

CURRICULUM VITAE

Dr. Waseem John

- Assistant Professor (Business Administration),
Department of Higher Education, Govt. of Jammu & Kashmir, India.
- Ex- Chairperson MBA Real Estate Management (REM) & Assurance of Learning,
Pravin Dalal School Of Entrepreneurship & Family Business Management,
SVKM'S NMIMS. Mumbai, India.

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Academic and Professional Qualifications

Ph. D.	Faculty of Management Studies & Research, Aligarh Muslim University, India , 2017.
Ph. D. Thesis	Customer Relationship Management (CRM) Applications and Distributor Relationship: A study of selected Pharmaceutical companies of India.
UGC NET	National Eligibility Test for Assistant Professor by UGC, India in December, 2011.
MBA	Desh Bhagat Institute of Management & Computer Sciences, 2010
B. Sc.	University of Kashmir, 2008
Digital Marketing	Educational Multimedia Research Centre, DAAV, Indore, 2021(SWAYAM MOOC).

Key Skills

- Curriculum and content development
- Academic Research and Case Teaching
- Academic Administration and Leadership
- Instructional Design.
- E-Learning
- Overseeing the Teaching-Learning process.
- University Lecturing
- Learning Management System (LMS), WordPress Website development, SEO, Search Engine Marketing, Email Marketing, Social Media Marketing, SEM, SPSS, AMOS..
- Fluent with the majority of online communication tools and Generative AI.

Courses Taught

- Digital Marketing
- Marketing Management
- Services Marketing
- Research Methodology
- Principles of Management
- Entrepreneurship

Academic & Corporate Experience

Positions Held	Period
1. Assistant Professor (Business Administration), Department of Higher Education, Govt. of Jammu & Kashmir, India.	May 20, 2025- Till Date.
2. Assistant Professor (Substantive) at Pravin Dalal School Of Entrepreneurship & Family Business Management, SVKM'S NMIMS (Deemed to be University), Mumbai, India. <ul style="list-style-type: none">• Chairperson MBA Real Estate Management (REM)• Chairperson, Assurance of Learning (AOL) – June 2023- June 2024.• Program Chair, Weekend Family Managed Business Administration Program (FMBA) – December 2022 onwards• Chairperson, Student Council – April 2022 to November 2022	Nov 8, 2021- April 12, 2025.
3. Assistant Professor at Department of Management Studies, Islamic University of Science & Technology, Awantipora, J & K, India.	May 24, 2017- Nov, 5, 2021.
4. Financial Planning Consultant at PNB MetLife India Insurance, India.	March, 2012- December 2012
5. Customer Care Executive at IBM Global Business Services/ IBM Daksh	September, 2009 – February, 2010.

Awards & Achievements

- Awarded, Maulana Azad National Fellowship (MANF) in 2013 for pursuing PhD.
- Won IBM whiz kid quiz at IBM Global Business Processes, Gurgaon.

Papers published in Journals

1. John, W., Charag, A. H., & Bashir, I. (2025). Indian Millennials' continued usage intentions toward online dating apps: the interplay between trust and perceived autonomy. *Young Consumers*, 26 (2), 207–226. (Emerald Publishing Limited, Scopus Indexed & ABDC B)
2. John, W. (2021). How does Relationship Quality (RQ) translate into better organizational performance: An empirical check. *International Journal of Business Excellence*, 24(2). (Inderscience Publishers, Scopus Indexed)
3. John, W. (2018). Modelling CRM Applications and its impact on Relationship Outcomes: A B2B relationship perspective. *International Journal of Electronic Customer Relationship Management*, 11(4), 347-362. (Inderscience Publishers, Scopus Indexed & ABDC C)
4. John, W. (2018). Scale development and construct validity of Organizational Capital in CRM context: A Confirmatory Factor Analysis Approach. *Business Perspectives and Research*, 7(1), (Sage Publications, Scopus Indexed & ABDC C).
5. John, W. (2018). Measuring Organizational Capital in CRM context: An EFA Approach. *FIIB Business Review*, 6 (4), 39-47. (Sage Publications, Scopus Indexed, ABDC C)
6. John, W. (2018). Some functionality aspects of Customer Relationship Management: A review of studies. *The Marketing Review*. 181-199. (Westburn Publishers, UK, ABDC C).
7. John, W. (2018). Book Review: Glen Arnold, The Deals of Warren Buffett: The First \$100m. *FIIB Business Review*, 184-185 (Sage Publications, Scopus Indexed, ABDC C)
8. John, W. & Azam, M. K. (2016). Distribution Structure in Indian Pharmaceutical Industry: Significance of Customer Relationship Management (CRM) and Distributor Relationships. *Pacific Business Review International*, 1(3), 55-66. (Indexed in ESCI, Web of Science).
9. John, W. & Shameem, B (2019). Internet banking adoption among young adults in India: A study of behavioral intentions, perceived usefulness and perceived trust by Integrating TAM. *IUJ Journal of Management*. 7(1).
10. John, W. (2018). Organizational Capital as an antecedent to CRM Technology use: A study of the pharmaceutical sector in India. *IUJ Journal of Management*. (ICFAI University Jharkhand, Best paper award.)
11. John, W. (2018). Flexible Working Hours and Organizational Productivity: Exploring the Potential Linkage. *AIMA Journal of Management & Research*, 11(4).

Conference & Proceedings

1. John, W. (2017). Modelling CRM Applications (CRMA) and its impact on Relationship Outcomes: A B2B relationship perspective. Paper presented at International Conference on Business Management: Fin-Tech Driven Age (26th -27th of March, 2017) in Skyline University College, Sharjah, UAE.
2. John, W. & Azam, M. K. (2016). Dimensions of Relationship Quality (RQ) and its impact on organizational performance: A literature review & conceptual framework. Proceedings of Proceedings of International Conference on “Marketing in Emerging Economies”, The Center for Management Studies, Jamia Millia Islamia (JMI), India.
3. John, W. & Azam, M. K. (2016). Customer Relationship Management (CRM) Applications and Distributor Relationships: A Conceptual Model. Proceedings of the E-Business and Supply Chain Competitiveness Conference, E-Business Center of Excellence, Department of Industrial & Systems Engineering, Indian Institute of Technology (IIT), Kharagpur, India.
4. Siddiqui, F., Ashraf, M. & John. W. (2015). A study on brand purchase influences on young adults: Indian Context. Proceedings of the 7th International Conference: Managing Organizations of Tomorrow by Capitalizing Generation Next, Bharati Vidyapeeth Institute of Management and Research, New Delhi, India.
5. Paper presented at titled “Distribution Structure and Conflict Management in Indian Pharmaceutical Industry: A CRM Approach in the 8th Doctoral Thesis Conference Organized by IBS Hyderabad, India, 2015.

Research Methodology Workshops, FDPs & MDPs Conducted

Place / Platform	Year
Delivered a training session on “Business Model Innovation” for Executive Leadership Program of Federation of Automobile Dealers Associations (FADA) at Pravin Dalal School of Entrepreneurship and Family Business Management.	SVKM’S NMIMS Mumbai, 2024.
Delivered a lecture on “Leading Innovation in Technical Education and Contemporary Leadership” in an e-FDP organised by REC, Mainpuri.	REC, Mainpuri., 2023
Delivered a training session on “Business Model Innovation” for Executive Leadership Program of Federation of Automobile Dealers Associations (FADA) at Pravin Dalal School of Entrepreneurship and Family Business Management.	SVKM’S NMIMS Mumbai, 2023.
Resource person for a One Week RM Workshop	IHM Srinagar, 2018

Research Methodology training workshops, FDPs & Webinars attended

Place / Platform	Year
One day Case Study Teaching Workshop	SVKM'S NMIMS Mumbai, 2024.
2-day Case Study Teaching Workshop	SVKM'S NMIMS Mumbai, 2023.
One-Week Online Faculty Development Program (FDP) on "Development of Academic Leadership in Higher Education Under NEP-2020" organized by Department of Applied Sciences & Humanities, Rajkiya Engineering College Mainpuri U.P.	REC, Mainpuri., 2023
One Week Short-term course on "Basics of Management Research" by Department of Humanities, Social Sciences & Management	NIT, Srinagar, 2020
Webinar on "Accelerating Research Planning" using Elsevier, ScienceDirect organized by Elsevier	IUST, India, 2020
ICSSR sponsored two-week Research Methodology course in Social Sciences	IUST, India, 2017
One day Author workshop by Springer Nature	IUST, India, 2017
One day Author workshop by Elsevier in collaboration with IUST	IUST, India, 2017
Short Term Course on Data Analysis/SPSS & R/MINITAB at UGC HRDC, Aligarh Muslim University	AMU, India, 2016
ICSSR sponsored Research Methodology in Economics & Allied Studies for Ph.D. Students at Department of Humanities & Social Sciences	IIT Roorkee, India, 2016.
ICSSR sponsored Research Methodology for PhD Students in Social Science at Department of Forestry & Natural Resources	HNBU, India, 2015
Short term course on Short Term Course on Management of Educational Institutions at UGC HRDC, AMU.	AMU, India, 2015
Faculty Development Program on Exploring and Analyzing Data using SPSS & AMOS	BVIMR, India, 2014
Intellectual Property Sensitization Program of FICCI	Ludhiana, India, 2009.

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