

Dr. Reshma Farhat

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Brief Profile

Dr. Reshma Farhat is Assistant Professor at ICCMRT, Lucknow. She has done Ph.D. in Marketing management from the Dpt. Of Business Administration, AMU, Aligarh. She did MBA from University of Lucknow, Lucknow. She has more than nine years of teaching and research experience. She has also worked as a Research Associate at IIM, Lucknow. She has presented her research work at various national and international level conferences/seminars like IIM Lucknow, Sharjah University, UAE, Singapore, etc. Her research papers have been published in various reputed journals like Inderscience (Scopus Indexed), IGI Global, Amity Business Review, Prastuti (GLA Mathura), Pezzottaite Journal, etc. Her research interests include Marketing Management, Rural development, Research Methodology, etc.

Designation

Assistant Professor (MBA Programme)

Educational Qualifications

Ph.D. (Marketing Management), MBA (Rural Development)

Work Experience: 9 Years

1. Institute of Cooperative and Corporate Management Research and Training (ICCMRT), Lucknow (ICCMRT), Lucknow – **Assistant Professor** – 01.08.2014 to till date.
2. **Lecturer** in Post Graduate Diploma in Advertising Management, Department of Business administration, Aligarh Muslim University, Aligarh-Session 2011-12.
3. Indian Institute of Management, Lucknow (IIML)- **Project Associate**-Jan, 2009- April 2009.
4. Indian Institute of Management, Lucknow (IIML)- **Project Assistant**-Aug., 2008- Oct., 2008.

Publications

Research Papers

1. Paper entitled “Entrepreneurial orientation and Recitals of Tourism Sector in Uttar Pradesh: An Analytical Study using Grounded Theory Approach” has been accepted for publication in International Journal of Tourism Policy, Inderscience Publishers, 2023.
2. “Women in Media: A Conceptual Analysis” published in Think India Journal, Vichar Nyas Foundation, peer reviewed, UGC Care listed, ISSN- 0971-1260,2019, Impact Factor-6.2, Sole author.
3. “Women Contribution to Indian Financial Market: A Conceptual Study” published in Think India Journal, Vichar Nyas Foundation, peer reviewed, UGC Care listed, ISSN-0971-1260, 2019, Impact Factor-6.2, Sole Author.
4. “A Study on Impediments of Investors Rationale”, published in Global Journal of Engineering Science and Researches,COTII-2019, ISSN 2348-8034, Impact Factor-5.070, peer reviewed, Second Author.
5. “The Congruence Effect of Personalities: An Empirical Analysis” published in The Bi-annual Journal of Amity Business School, Refereed Journal, Amity Business Review, ISSN 0972-2343, Vol. 17, No.1,July 2016, Noida, India, Sole author.
6. “Impact of ethnocentrism and animosity on consumer’s attitude towards foreign product: a conceptual framework”, published in International Journal of Retailing and Rural Business Perspectives, ISSN 2279-0934, vol.3 no.1, peer reviewed, Pezzottaite Journals, Impact factor-9.254, 2014, Second author.
7. “Antecedents and Consequences of Consumer Animosity: An Exploratory Study” published in PRASTUTI Journal of Management & research, ISSN 2320- 2262, Vol. 02, No.1, Refereed Journal, July 2013, GLA Mathura, Second Author.
8. “Management of Logistics and ICT in Farm Sector in India: A Conceptual Framework” published in "International Journal of Logistics Economics and Globalization" (IJLEG), 2012, ISSN no. 1741-5381, Vol.4 No.3 pp.163 - 178, Refereed Journal, Inderscience Publications, ABDC Listed, Sole Author.
9. “Influence of advertising led brand personality consumer congruity on consumer’s choice: evidence from Indian apparel market”, published in International Journal of Enterprise Network Management (IJENM), ISSN no. 1748-1260, vol. 5, No. 2, July 2012 , pp. 176-196(21), Refereed Journal, Scopus indexed, Inderscience publishers, Second Author.
10. “Finding Congruence between Sensation Seeking, Brand Personality & Purchase Intention: An Empirical Study”, published in “International Journal of Green Computing”, ISSN no. 1948- 5026, Vol. 3, Issue 1, Refereed Journal, IGI Global, 2012, UGC no-64749, First Author.
11. “Effect of Brand Image & Self Image Congruency on Brand Preference & Customer Satisfaction” published in “International Journal of Marketing and Technology”,ISSN2249-1058,Vol.2, Issue3(2012),International Journals of Multidisciplinary Research Academy, IJMRA, Peer reviewed, Impact Factor-5.810, First Author.

12. "Celebrity Endorsement: A Congruity Measure of Personalities" published in "Research of Humanities and Social Science", ISSSTE Publication, ISSN 2225-0484, Vol. 1, No. 1, 2011, First Author.
13. "Importance of Brand Personality to Customer Loyalty: A Conceptual Study" published in "New Media and Mass Communication", ISSSTE Publication, ISSN 2224-3275, Vol. 1 (2011), First Author.
14. "Relevance of Brand Personality to Tourism Destinations" published in "International Journal of Research in Commerce & Management", ISSN 0976-2183, Vol. No. 2 (2011), peer reviewed, Impact factor-3.259, First Author.
15. "An Exploratory Study of Celebrity Endorsements", published in the proceedings of 2011 International Conference on Economics and Finance Research, IPEDR, ISSN: 2010-4626, Vol. 4 (2011), IACSIT Press, Singapore, First Author.
16. "Celebrity Endorser Influence on Brand Personality Congruity: An Empirical Analysis" published in proceedings of Third Annual Global Business Summit Conference, Chennai, ISSN 1947-833X GBSC (2011).

Training Programmes / FDP attended/ Workshops

1. Successfully participated in the 1st Contact Classes of Certified Trainer for Financial Cooperatives (CTFC) 2022-23 Batch from 21st to 26th November 2022 organised by Bankers Institute of Rural Development (BIRD) Lucknow.
2. Attended Faculty development Programme on "Research Methodology and Statistical Analysis (Using SPSS & AMOS)" at Amity University, Lucknow Campus in association with FICCI (Federation of Indian Chambers of Commerce & Industry) on 1, July, 2019 to July, 2019.
3. Attended "Workshop on e-Commerce & Applications (ECA- 2014)" organized by University Women's Polytechnic, Aligarh Muslim University, Aligarh, 8-9 Feb, 2014.
4. Attended "National Workshop on Interpersonal Skills" organized by The University Literary Club, Aligarh Muslim University, Aligarh, 6th April 2012.
5. Attended "National Workshop on Entrepreneurship & New Venture Development", organized by The University Literary Club, Aligarh Muslim University, Aligarh, 3rd April 2012.
6. Attended "Workshop on Statistical Modeling & Analysis for Management Research" organized by Thapar University, 9-10 Oct, 2011.
7. "National Workshop on Research and Data Analysis Using SPSS" jointly organized by Greater Noida Institute of Technology, Greater Noida & SPSS South Asia, Bangalore held at GNIT, Greater Noida, 22-23rd Oct. 2010.
8. Attended the "Workshop on Data Analysis with R and SPSS" organized by the Department of Statistics and Operations Research, - Aligarh Muslim University, Aligarh, 19-24th July 2010.
9. Attended the "Workshop on Research Methodology in Economics/Commerce/Management" organized by UGC Academic Staff College, Aligarh Muslim University, Aligarh, 3-8th March 2010.
10. Specialized Training Course/ EDP in Office Automation conducted by Small Industries Service Institute, Government of India, Kanpur, 4 December, 2006 to 3 January 2007.

Seminars/Conferences attended

1. Presented paper entitled “How will NEP 2020 assist in Fostering Entrepreneurship” in two days National Seminar on National Education Policy 2020: Outcome Based Education, Sponsored by Department of Higher Education (Government of Uttar Pradesh) organized by Department of Business Administration, Khwaja Moinuddin Chishti University, Lucknow, 2023.
2. Presented paper entitled “Entrepreneurial orientation and Recitals of Tourism Sector in Uttar Pradesh: An Analytical Study using Grounded Theory Approach” in two days International Conference on Religious Tourism (ICRT-2023), organized by Department of Management Studies, Babasaheb Bhimrao Ambedkar University, Lucknow, sponsored by Ministry of Tourism, Government of India, New Delhi, on 27th-28th March, 2023.
3. Presented paper entitled “*Agriculture and ICT: A Conceptual Framework*” in two days National Workshop cum Seminar on Emerging Trends in Statistics for Agriculture Sustainability (ETSAS 2022), organized by Department of Statistics, University of Lucknow, sponsored by Department of Higher Education, Government of Uttar Pradesh, on 14-15 October, 2022.
4. Presented paper entitled “*Make in India: An Examination of Consumer Ethnocentrism*” in two days National Seminar on “Independence 2.0: Building Aatma Nirbhar Bharat Through Make in India, organised by Department of Rural Management, Babasaheb Bhimrao Ambedkar University, Lucknow, U.P., on 2nd & 3rd September, 2022.
5. Presented paper entitled “*Application of Artificial Intelligence in E- Commerce Industries in India*” in two days National Seminar on Independence 2.0: Building Aatma Nirbhar Bharat Through Make in India organised by Department of Rural Management, Babasaheb Bhimrao Ambedkar University, Lucknow, U.P., on 2nd & 3rd September, 2022.
6. Presented paper entitled “*Challenges and Opportunities of Digitalisation in India*” at National Seminar on Vision New India: Strategies and Prospects, organized by Faculty of Commerce, Shri JNPG College, Lucknow on October 16-17, 2019.
7. Presented paper entitled “*Motivation and Job Performance: A Conceptual Framework*” at 7th Indian Social Work Congress, Social Care and Social Wellbeing (Challenges and Opportunities for Social Work Profession), organized by Dpt. Of Social Work, University of Lucknow, Lucknow on October 11-13, 2019.
8. Presented paper entitled “*Portrayal of Women in Indian Print Media: A Content Analysis*” at National Conference on Violence Against Women-Prevalence, Provision and Way Out, organized by Department of Social Work, University of Lucknow, Lucknow on March 29-30, 2019.

9. Presented paper entitled "*Financial Risk Tolerance of potential investors of the stock market: A Review*" at National Conference on Reforms of Indian Economy-Paradigm Shift in Development, organized by Shri Guru nanak Girls Degree College, Lucknow on March 29-30, 2019.
10. Paper entitled "*A Study on Women Contribution in the Indian Stock Market through Empirical Evidences*", presented at "National Seminar on Cash to Cashless Economy: Challenges and Opportunities", organized by Mahamaya Govt. degree College, Lucknow, on 9-10 February, 2019.
11. Paper entitled "*A Study on the Impediments of Investors Rationale*", presented at 3rd International Conference on Challenges & Opportunities for Technological Innovation in India (COTII-2019), organized by Ambalika Institute of Management & Technology, Lucknow on 22- 23 Feb 2019.
12. Paper entitled "*Technology: A Key Factor in Driving financial Inclusion*", presented at National Seminar on FINTECH-The Future of Money & Banking, organized by Lal Bahadur Shastri Group of Institutions, Lucknow on 23 Feb 2019.
13. Presented paper entitled, "*Role of ICT in Rural Development*", at National Seminar on Paradigm Shift of the Indian Economy-New Growth Forces with Greater Inclusiveness, organized by Dr. Shanker Dayal Sharma Institute of Democracy, University of Lucknow, Lucknow on 22- 24 January, 2019.
14. Paper entitled "*Empowering Rural India: Continuity and Change*", presented at International Seminar on Global Challenges and Solution, organized by Faculty of Law, University of Lucknow on 14-15April, 2018.
15. Presented paper entitled, "*Analysing Policies in the light of vision-2022*", at International conference on Vision 2022: A New India, organized by Faculty of Commerce, University of Lucknow on 27-28 January, 2018.
16. Presented paper entitled, "*Role of SHG in Empowering the Socio Economic Status of Women: A study of Hindalco, Renukoot*" in "International Conference on Changing Paradigm of Management Practices for Sustainable Development" organized by Department of Rural Management , School for Management Studies, BBAU, Lucknow, 5-6 march, 2016.
17. Presented paper entitled "*Congruence Effect of Personalities: An Empirical Analysis*", in National Seminar on Emerging Market Economy and Managerial Challenges, organized by Institute of Management Science, University of Lucknow, 28 Feb-1 March, 2015.
18. Presented paper entitled "*Impact of Ethnocentrism and Animosity on Consumer's Attitude Towards Foreign Product:A Conceptual Framework*" in International Conference on Global Perspectives on Business & Management- Changing Dynamics organized by Skyline University College, Sharjah, United Arab Emirates, April.29 - May01, 2012.
19. Presented paper entitled "*Antecedents and Consequences of Consumer Animosity: An Exploratory Study*" in International Marketing Conference organized by Indian Institute of Management Lucknow, Noida Campus, Jan.12-14, 2012.

20. Presented paper entitled “*An Exploratory Study of Celebrity Endorsements*”, at International Conference on Economics and Finance Research (ICEFR 2011), Singapore, Organized by: IEDRC, IEEE, Thomson ISI, Feb. 26-28 2011.
21. Presented Paper entitled “*Celebrity Endorser Influence on Brand Personality Congruity, An Empirical Analysis*” and awarded as best paper in Marketing area in Third Annual Global Business Summit Conference (GBSC2011) organised by Global Strategic Management Inc., USA, March 24-26, 2011.
22. Presented paper entitled “*Relevance of Brand Personality to Tourism Destinations*” in International Conference on Challenges and Strategic Interventions for Tourism in India organised by Institute of Tourism Studies, University of Lucknow, Lucknow, Dec. 4-5, 2010.
23. Presented paper entitled “*Effect of Brand Image & Self Image Congruency on Brand Preference & Customer Satisfaction: A Conceptual Framework*”, in 3rd National Conference on Contemporary Management Research at Apeejay School of Management, New Delhi, 14th May 2010.
24. Presented paper entitled “*Brand Image and Choice of B-schools: Implications for Branding Strategies in India*”, at Al Barkat Institute of Management Studies, Aligarh, Uttar Pradesh, 10 March, 2010.
25. Attended “National Seminar on Land Use Planning for Agricultural Development and Establishment of Agro-Economic Zones: Strategies for India”, with Special Reference to Uttar Pradesh”, organised by Centre for Food and Agribusiness Management, Indian Institute of Management Lucknow, Lucknow, 2010.

Achievements/Awards

Awardee of **Senior Research Fellowship** under the UGC sponsored scheme of Maulana Azad National Fellowship (2011-2013)
