

CURRICULUM VITAE



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Research Gate Id: <https://www.researchgate.net/profile/Mohd-Afzal-Saifi>

Academic Qualification:

Sr.N.	Degree	Year	Institution
1.	Metric	2002	CBSE Board, Delhi
2.	Inter	2004	CBSE Board, Delhi
3.	B.Com	2007	Zakir Husain College, (University of Delhi)
4.	M.Com (Business Management)	2009	Jamia Millia Islamia (Central University, New Delhi)
5.	M.Phil* (Retailing)	2012	Jamia Millia Islamia (Central University, New Delhi)
6.	Ph.D.* (Commerce)	Sept. 2020	Jamia Millia Islamia (Central University, New Delhi)
7.	UGC- NET	June, 2012 & 2014	UGC

Area of Interest : **Marketing, Business and Corporate Laws, Financial System, Retail and General Management.**

M.Phil. Dissertation* : Impact of FDI on Indian Retail Sector

Ph.D. Thesis* : Consumer Shift from Unorganised to Organised Retailing: An Empirical Study

Honours Received : **ICSSR Doctoral Research Fellow (2018-2020)**

Teaching Experience : Assistant Professor (Commerce), Centre for Distance and Online Education (CDOE), Jamia Millia Islamia (26th October, 2021 to till date)

Academic Counsellor for B.Com. (Hons.), BCIBF, BBA (Distance Mode) at Centre of Distance and Online Education (CDOE), Jamia Millia Islamia, New Delhi since 2013 to till date.

Guest Faculty, Department of Commerce & Management Studies, Al-Falah University, Faridabad, Haryana from August 2015 to Sept, 2021.

Guest Faculty in Commerce at Non-Collegiate Women Education Board (NCWEB), B.Com. (Hons.) Aryabhatt College, University of Delhi, New Delhi, from Dec. 2020 to Aug, 2021.

Paper Publication:

Sr. No.	Title of the Paper	Authors Name	Journal/Edited Book	Publisher & Year of Publication
1.	Impact of FDI on the Indian Retail Sector	Mohd. Afzal Saifi & Dr. M.K.Nabi	Journal of Business Management, Commerce and Research, An International Referred Journal Vol. II, Issue No-6, pp. 1-10, ISSN 2319-250X	ASSET Bhubaneswar, Odisha December, 2013
2.	Customers' Attitude Towards Organised Vis-à-vis Unorganised Retailing: A Case Study of Delhi & NCR.	Mohd. Afzal Saifi & Dr.M.K. Nabi	IIM Journal, An International Referred Journal Vol. 3, Issue No. 1, pp. 80-98. ISSN No. 2277-4211.	Professionalism Development Foundation, New Delhi Jan-June, 2014
3.	Drawbacks of Cash Transfer Schemes	Mohd. Afzal Saifi	Published Abstract in Souvenir of UGC Sponsored National Seminar	UGC Sponsored National Seminar, November, 2014

4.	Customer Perception Towards Service Quality in Hotel Industry: An Empirical Study	Amrita Rout, Dr. M.K. Nabi & Mohd. Afzal Saifi	IIM Journal, An International Referred Journal Vol. 4, Issue No. 2, pp. 98-106. ISSN No. 2277-4211.	Professionalism Development Foundation, New Delhi July-Dec, 2014
5.	Role of MSME in Development of Women Entrepreneurship	Dr.M.K. Nabi, Mohsina Hayat & Mohd. Afzal Saifi	International Journal of Research in Management & Social Sciences Vol. 3, Issue No. 1(VI) pp. 8-17. ISSN No. 2322-0899.	Empyrean Institute of Higher Education, Guwahati Jan-March, 2015
6.	Globalization of Organized Retailing: Emerging Challenges and Future Prospects	Mohd. Afzal Saifi & Dr. M.K. Nabi	International Journal of Research and Analytical Reviews, Vol. 5, Issue 3 Pp 839z-900z E ISSN 2348-1269 P ISSN 2349-5138 UGC Care Listed (Journal No. 43602) http://ijrar.com/upload_issue/ijrar_issue_2003.pdf	International Journal of Research and Analytical Reviews July-Sept. 2018
7.	Cashless Transactions in India: Challenges and Opportunities	Mohd. Afzal Saifi & Dr. M.K.Nabi	Journal of Business Management, Commerce and Research, An International Referred Journal Vol. VI, Issue No-III, pp. 30-37, ISSN 2319-250X.	ASSET Bhubaneswar, Odisha Dec. 2018
8.	Retail Transformation from Traditional Retailing to Digital Retailing: Challenges and Opportunities	Mohd. Afzal Saifi & Dr. M.K.Nabi	Think India - International Indexed and Refereed Quarterly Journal Impact Factor 6.2 Vol. 22, Issue No. 4 pp.1340-1357, ISSN 0971-1260 UGC Care Listed. DOI: https://doi.org/10.26643/think-india	Think India Publication Oct-Dec. 2019
9.	COVID-19 Pandemic and Indian Micro Small and Medium Enterprises (MSMEs): Challenges and Way Forward	Dr. Mohd. Afzal Saifi & Dr. M.K.Nabi	Journal of Business Management, Commerce and Research, An International Referred Journal Vol. IX, Issue No-II, pp. 1-11, e-ISSN No. 2319-250X	ASSET Bhubaneswar, Odisha December, 2020

10.	Impact of COVID 19 Pandemic on Digital Marketing	Mohd. Turab Suhail, Dr. Mohd. Altaf Khan, Dr. Mohd. Afzal Saifi & Arun Kumar Attree	EPRA International Journal of Environmental Economics, Commerce and Educational Management Vol. 9, Issue No. 9. PP. 23-30 ISSN: 2348 – 814X DOI: https://doi.org/10.36713/epra11267	EPRA Publication, Tamil Nadu, 22 September, 2022
11.	Impact of Store Design and Atmosphere on Shoppers' Purchase Decisions: An Empirical Study with Special Reference to Delhi-NCR	Dr. M.A. Khan, Dr. Vivek, S.M. Minhaj, Dr. Mohd. Afzal Saifi , Dr. Shahid Alam & Dr. Asif Hasan	Sustainability: Special Issue on Sustainable Retailing and Marketing Vol. 15, Issue-1, 95. Pp.1-24 E-ISSN: 2071-1050 Scopus Indexed Journal DOI: https://doi.org/10.3390/su15010095	MDPI, Sustainability Basel, Switzerland 21 Dec. 2022 https://www.mdpi.com/journal/sustainability/special-issues/retailing-marketing
12.	Adoption and Applications of Blockchain Technology in Marketing: A Retrospective Overview and Bibliometric Analysis	Mohammad Wasiq, Abu Bashar, Syed Akmal, Mustafa Raza Rabbani, Mohd Afzal Saifi , Nishad Nawaz and Youssef Tarek Nasef	Sustainability: Special Issue on Blockchain Technology in Marketing Vol. 15, Issue-4, PP. 1-20. E-ISSN: 2071-1050 Scopus Indexed Journal DOI: https://doi.org/10.3390/su15043279	MDPI, Sustainability Basel, Switzerland 10 Feb, 2023 https://www.mdpi.com/2071-1050/15/4/3279
13.	Teachers' Readiness and Usage of Online Teaching Practices in the Kingdom of Saudi Arabia: An Empirical Investigation	Shahid Husain, Mohammad Athar Ali, Mohd. Afzal Saifi , Sufyan Habib and Mohammad Arshad Khan	Journal of Education and e-Learning Research Vol. 10 Issue-4 ISSN(E) 2410-9991/ ISSN (P) 2518-0169 pp. 855–867 Scopus Indexed Journal DOI: https://doi.org/10.20448/jeelr.v10i4.5270	Asian Online Journal Publishing Group 28 Dec. 2023 https://www.asianonlinejournals.com/index.php/JEELR/article/view/5270
14	The Global Financial Crises Impact on Stock Market Efficiency: A Fourier Unit Root Test Analysis	Muneer Shaik, Pratik Kamdar, Nishad Nawaz, Mustafa Raza Rabbani, Sahar E-Vahdati, Mohd. Afzal Saifi & and	COGENT ECONOMICS & FINANCE Vol. 12, Issue No. 1, ISSN No. 2332-2039 Scopus Indexed Journal DOI: https://doi.org/10.1080/23322039.2024.2392627	COGENT Publishing Limited 6 August 2024 https://www.tandfonline.com/doi/full/10.1080/23322039.2024.2

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Book Publication

S.No.	Title of Book	Author's Name	Publisher & ISBN No.	Year
1	Banking and Financial Services	Dr, Rachana Saxena, Dr. Mohsina Hayat, Dr. Mohd. Afzal Saifi & Dr. Charu Agarwal	Scientific International Publishing House, Tamilnadu, India ISBN: 978-93-5625-537-1	2022
2	Project Identification and Selection (SLM Writing: Unit-2, 3)	Dr. Mohd. Afzal Saifi	Vikas Publishing House Pvt. Ltd. Noida, U.P. ISBN:978-93-5674-279-6	2022

Paper Presented in Conference/Seminar

S. No.	Title of the Paper	Authors Name	Conference/Seminar	Organiser and Year of Event
1	Drawbacks of Cash Transfer Schemes	Mohd. Afzal Saifi	UGC Sponsored National Seminar on Cash Transfer Schemes.	Department of Commerce, Soghra College, Biharsharif, 29-30, Nov. 2014
2.	Globalization of Organized Retail Market: Issues and Challenges	Mohd. Afzal Saifi	69th All India Commerce Conference	Faculty of Commerce, University of Lucknow, U.P. 11-13, Nov. 2016
3.	Cashless Transactions in India: Challenges and Opportunities	Mohd. Afzal Saifi	70 th All India Commerce Conference	IIS University Jaipur, 12-14 October, 2017
4.	Retail Transformation from Traditional Retailing to Digital Retailing:	Mohd. Afzal Saifi	71 st All India Commerce Conference	Osmania University Hyderabad, 20-22 Dec. 2018

	Challenges and Opportunities			
5.	A Study of Factors Influencing Grocery Shopping from Organised Retail Outlets	Mohd. Afzal Saifi	72 nd All India Commerce Conference	KIIT Deemed to be University, Bhubhneswar, 22-24 Dec. 2019
6.	Perception of Footfalls towards Flea Markets: A Study of Delhi-NCR	Dr. Mohd. Afzal Saifi	3 rd International Finance Conference, 2022	Centre for Management Studies (CMS), Jamia Millia Islamia, New Delhi, 29-30 March, 2022
7.	The Electronic Payment System-A Key Driving Force to Create Credibility with Customers: A Structural Equation Modeling (SEM) Approach	Dr. Mohd. Afzal Saifi	43 rd Annual Conference of Orissa Commerce Association and National Seminar	Department of Commerce, Rama Devi Women's University, Bhubaneswar, Odisha on 22 nd & 23 rd December, 2023
8.	Impact of Artificial Intelligence on Consumer Buying Behaviour: An Empirical Study	Dr. Mohd. Afzal Saifi	Advancing Financial, Digital and Health Inclusion: Steps towards Viksit Bharat@2047	Department of Management Studies, Faculty of Management Studies, JMI and ICSSR New Delhi
9.	Enhancing Consumer Engagement through Metaverse Marketing: Opportunities and Challenges	Dr. Mohd. Afzal Saifi	National Conference on Sustainable Commerce for VIKSIT BHARAT: Leveraging Artificial Intelligence for Inclusive Growth and Global Leadership by 2047	Department of Commerce, Maharaja Agrasen College, University of Delhi on 16 th -17 th April, 2025.

Participation in Conference/Seminar/Workshop/ Orientation & Refresher Courses:

- Participated an Orientation/Interactive programme on “*Open and Distance Learning System*” Organised by Centre for Distance and Open Learning (CDOL), Jamia Millia Islamia, New Delhi, 28th March, 2014.
- Participated in a Workshop on “*Intellectual Property Rights & Patents*”, Organised by University of Delhi, S.P. Jain Auditorium, at South Campus, Delhi, on 19th January, 2015.

- Participated an Orientation Programme on “*Turnitin*” (an originality check and anti-plagiarism web tool), Organised by Zakir Hussain Library, Jamia Millia Islamia, New Delhi, 7th April, 2015.
- Participated in a Workshop on “*References Management in in Research*”, Organised by Dr. Zakir Hussain Library, Jamia Millia Islamia, New Delhi, 26th May, 2015.
- Participated in the deliberation in 69th All India Commerce Conference Organised by the Faculty of Commerce, University of Lucknow, from 11-13 November, 2016.
- Participated in a Workshop on “*Intellectual Property Rights for Researchers*”, Organised by Cluster Innovation Centre, University of Delhi, New Delhi, 14 December, 2015.
- Participated in a Workshop cum Seminar on “Bhartiya Bhasao Mai Shabdawali: Kal Aaj Aur Kal” Organised by Commission for Scientific and Technical Terminology and Deptt. of Commerce & Business Studies, JMI, 3rd-5th July, 2017.
- Participated in the deliberation in 70th All India Commerce Conference Organised by the IIS University, Jaipur, Rajasthan from 12-14 October, 2017.
- Participated in Training and Orientation Programme on “J-Gate @ eShodhSndhu” Jointly Organised by Dr. Zakir Husain Library, Jamia Millia Islamia, New Delhi and Informatics Publishing Limited, Bengaluru on 30th Aug, 2018.
- Participated in the Workshop on ‘Tax Planning and Wealth Management Strategies’ Organised by Department of Commerce & Business Studies in collaboration with ‘The Policy Times’ on October 24, 2018.
- Participated in Two Days workshop on “SPSS Basics for Data Analysis” Organised by School of Business Studies, Sharda University from 1-2 December, 2017.
- Participated in One Week Faculty Development Programme on “Advance Research Tools and Techniques” Organised by Banarsidas Chandiwalla Institute of Professional Studies, Dwarka, New Delhi from 10th Dec, 2018 to 15 Dec, 2018.
- Participated in the deliberation in 71st All India Commerce Conference Organised by the Department of Commerce, Osmania University, Hyderabad from 20-22 December, 2018.
- Participated in deliberation in the 72nd All India Commerce Conference Organised by the Kalinga Institute of Industrial Technology, from 22-24 December, 2019.
- Participated in International Webinar on “Changing Career Opportunities in the Tourism and Hospitality Sector” organised by Prestige Institute of Management, Gwalior on 5th May, 2020.

- Participated in International Webinar on “Cyber Crimes & Prevention during Lockdown” organised by Internal Quality Assurance Cell in Collaboration with Department of Commerce, Mata Sundri College for Women (D.U.), on 6th May, 2020.
- Participated in International E-Conference on “Strategies and Challenges in Higher Education During Covid-19 Lockdown Period in India with Reference to World” organised by Government Vidarbha Institute of Science & Humanities, Amravati, India on 15th-17th May, 2020.
- Participated in Virtual Workshop on “Drug Design & Discovery” Organised by Bansal Institute of Engineering & Technology, Lucknow, Uttar Pradesh, India on 28 May, 2020.
- Participated in a Webinar on “Covid-19 Pandemic: Impact of Lockdown on Personal and Professional Life of Women” Organised by Department of Computer Science & Engineering, School of Engineering Sciences & Technology, Jamia Hamdard New Delhi, India on 04 June, 2020.
- Participated in Regional Webinar on “Investors Education” Organised by Department of Commerce and Business Studies JMI, New Delhi in Collaboration with SEBI & Mulya Commodity Exchange of India Ltd. (MCX) on 06 August, 2020.
- Participated in Regional Webinar on “Office of the Governor: It’s Role & Relevance in the Light of Rajasthan Controversy” Organised by Glocal Law School, Glocal University Saharanpur, on 10 August, 2020.
- Participated in One Week Faculty Development Programme on “Stress and Anger Management” Rajasthan Technical University, Kota & Jaipur Engineering College and Research Centre, Jaipur from 15 Dec, 2020 to 19 Dec, 2020.
- Participated in National Webinar on “Intellectual Property Rights in Current Business Context” Organised by Pacific Academy of Higher Education and Research University Udaipur & Indian Accounting Association, Udaipur Branch, on 26th & 27th July, 2021.
- Participated in Webinar on “NEP 2020 and Commerce Education” Organised by Indian Accounting Association, Delhi-NCR Chapter, on 7th Sept, 2021.
- Participated in One Day Webinar on “GST: Win-Win Impact for Taxpayers, Consumers and Government” Organised by P.G. Department of Commerce, Fakir Mohan University in Collaboration with ICAI on 16th November, 2021.
- Participated in One Week Online Faculty Development Programme on “How to Create Your Own MOOCs” Organised by Teaching Learning Centre, Ramanujam College, University of Delhi Under the aegis of Ministry of Education on 28th May-03rd June, 2022.
- Participated in One Day IP Awareness/Training Programme under “National Intellectual Property Awareness Mission (NIPAM), Organised by Intellectual Property Office, India on 7th July, 2022.

- Participated in One Week International Faculty Development on “Pedagogical Training on ICT Tools for Effective Teaching Learning” Organised by MAIMS (Guru Gobind Singh Indraprastha University and P.G.D.A.V. College, University of Delhi on 06th September, 2022.
- Participated in One Day IP Awareness/Training Programme on “National Intellectual Property Awareness Mission” Organised by Intellectual Office, India Under the aegis of Ministry of Commerce and Industry on 25th May, 2023.
- Participated in One Week Online Faculty Development on “Emerging Perspectives of Multidisciplinary Research: Methods and Analysis” Jointly Organised by Department of Business Administration and Department of Regional Economics, Mahatma Jyotiba Phule Rohilkhand University, Bareilly, on 1st TO 7th Aug, 2023.

Membership in the Academic & Professional Bodies:

- Life Membership of Indian Accounting Association since August, 2016 (D-307)
- Life Membership of Indian Commerce Association since November, 2016.

(Dr. Mohd. Afzal Saifi)