

Dr. Shabir Ahmad Hurrah

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Ratnipora, Pulwama, J&K-192301

Experience

1. Teaching Experience:

- **Lecturer | Govt. Degree College Women, Anantnag (J&K)**

  Possess 1 year work experience as a contractual lecturer at Govt. Degree College Women, Anantnag (J&K).

- **Lecturer | Govt. Degree College Rajori (J&K)**

  Possess 1 year work experience as a contractual lecturer at Govt. Degree College Rajori (J&K).

2. Research Experience | Aligarh Muslim University

- Possess five years of dedicated experience in conducting primary data research within the field of marketing.
- Completed a thesis project entitled "Impact of Corporate Social Responsibility Practices on Consumer Behaviour: A Study of Banking Sector in Jammu and Kashmir."

Education

- **Ph.D. in Commerce | Aligarh Muslim University**
  2023 (Aligarh-202002)

- **Master of Commerce | Aligarh Muslim University**
  2017 (Aligarh-202002)

- **Bachelor of Commerce | Aligarh Muslim University**
  2015 (Aligarh-202002)

Summary

I am a dedicated academic professional with a Ph.D. in Commerce from Aligarh Muslim University, bringing five years of robust research experience and two years of teaching as an Assistant Professor. My research focuses on marketing, with significant contributions to reputable journals. My teaching philosophy emphasizes interactive learning, critical thinking, and practical applications of theoretical concepts. I aim to advance the field of commerce through innovative research and effective teaching, fostering academic excellence and continuous learning. I am enthusiastic about contributing to your institution as an Assistant Professor in Commerce.

Area of Interest

- Accounting
- Marketing
- Financial Management

Skills

- Analytical Skills
- Data Analysis Skill
- Good Communication Skills

Achievements

- **UGC-NET in Commerce | University Grants Commission**
  Qualified UGC National Eligibility Test (NET) in December 2018.

Publications

- Chaudhary, A., Hurrah, S. A., & Maqbool, S. (2020). The Influence of Corporate Social Responsibility on Actual Buying Behaviour: A Study of Indian Consumers. *Metamorphosis*, *19*(1), 21-28.

- Maqbool, S., & Hurrah, S. A. (2021). Exploring the Bi-directional relationship between corporate social responsibility and financial performance in Indian context. Social Responsibility Journal, 17(8), 1062-1078.

- Hurrah, S. A., Dar, A. A., & Gulzar, I. (2024). Corporate social responsibility in Indian banking sector: A moderated-mediation approach linking corporate social responsibility to purchase intention. Business Strategy & Development, 7(1), e311. https://doi.org/10.1002/bsd2.311.

- Dar, A. A., Hurrah, S. A., Hassan, A., Mansuri, B., & Saleem, A. (2023). Entrepreneurial intention of university students: A moderated approach using entrepreneurship education. Industry and Higher Education, 0(0). https://doi.org/10.1177/09504222231208436.

- Corporate social responsibility, customer awareness and purchase intention among Indian customers: A PLS-SEM analysis. Social Responsibility Journal, Emerald publication (Minor review submitted).

Conferences

- The International Conference on Economics and Finance jointly organized by BITS Pilani K.K. Birla Goa Campus and Robert J. Trulaske Sr. College of Business, University of Missouri (january 23-25, 2020).

- International Conference organized by Department of Commerce, Aligarh Muslim University and Gedu College of Business Studies, Royal University of Bhutan- Bhutan.

- National Conference on Working Women in Unorganized Sector: Issues and Challenges in Contemporary India organized by Department of Commerce Aligarh Muslim University, Aligarh, India.

Languages

Language	Write	Read	Speak
English	Yes	Yes	Yes
Urdu	Yes	Yes	Yes
Hindi	No	Yes	Yes
Kashmiri	No	Yes	Yes

Hobbies

- Reading
- Cricket
- Trekking