR Strategies on Organizational Efficiency : A comparative Analysis of Private and Public Sector.**"
6. Presented the Paper titled, "**New Dimensions of Tourism Marketing in Jammu and Kashmir**" in the National seminar on " Restoring Cultural Linkages – The Silk Route Connection to Destination Marketing " from 30<sup>th</sup> -31<sup>st</sup> March 2013, organized by Department of Tourism and Travel Management , Central University of Jammu.
7. Attended the , "3 Day course on Research Methodology for P.hD Students" Conducted from 28<sup>th</sup> to 30<sup>th</sup> November 2012 by college of Management , SMVD University ,Katra J&K.
8. Attended ICSSR sponsored short term course on Research Methodology from 3<sup>rd</sup> June to 12<sup>th</sup> June 2013 organized by School of Management studies ,Baba Ghulam Shah Badshah University in collaboration with Department of Human Resource Management ,Central University of Jammu.
9. . **Project title** : Study on customer perception towards Big Bazaar products and services.
  - It was a comprehensive project focused on the Indian Retail Industry in particular and Global industry in general.
  - To reflect on the measures adopted by Big Bazaar to satisfy customers needs and desires.

- It was a tiresome effort (although being a novice in the research field) to research upon and unravel the latest happenings in the retail sector.

**I THINK IT FORMS A GOOD PART OF ME –**

**{Strengths}**

- Ability to convince and motivate people to achieve the goal set.
- Good interpersonal skills.
- Ability to lead a team and work with conviction and zeal.
- Humorous nature.
- Good typing speed.

**I WISH TO EXCEL IN –**

**{Areas of Interest}**

- Research Work and Exploring new things and to contribute to society as an academician as and when I get chance to do so.

**THERE'S A LINGUIST IN ME –**

**{Languages Known}**

- English
- Urdu
- Kashmiri.

**YOU MAY LIKE TO KNOW MORE ABOUT ME –**

**{Personal details}**

**Nationality:** Indian.  
**Marital status:** Married.  
**Permanent address:** R/o Tarigam. Tehsil and District kulgam- 192231  
State - Jammu and Kashmir.

I hereby declare that all the above mentioned things are true to the best of my knowledge.

**Place:**

MUZZAFAR AHMAD BHAT