



## CURRICULUM VITAE

1. Name : **Mr. MOHAMMAD SIRAJUDDIN**
2. Father's Name : **Mr. MOHAMMAD ISMAIL**
3. Date of Birth : **19-06-1979**
4. Social Status/Category : **Other Backward Class, Indian, Islam.**
5. Native Place : **Mancherial (District), Telangana**
6. Marital Status : **Married**
7. Languages known : **English, Hindi, Kannada, Urdu and Telugu**
8. Designation : **Assistant Professor (Ratified by JNTUH)**
- 9. Service Details/Teaching Experience:**
- a) Date of Appointment : **Lecturer, Aug 2005 to April 2009**  
**Sharana basaveshwar College of Management,**  
**Basavakalyan**
- b) Date of Appointment : **Assistant Professor, June 2009 to May 2010, in**  
**ELITE Institute of Management, Gulbarga.**
- c) Date of Appointment : **Assistant Professor, August 2010 to December 2015,**  
**in Pujya Shri Madhavanji College of Engineering and**  
**Technology , karmanghat , Hyderabad.**
- d) Date of Appointment : **Assistant Professor in Business Administration**  
**December 2015 at CMR College of Engineering**  
**and Technology (Autonomous), Kandalkoya,**  
**Medchal Road, Hyderabad 501 401.**
- d) Teaching Experience** : **12 years 8 months**  
**12 years for PG Classes**

10. Place of work : Dept. of Business Administration,  
CMR College of Engineering and Technology  
(Autonomous), Kandalkoya, Medchal Road,  
Hyderabad -501 401.

11. Address for Correspondence : H.No: 8-61-27/24/1, Sowbhagya Nagar colony,  
Behind Global Hospital, L.B.Nagar, Hyderabad.  
Contact Phone Number: 8341982690

**12. Academic Qualifications** : B.Sc., M.B.A., M.Phil. (Ph.D)

Degree	University	Year of Passing	Division/Award
B.Sc., Computer Science	Gulbarga	2002	Second
M.B.A.,	Gulbarga	2004	First
M.Phil., in Management	Bharathi Vidyapeeth	2007	First
Ph.D., in Management	Dravidian	Pursuing	

**13. Subject Specialization** : “HRM and Marketing”

**14. Subjects Presently Teaching** : **Subjects Taught M.B.A**  
: 1) Management fundamentals  
2) Marketing management  
3) Managerial economics and Financial Accounting  
4) Strategic management  
5) Human resource management  
6) Training and development  
7) Business environment  
8) Marketing communication

**15. Research Experience** : I have been recognized a Research Supervisor for  
Guiding M.B.A. Scholars.

i) Ph.D. Topic :  
“Ethical behavior of Employees towards Insurance and Retail Industries with reference to Hyderabad City.”

ii) *Academic Award* : Diploma in Computer Application, NIIT.

## 16. Research Guidance

: Above 200 M.B.A., scholars are completed their Project work under my Guidance.

### Publications:

#### **In International journals:**

1. Mohammad Sirajuddin & P.Satish Kumar, “A study on financial literacy of women in Hyderabad city, Telangana.” in “**International Journal of Trend in Scientific Research and Development**” ISSN: 2456-6470, Volume 2, Issue 1, and Nov-Dec 2017.
2. Dr. B.Senthil Kumar & Mohammad Sirajuddin,” **A comparative study on public and private sector life insurance companies in customer relationship marketing strategies and customer loyalty impact with special reference to Hyderabad city**”ISBN -978-93-85518-06-5
3. Mohammad Sirajuddin & P Satish Kumar, “**Innovative marketing strategies in retailing giants Big Bazaar & D-Mart**”.ISBN-978-93-83038-54-1.
4. Mr. Mohammad Sirajuddin, “**An analytical framework on deceptive advertising with reference to Hyderabad city**”.ISSN-2456-6470, VOLUME 2, ISSUE 2, JAN-FEB 2018.

### Papers Presented in Conferences:

1. Participated and presented a paper on “**Innovative Marketing strategies in retailing giants**” In 3<sup>rd</sup> International Conference held at Malla Reddy Engineering College for Women, Hyderabad. on Feb 2<sup>nd</sup> - 3<sup>rd</sup> ICESBA-2018.

## 17. Seminars, Conferences, Symposia and Workshops Attended:

S.No.	Name of Organizer	Title	Year
1.	Gulbarga University	“Two days National Conference on Commerce and Management Education”	2009

2.	Vardhaman College of Engineering, Hyderabad.	“Three days International Conference on Transformations in Engineering Education – ICTIEE 2017”	<b>2017</b>
3.	Malla Reddy Engineering College for Women, Hyderabad.	“Two days International Conference on Emerging strategies for business advancements-2018”	<b>2018</b>

### **18. CONTRIBUTION TO UNIVERSITY & COLLEGE POSTS HELD:**

- a) Paper evaluator, Central valuation, JNTUH.
- b) Organizing member of IIC (Industry Institute Interaction Committee) at CMR College of Engineering and Technology.
- c) Organizing member of CIE (Centre for Innovation and Entrepreneurship) at CMR College of Engineering and Technology.
- d) Coordinator Smart India Hackathon, 2018 at CMR College of engineering and technology, Hyderabad.

Date: 05-05-2018

(Mr. MOHAMMAD SIRAJUDDIN)