



**Name** SYED YASEEN  
**Designation** Associate Professor  
**Specialization :** Marketing and HR

**Email :** syedyaseen@jainuniversity.ac.in  
 yaseen-951485140

[www.linkedin.com/in/syed-](http://www.linkedin.com/in/syed-yaseen-951485140)

Qualification

Phd,MBA ,M.com

Career Summary

Academic

- From NOV.2019– Jain (Deemed-to-be University), Bengaluru
- July 2016– Oct 2019 Dayananda Sagar Institute of Commerce & Management.
- June 2003-May 2016- AIMS Bangalore,

Work Experience

20 years

Courses Facilitated

Member on Committees / Editorial Boards

Member of editorial advisory Board-Humanities and Social Science family.

Professional Memberships

\*Life time Member of MTC Global trust.

\* Member and working

Research Interest

Marketing and HumanResource.

Research Publications

1. Encouraging community Driven tourism in rural areas  
Humanities and social science Vol.1(3)2012 2319-829x
2. Neuro Marketing Humanities and social science Vol.2(1)Mar 2013 2319-829x
3. Agility at workplace Humanities and social science 2319-829x
4. Indian Sericulture industry its importance, problems and prospects ,Acme Intellects journal of management and ResearchVol.2April 20132320-2939
5. Improvement in the productivity, Quality of silk, International journal of Business and Administration Research ReviewVol.2Jun20152347-856x
6. CRM-Customer relationship management in service sector
7. Training and Development, Increasing the knowledge and the Skills of work force 2013 ,978-81-8487-225-58
8. Organizational Change
9. Knowledge Management
10. Green Marketing New Hopes and Challenges, Issues and Perspective 2014,978-93-5104-483-3
11. Impact and importance of CRM in Business, Humanities and Social Science, Vol.2(1) 2013 2319-829x
12. Impact of Relationship Marketing on Customer Loyalty in Health Industry, International Journal of Emerging Technologies and Innovative Research 2019 5.89
13. Service Quality Of Online Food Services, Edu Index Journal.Vol:40 issue: 60 2020 2394-3114,6.3
14. The Importance of Reskilling and upskilling in Post-Covid Economy. TIANJIN DAXUE XUEBAO Vol:55 Issue 5:2022 ISSN 0493-2137
15. Entrepreneurial Intention of Arts/Science and Engineering Students A Comparative study
16. Impact of key factors on employee performance and Industry acceptance in the post covid context. A critical Study
17. Quality Control in Food Industry through Statistical Technique TIANJIN DAXUE XUEBAO JOURNAL OF TIANJIN UNIVERSITY. Vol-55 Issue 5:2022 0493-2137
18. UTILITY CONTROL WESLEYAN JOURNAL VOL-13 OCT-2020 PEER-REVIEWED & Referred

Articles / Case Studies

Consultancy / Projects	Carrying out a Research Project on <u>Digitalization and Integration Of Small Scale *Industries (SSI) in Bangalore for sustainable growth and Development (GOVT. OF KARNATAKA)</u>
Books / Chapters	<ol style="list-style-type: none"> <li>1. Human resource Joint author(Vision publishing House 978-93-83214-04-4 2013)</li> <li>2. Business research methodology Joint author (Vision publishing House 978-93-5142-370-6 2014)</li> <li>3. Market research Joint author (Vision publishing House 978-93-5142-560-1 2014)</li> <li>4. Compensation Management Joint Author (VBH 978-93-5202-345-5 2015)</li> <li>5. Consumer Behaviour Himalaya Publication (Amity University 2017-2018)</li> <li>6. International Monetary Management (Uttkal University 2018-19)</li> </ol> <p>PATENTS:</p> <ol style="list-style-type: none"> <li>1. ANALYSIS OF SUSTAINABLE SUPPLY CHAIN MANAGEMENT FOR FASHION INDUSTRY IN INDIA.( 25/10/22)</li> <li>2. UNDERSTANDING THE ROLE OF BIG DATA IN COMMERCE APPLICATION MANAGEMENT. (22/12/2023)</li> </ol>

Activities

1. Organized health Check-up Camp.
2. Organized Blood Donation Camp.
3. Serve meals and clothing for the needy.
4. Getting a part time jobs for the needy.
5. Volunteer at school, library or Hospital.
6. Organize a park clean-up.
7. Construction of Mesh wall for the safety of the people.
8. Eradication of illegal activities, like Fraud, Conflict of Interest, Assault, Burglary, Conspiracy.
9. Organizing counseling sessions for the students and guiding them in the Right Direction.
10. Bringing Proper Drainage facility in the Area.
11. Create Awareness Programme and provide information to the community on determinants of health such as Nutrition, Basic Sanitation and Hygienic practices for healthy living.
12. carry out Voters Awareness Programme in Area.
- 13 Programmes of Continuing education of school Dropout and Remedial coaching for the weaker section of the society.
14. Conducting Adult Education Programme for short Duration.

	Recognition / Awards	<p>*Recipient Of Nation Builder and Leadership Award 17t March 2023.</p> <p>*Recipient Of ICONIC TEACHERS AWARD 2020.</p> <p>*Recipient of National Award as a Dynamic Mentor &amp; Lecturer, Dated FEB 2019.</p> <p>*Recipient of Dr.APJ ABDUL KALAM Award May 2019.</p> <p>* Recipient of MTC Global Award as a Distinguished Teachers in Management.</p> <p>* Recipient of NATIONAL LEVEL ACADEMIC &amp; RESEARCH AWARD JUNE 2022.</p> <p>Recipient Of Best User Library Award AUG 2023.</p>
	Seminar /Workshop/ Conferences /FDPAttended.	60
	<u>Member on Committees / Editorial Boards</u>	<ol style="list-style-type: none"> <li>1.MTC Management, teachers, consortium (Prof Bolanath Dutta, founder, president and convener MTC global Bangalore.)</li> <li>2.ICHR Member and working President.</li> <li>3.IFAC Organising SECRETARY (Minority Wing)</li> <li>4. WAOHR State Deputy Director Education</li> <li>5. AL-KHAIF EDUCATIONAL &amp; WELFARE TRUST SECRETARY</li> </ol>