

Dr. Syed Tabrez Hassan

**Associate Professor, School of Business & Economics, Adamas University,
Kolkata**

Email – tabrez.lpu@gmail.com

Ph no - 7837002096

Summary:

Education:

PhD Completed in 2021 in E-commerce, Lovely Professional University
UGC-NET Qualified in Management stream, 2013
MBA. Marketing/Retail IBS, Hyderabad ,2007
B.Tech. E&E, Dayananda Sagar College, Bangalore, 2004

Professional Experience:

08/2022- Present Associate Professor Adamas University, Kolkata
06/2022-08/2022 Associate Professor NSHM, Durgapur
07/2010-06/2022 Assistant Professor Lovely Professional University, Punjab
5/2008-12/2009 Sales Manager ICICI Lombard GIC, Hyderabad
4/2007-5/2008 Relationship Manager Centurion Bank of Punjab, Hyderabad

Research, Teaching, and Other Professional Interests:

- Research interests are in the areas of e-commerce, Business Analytics, Branding, Strategy Management, Corporate Restructuring and Business of Sports.
- Team member of accreditation and ranking data. Currently working for NBA,NAAC accreditation team and ACBSP accreditation USA and NIRF, MHRD Govt of India Ranking.
- Interest in writing short cases based on management concepts and case-based teaching in class
- Teaching post graduate courses in areas of Business Analytics, Mergers and Acquisition, Business Strategy, Technology Management, Research Methodology, Workshop on SPSS, Excel and R software as data analysis, Business Simulation, Digital Marketing and SEO, Retail Management and entrepreneurship
- Development of Syllabus and Instruction plans for above subjects
- Responsible for Outreach Admissions during non-teaching period, managing admission office for the University at Patna, Bihar

Academic Development:

- Published book “Short Cases for Business studies” – A book of case study: ISBN number – 9781545702963 in July 2017
- Completed Case Method Teaching Seminar jointly conducted by Harvard Business Publishing, USA and IIM Ahmedabad, India. May 2015
- Completed 7-day workshop on Data Analytics using R from Fore School of Management (2016)
- Completed FDP on “Strategic Change and Transformation” conducted by IIM Lucknow. 24 Feb – 01 Mar 2014
- Workshop attended on “Digital Marketing & Branding”, held at Lovely Professional University, 14, Nov 2010
- Attended three international level and two national level conferences and presented oral papers. (Institutes – GNA-IMT Institute, Punjab, Apeejay Institute of Management, Jalandhar, Lovely Professional University, Punjab)

Publications in Journals:

- Click, Customize, conquer: Sentiment Analysis and Strategies for Optimizing Online Travel Agencies published in Journal of Indian Management, Volume XXI, Year 2025, Pages 78 (Scopus Indexed).
- Sustainable Business Practice: A Case Study of Zomato in India published in Korea Review of International Studies, Volume, Year 2024, (ABDC-C indexed)
- Classifications Model in Machine Learning Used in Agritech: A Literature Review published in Journal of Survey in Fisheries Sciences (SFS) ISSN: 2368-7487, Volume, Year 2023 (Scopus Indexed)
- Use of Machine Learning Classifiers on Structured Vs Unstructured Data, published in IJSREM, Volume 8, Year 2024.
- *Introduction to Fintech: An Indian Perspective*, published in LangLit (ISSN 2349-5189) under Multidisciplinary National Conference on “Vision for India @ 2047, organized by ICSSR, New Delhi, (Feb 2022).

- Case study of failed merger of Sony and Zee: Paving ahead the consolidations in the industry published in Journal of Emerging Technologies and Innovative Research, Volume 11, Year 2024, Pages 547
- ***A Study of Impulse Buying Behaviour of Online Shoppers based on Multi-Brand Online Websites***, published in proceedings of international conference in ICFAI Business School, Hyderabad. (ISBN 9789392377990) (Jan, 2022).
- Chapter titled ***A Study of Transactions Based Risk and Customer Perception Based on Online Shopping in India***, published in book Resilience & Reinvention of Business in the VUCA World. (ISBN 9789391765231) (Dec, 2021).
- Book chapter ***Use of technology in Agri-business: Introduction to Agri-commerce, published in The new normal in management, social sciences & economic development, Amity University. (Nov, 2020)***
- An analysis of strikers ranking in Barclays premier league football using multi-criterion decision making approach, International Journal of Yogic, Human Movement and Sports Sciences, vol 2 issue 3. (UGC Indexed) (Nov 2018)
- The Top Online Financial Services Provider: Perception Among Indian Buyers, Zenith International Journal of Multidisciplinary Research, Vol 8, Issue 10. (UGC indexed) (Oct 2018)
- Factors Affecting Consumer Awareness for Bitcoins as an Investment among Indians, International Journal of Research in Applied Management, Science & Technology, Vol III, Issue II. (UGC indexed) (June 2018)
- A study of selection of Indian e-commerce websites for online shopping alternatives among youth using hierarchical TOPSIS, journal titled “International Journal of Applied Business and Economic Research, (Scopus Indexed) Vol.15 (Jan, 2018)
- A Study of Factors Influencing Buying Behaviour of Over-the-Counter Medicine Among the Users of Punjab, Abhinav-National Monthly Refereed Journal of Research in Commerce & Management (Online ISSN 2277-1166), Jan 2018. Vol 7, No.1 (UGC indexed)
- Chapter titled ***Consumer’s perceived value, attitude and purchase intention towards green food products in Punjab*** in book proceeding “Strategies for

Global Competitiveness and Economic Growth”, 2017, (ISBN-9789387034013)

- A Study of Key-Drivers Affecting Usage of Electronic Payment for Online Purchase among Youth in Punjab, International Research Journal of Human Resources and Social Sciences, Associated Asia Research Foundation (AARF), Vol. 4, Issue 6, June 2017 (**UGC** Indexed)
- Emerging Trends in Instant Messaging usage among the Generation Y for enhancing connectivity, International Journal of Applied Business and Economic Research, Vol.14 (2016) Issue No. :7 (2016) (**Scopus** indexed)
- Creating Blue Ocean Strategy: A case study of ZipDial, GE- International Journal of Management Research (GE-IJMR), Nov 2014
- A study of customer perception of youth towards branded fashion apparels in Jalandhar City, ELK Asia Pacific Journal of Marketing and Retail management, Apr 2014(**UGC** indexed)
- A study of changing trends in customer loyalty program in India, International Journal of Management, IT and Engineering, Oct 2013
- Online Travel Agencies: Selling through opaque fares, South Asian Journal of Marketing & Management Research, March 2013
- Indian Retail: Learning from failures, International Journals of Marketing and Technology, Jan 2013

Short Cases published in CaseCentre.org website:

- Air Asia and its Indian journey
- Hashtag banking: Case of banking services through Twitter in India
- Starbucks: Caffeinated work demand
- Symantec: Acquiring SSL certificate services of Verisign
- Vijay Mallya: Creating castles in the air

Doctor Students Guidance:

- Guiding 5 research scholars for PhD

Post - Graduate Student Advising:

- Guiding three students for implementation of their entrepreneurship business project of student-teacher meta-search aggregator app for Ludhiana city
- Supervision of four groups for their PG Research project

Workshop conducted and mentorship:

- Entrepreneurship and idea generation – UG and PG student
- Business Analytics using Excel – Faculties and PG students
- Data Analysis using R – Faculties
- Workshop on analytical thinking – PG students
- Gamification of learning – Faculties
- Workshop of digital marketing – PG students
- Workshop of business simulation game - PG students

- Guidance for business quiz team for the school (Winner of AIU competitions, participated in Tata Crucible, 3rd prize)

- Board room simulation training: Case of Cyrus Mistry
- Startup mentorship for student driven business (Finto App for Tutor aggregators in Ludhiana, Franchisee model for Juice Lounge)
- Business Simulation game for business strategy through Learnbiz platform