

## Resume



### Dr. MOHAMMAD SHOEB

#### **Professor**

Deptt. Of Commerce  
Zakir Husain Delhi College (Evening)  
University of Delhi, India  
H.No.2610 Shankar Street  
Asaf Ali Road  
Delhi 110006  
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Email : [mshoeb26@yahoo.com](mailto:mshoeb26@yahoo.com)

#### **EDUCATIONAL QUALIFICATIONS:**

- Completed PH.D in Commerce topic "An Empirical study of Prospects and Effectiveness of Co-Branding Marketing Strategy for retail Sector"
- M.PHIL in commerce
- M.COM.
- Qualified "NET" National Eligibility Test in year 2000 For Lectureship conducted by UGC.
- B.COM (H) from Delhi University in the year 1998.
- Specialization: - **Business Statistics, Entrepreneurship, Computer Applications in Business, Business Mathematics, Financial Accounting, E-Commerce.**

#### **Additional Qualification:**

Cleared the "O" Level Certificate in Computers from DOEACC New Delhi.

#### **Teaching Experience**

**Working as PROFESSOR in the Department of Commerce in Zakir Husain Delhi College (Evening) University of Delhi since 2005.**

#### **Subjects taught to under-Graduates:-**

- **Business Statistics,**
- **Computer Application in Business,**
- **Business Mathematics**
- **Entrepreneurship**
- **E-Commerce**
- **Financial Accounting and many more Commerce Subjects**

### EDUCATIONAL QUALIFICATION

<b>DEGREE</b>	<b>YEAR OF PASSING</b>	<b>UNIVERISTY</b>	<b>SUBJECTS</b>
<b>B.COM(H)</b>	<b>1998</b>	UNIVERSITY OF DELHI	BUSINESS ORG. BUSINESS MATHS, INCOME TAX , BUSINES LAW ,CORPORATE LAW, BUSINESS STATISTICS , MICRO AND MACRO ECO, FINANCIAL MANAGEMENT, CORPORATE TAX PLANNING, COMPUTERS ,
<b>M.COM</b>	<b>2000</b>	UNIVERSITY OF DELHI	ALL FINANCE SUBJECTS
<b>UGC NET</b>	<b>2000</b>	UGC	COMMERCE
<b>M.PHIL</b>	<b>2004</b>	MADURAI KAMRAJ UNIVERSITY	FINANCE
<b>PH.D</b>	<b>2021</b>	CCS UNIVERSITY	MARKETING (CO BRANDING)

#### **Career profile:**

- Full Professor, at Zakir Husain Delhi College Evening, University of Delhi since 2021.
- Associate Professor at Zakir Husain Delhi College Evening, University of Delhi since 2015.
- Assistant Professor in Sr. Scale at Zakir Husain Delhi College Evening, University of Delhi since 2012.
- Assistant Professor at Zakir Husain Delhi College Evening, University of Delhi since 2007.
- Lecturer at Zakir Husain P.G. Evening, University of Delhi since 2005.

#### **Assignments Held:**

- Convener, Students Grievances regarding Special Category in the University of Delhi.2022- till .
- Member in the students' Advisory Board from 2022-till
- Co-Member in the NEP 2020 implementation Committee in the College to Workout in SEC Courses.
- Working as Time Table Convener, Zakir Husain Delhi College Evening from 2018-19 to 2021-22.
- Core Member in the NAAC Committee. (2014 onwards)
- Worked as a member of the Arts and Culture Committee from 2019-2022.
- Worked as Convener, Admission Committee, Zakir Husain Delhi College Evening from 2014-15 to 2015-16.
- Worked as Liaison Officer for OBC/PWD, Zakir Husain Delhi College Evening since 2017.
- Worked as a Member of OBC quota implementation Committee, Zakir Husain Delhi College Evening from 2008-09 to 2009-10.
- Worked as a Member of PF Statutory Committee , Zakir Husain Delhi College Evening from 2008-09 to 2009-10.
- Worked as the Convener of Scholarship, Career guidance and Placement Cell, Zakir Husain Delhi College Evening from 2008-09 to 2009-10.
- Worked as a Member of New Pension Committee , Zakir Husain Delhi College Evening from 2008-09 to 2009-10and 2010-11, 2011-12
- Worked as Convener of Canteen Committee, Zakir Husain Delhi College Evening from 2009-10 to 2010-

11.

- Worked as a Member of Website Committee, Zakir Husain Delhi College Evening from 2013-14 to 2014-15
- Worked as a special Member in NAAC Committee, Zakir Husain Delhi College Evening from 2015.
- Worked as a Member of ICT Committee, Zakir Husain Delhi College Evening from 2013-14 to 2014-15.
- Worked as a Member of OBC quota implementation Committee, Zakir Husain Delhi College Evening from 2008-09 to 2009-10.
- Worked as Proctor, Zakir Husain Delhi College Evening from 2012-13 to 2013-14.
- Worked as EVM expert every year in DUSU elections, since 2014.
- Worked as NSS officer, Zakir Husain Delhi College Evening from 2018-19 to 2021-22.
- Member of Purchasing Committee, Zakir Husain Delhi College Evening since 2015.

#### **Areas of Interest / Specialization**

Finance, Marketing, Life Coaching and Mentoring Students through Soft Skills.

#### **Subjects Taught**

Business Statistics, Entrepreneurship, E-Commerce, Introduction to Computers in Business Systems, Life Skills and Life Coaching.

#### **Publications Profile:-**

- **An Analysis Of Marketing Techniques And Services Regarding Patient Of Selected Hospitals**, Journal of Stochastic Modeling & Applications , UGC Approved journal, Vol. 26 No. 3 (January - June, Special Issue 2022 Part – 22022, PP-:-1318-1323, ISSN: 0972-3641,
- **Payment mechanism in the E-Commerce: Problems in Online Business Transactions**, International Journal of Advances in Engineering and Management (IJAEM) , 2020 Volume 2, Issue 5, pp.: 732-740  
www.ijaem.net,ISSN: 2395-5252
- **Changing pattern of e- commerce in India after Globalization.**  
VAAK SUDHA, (International Peer Reviewed Referred Journal of Multidisciplinary Research in Multi-Language), ISSN 2347-6605, volume 23, Jan-March 2020,PP 261-266
- **Impact of online shopping on banking industry: a study with special reference to Delhi/NCR** International Journal of Business and Management Invention (IJBMI) ISSN (Online): 2319-8028, ISSN (Print):2319-801X www.ijbmi.org || Volume 8 Issue 10 Ser. I || Oct. 2019 || PP 73-78
- **An Empirical study on stress and their coping strategies among teaching community**, published in *International Journal of Engineering Inventions*  
IJEI, Volume 8, Issue 10 [October 2019] , e-ISSN: 2278-7461, p-ISSN: 2319 - 6491 page no 48/53.

- **“Role of entrepreneurs in India’s economic growth and development with foreign markets investment ”A study of entrepreneurship development in Indian context**, International Journal of Business and General Management (IJBGM) ISSN (P): 2319–2267; ISSN (E): 2319–2275 Vol. 7, Issue 6, Oct–Nov 2018; 93–100 © IASET.
- **Co-Branding : New Strategy in the Retail Sector-A Study of Buying Behaviour of the Consumers in the Retail Sector in NCR**, Asian Journal of Management Applications and Research ,7(1), (December 2016) ISSN 2230-8660 (print) ISSN 2230-8679 (online).
- **Effectiveness of Co-Branding on the Buying Behaviour of the Consumers in Retail Sector**, published in IJETR Vol. 4, issue 3 (March 2016) ISSN 2321-0869 (O) 2454-4698 ( P ) .
- **Payment System in the E-Commerce: Problems in Online Business Transactions**. Asian Journal of Management Applications and Research ,4(1&2), (July,2014) ISSN 2230-8660 (print) ISSN 2230-8679 (online),pp-26-42
- **Role of Artificial Intelligence in Accounting System**, Asian Journal of Management Applications and Research, 3(1&2), (July 2013) ISSN 2230-8660 (print) ISSN 2230-8679 (online).
- **A Comparison between Islamic Banking with Conventional Banking**, Asian Journal of Management Applications and Research, Vol 2(1&2), ( July 2012), 2012, ISSN 2230 – 8660 (print) ISSN 2230 – 8679 (online).
- **Fraudulent Activities and E-Commerce**: Asian Journal of Management Applications and Research, Vol- 01, No 01, 2011, ISSN 2230 – 8660 (print) ISSN 2230 – 8679 (online).

#### **Conference Organization/ Presentations:-**

- **A comparison of Financing modes of Islamic banking with Conventional Banking**, at UGC sponsored National Conference, Zakir Husain Delhi College (Evening),on 3<sup>rd</sup> and 4<sup>th</sup> Nov.2015 .
- **As a Resource Speaker presented a Lecture on Union Budget** , National Symposia , Zakir Husain Delhi College (Evening),on 13<sup>th</sup> March 2015.
- **Start up India Campaign: A study of Campaign’s Financial Support and incentives** .Seminar Start up India: Opportunities and Challenges. At All India Commerce Conference, University of Lucknow Nov-11-13 2016.
- **Dr. B.R. Ambedkar Vision of India**: National Conference, Department of Buddhist studies and Department of African Studies and Vision India Research Centre, 21-22 March 2017.
- **Environmental Concerns of 21<sup>st</sup> Century, Session Chair**, National Conference, University of Delhi 29-30 th march 2017
- **Good Governance Day, Paper Presented, Seminar, Zakir Husain Delhi**

**College Eve. 24<sup>th</sup> Dec 2014.**

**COMPUTER SKILLS:**

Cleared the “**O**” **Level Certificate in Computers from DOEACC**  
I am very much comfortable with Statistical packages Like SPSS and other Application softwares such as Word and Excel Analysis Tool Pack., PowerPoint and Internet.

**PERSONAL INFORMATION:-**

DATE OF BIRTH:-	26 <sup>TH</sup> OCT. 1976
GENDER: -	MALE
MARITAL STATUS: -	MARRIED

Sd/

Place : New Delhi (India)

**Prof. Mohammad Shoeb**