

Curriculum Vitae
DR ZIA UL HAQ

1. Personal details			
Full Name	Zia ul Haq	Gender	Male
Category	General	Nationality	Indian
Father's Name	Late S. M. Sultan	Mother's Name	Zubaida Sultan
Date of Birth	02-10-1979	Phone No	91 9797999902
Fixed Line	0091-7006148708	Email	zia@cukashmir.ac.in
Marital Status	Married	Alt. Emails	fl5ziaulhaq@iima.ac.in nflp25b6ziah@alumni.iimidr.ac.in
Address for Correspondence	Department of Management Studies, Central University of Kashmir, Green Campus, Ganderbal, UT of Jammu and Kashmir, India	Permanent Address	Gouripora, Hyderpora, Srinagar, UT of Jammu and Kashmir, India

2. Academic qualifications					
S. No	Examination Passed	University/Institution/Board	Year of Passing	Percentage	Division
1	PhD-Digital Advertising	Osmania University, Hyderabad	2014	NA	Na
2	MBA- Marketing Management	I K G Punjab Technical University, Jalandhar	2005	72.60	First
3	BBA-Marketing Management	Panjab University Chandigarh	2002	59.10	Second
4	10+2(Eng., Phy. Chemistry, Biology)	CBSE-Delhi	1999	63.4	First
5	10 th (Eng., Science, Maths, Soc. Science	JKBOSE-Srinagar	1996	49.6	Second

Additional Qualifications					
S.No	Examination	Agency	Year of Passing	Subject	Roll No

1	UGC-NET Qualified	UGC	2005	Management	R-483311
---	-------------------	-----	------	------------	----------

3. Work experience in reverse chronological order						
S. No.	Institution	Designation	Period of Service		Role/Area/Function	Scale of Pay/Grade Pay
			From	To		
1	Central University of Kashmir	Associate Professor	30-04-2021	Present	Strategic Management/ Marketing	Level-13A Basic 139400
2	Central University of Kashmir	Selection Grade Assistant Professor-Level-12-Stage-III	30-04-2018	29-04-2021	Teaching-Strategic Management, Retail Management, Brand Management, International Business, Digital Marketing, Social Media Marketing, Advertising, Research Supervision Mentoring	15600-39100-AGP-8000

3	Central University of Kashmir	Senior Assistant Professor-Level-11-Stage-II	30-04-2013	29-04-2018	Teaching- E-Commerce, Digital Marketing, Strategic Management, Brand Management and Advertising to name a few, Research Supervision Mentoring	15600-39100-AGP-7000
4	Central University of Kashmir	Assistant Professor Level-10-Stage-I	30-04-2012	29-04-2013	Teaching- Social Media Marketing, E-marketing, Strategic Management, Brand Management and Advertising, to name a few; Research Supervision Mentoring	15600-39100-AGP-600
5	Maulana Azad National Urdu University	Assistant Professor Level-10-Stage-I	14-12-2006	27-04-2012	Teaching-E-commerce, Retail Management, Strategic Management, Entrepreneurship and Services marketing, to name a few; Research Supervision- Mentoring	15600-39100-AGP-600
6	Government Degree College, Sopore	Lecturer	01-04-2006	09-12-2006	Teaching	10000 consolidated

4. Administrative Roles/ Responsibilities/ Positions in the universities					
S.No	Positions	Responsibilities	Institution/ Department	Date	
				From	To

1	Warden	Looking after the affairs of the boys' Hostels	Maulana Azad National Urdu University, Hyderabad	09-04-2009	09-04-2011
2	Assistant Proctor	Looking after the overall discipline of the campus and hostels	Maulana Azad National Urdu University, Hyderabad	24-08-2011	27-04-2012
3	Training and Placement Officer	Securing MBA internships, Liasioning with corporates, Carrying out campus placement drives.	Maulana Azad National Urdu University, Hyderabad	22-01-2008	14-04-2012
4	Training and Placement Officer	Securing internships for MBAs, Liasioning with corporates, Carrying out campus placement drives	Central University of Kashmir	10-12-2012	present

5,	<i>Deputy Chief Proctor</i>	<i>Maintaining law and order on the campus, rationalising internal security arrangements at the campus, maintaining peace and harmony at the campus</i>	<i>Central University of Kashmir</i>	<i>26-04-2019</i>	<i>present</i>
6	<i>Nodal Officer for Vocational Programmes (Retail and Logistics Management/ Tourism and Hospitality Management)</i>	<i>Overall implementation of teaching-learning objectives, smooth functioning of the programmes, Imparting and evaluating skill component. Liasoning and securing the grant from UGC for the programme. Signing of MoUs with private agencies for grant of on the job skill training to the students.</i>	<i>Central University of Kashmir</i>	<i>25-01-2022</i>	<i>present</i>
7	<i>Nodal Officer, NAAC Accreditation</i>	<i>Help the university prepare for the NAAC accreditation process by identifying weaknesses and working on overcoming them.</i>	<i>Central University of Kashmir</i>	<i>17-11-2021</i>	<i>present</i>
8	<i>Member, Innovation and Incubation Cell</i>	<i>Process, nurture and facilitate innovative ideas. Help the students to shape the ideas into start-ups</i>	<i>Central University of Kashmir</i>	<i>16-04-2021</i>	<i>present</i>
9	<i>Chief Warden</i>	<i>Overall monitoring of Hostels of the university.</i>	<i>Central University of Kashmir</i>	<i>22-09-2023</i>	<i>Present</i>

5. FDPs/MDPs/Orientation/Refresher courses attended				
S. No.	FDPs/Refresher/ Orientation course/ Capacity Building Programmes	Institute	Duration	Date
1	<i>Faculty Development Programme in Strategic Management</i>	<i>Indian Institute of Management, Ahmedabad (IIM-Ahmedabad)</i>	<i>3 months-18 days</i>	<i>08-06-2015 to 26-09 2015</i>
2	<i>Nurturing Future Leadership Programme</i>	<i>Indian Institute of Management, Indore</i>	<i>1-week</i>	<i>21-09-2025 to 26-09-2025</i>
3	<i>Refresher Course in Business Management</i>	<i>Madurai Kamaraj University, Madurai, Tamil Nadu.</i>	<i>21 days</i>	<i>7.02.2014 to 27.02.2014</i>
4	<i>Orientation Programme</i>	<i>UGC-Academic Staff College, the University of Hyderabad</i>	<i>28 days</i>	<i>22-02-2012 to 20-03-2013</i>
5	<i>Refresher Course in Commerce and Management</i>	<i>UGC-Academic Staff College, Maulana Azad National Urdu University, Hyderabad</i>	<i>21 days</i>	<i>17-12-2008 to 6-01-2009</i>
6	<i>Online Teaching Tools</i>	<i>School of Management Studies, University of Hyderabad</i>	<i>Ten days</i>	<i>05-08-2020: 14-08-2020</i>

7	<i>One-week Online Training Programme on Data Analysis Using SPSS</i>	<i>Science Tech Institute, Lucknow</i>	<i>One-week</i>	<i>17-08-2020: 28-08-2020</i>
8	<i>Capacity Building Programme on Approaches for Quality Research Paper Writing in High Impact Journals</i>	<i>Internal Quality Assurance Cell, Rajiv Gandhi University, Arunachal Pradesh</i>	<i>Five-Day</i>	<i>02-09-2020: 06-09-2020</i>
9	<i>75th Orientation Course</i>	<i>UGC-Academic Staff College, University of Hyderabad</i>	<i>28-day</i>	<i>22-02-2012: 20-03-2012</i>
10	<i>Refresher Course- Current Trends and Emerging Practices in Management</i>	<i>Academic Staff College, Madurai Kamaraj University</i>	<i>21 days</i>	<i>07-02-2014: 27-02-2014</i>

6. Workshops attended				
S. No.	Workshops	Institute	Duration	Date
1	<i>One Week Research Methodology Workshop on Research Methodology</i>	<i>Department of Management Studies, Central University of Kashmir</i>	<i>One-week</i>	<i>05-11-2012: 10-11-2012</i>
2	<i>Examination-Evaluation Challenges and Responses</i>	<i>Central University of Kashmir</i>	<i>One-day</i>	<i>22-03-2014</i>

3	<i>Examination-Evaluation Reforms: In the Context of Current Global Trends</i>	<i>Central University of Kashmir</i>	<i>One-day</i>	<i>30-08-2014</i>
4	<i>Assessment Examination Evaluation: Issues and Challenges</i>	<i>Central University of Kashmir</i>	<i>Two-day</i>	<i>17,18-10-2018</i>
5	<i>Two-week Research Methodology Workshop</i>	<i>Department of Management Studies, Central University of Kashmir</i>	<i>Two-week</i>	<i>01-09-2020; 14-09-2020</i>

7. Resource person/ Invited lectures/ courses coordinated					
S. No.	Title/ Topic	Institute	Duration	Date	Role
1	<i>Examination-Evaluation Reforms: Changing priorities w.s.r.t. NEP-2015 Proposals</i>	<i>Central University of Kashmir</i>	<i>One day</i>	<i>5-05-2015</i>	<i>Resource Person</i>
2	<i>Refresher Course in Commerce and Management</i>	<i>Maulana Azad National Urdu University, Hyderabad</i>	<i>21 days</i>	<i>5-08-2011: 25-08-2011</i>	<i>Coordinator</i>

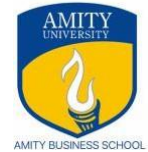
3	<i>Video Lecture for DD-Gyan Darshan</i>	<i>Directorate of Distance Education, Maulana Azad National Urdu University, Hyderabad</i>	<i>One-day</i>	<i>03-03-2011</i>	<i>Invited Lecture</i>
4	<i>Case Study Method of Qualitative Research</i>	<i>Research Methodology Workshop, Institute of Hotel Management, Rajbagh Srinagar</i>	<i>One-week</i>	<i>23-02-2018</i>	<i>Resource Person</i>
5	<i>Case Study Method and Analysis</i>	<i>FDP on Qualitative Research and Methodology, IHM, Raj Bagh Srinagar</i>	<i>One-week</i>	<i>27-06-2022</i>	<i>Resource Person</i>

Professional contributions in Scopus/ UGC care/ peer-reviewed/ refereed and indexed journals (Select Publications)

S. No.	Title of the Publication	Name of the Journal	Publisher	ISSN/eISSN	Volume/Issue and Page Number	Scopus/Web of Science/ UGC-Care/Referreed
1	<i>Effect of Perceived Benefits and Risks on Continuance Intention of Using Mobile Banking Applications: User Satisfaction as Mediator</i>	<i>GLIMS Journal of Management Review and Transformation</i>		2583-5076	<i>Vol-5 Issue-1; 2026 PP; 73-97</i>	<i>UGC-Care</i>
2	<i>Risks Vs. Benefits: A case of Digital Banking Applications' Usage in India</i>	<i>Frontiers in Human Dynamics</i>		2673-2726	<i>Volume-7 2026</i>	<i>Scopus/ Web of Science</i>
3	<i>Perceived online advertising disruption: Examining the role of Blockchain Technology among Indian Firms</i>	<i>Frontiers in Blockchain</i>		2624-7852	<i>Volume, 8 2025</i>	<i>Scopus/ Web of Science</i>

4	<i>Gender differences in attitude towards transit audio ads, purchase intention and impulsive buying tendency: A multi group study</i>	<i>SN Business and Economics</i>	 Springer	2662-9399	<i>Volume-5,(2025)</i>	Scopus
5	<i>Social Message in Advertising and Social Change Social Change: An Empirical Investigation of Relationships</i>	<i>DLSU Business and Economics Review</i>		ISSN: 0116-7111 E-ISSN: 2243-786X	<i>Vol:35, No-1 pp-66-76</i>	Scopus
6	<i>Competition to Monopoly: A Case of Indian Telecom Sector</i>	<i>Journal of International Economics</i>	 INSTITUTE OF PUBLIC ENTERPRISE	ISSN 0976-0792	<i>Vol:-16,Issue-01 January-June-2025</i>	Refereed
7	<i>Integrating Technology Acceptance Model, Theory of Diffusion of Innovations, and Theory of Planned Behaviour to Study Facebook Adoption of Marketplace</i>	<i>Narsee Monjee Institute of Management Studies Management Review</i>		ISSN 0971-1023 eISSN 0971-1023	<i>Volume 31, Issue 3, S eptember 2023, Pages 214-222</i>	Web of Science
8	<i>FinTech Adoption of Financial Services Industry: Exploring the Impact of Creative and Innovative Leadership</i>	<i>Journal of Risk and Financial Management</i>		1911-8066	https://www.mdpi.com/1911-8074/16/10/453	Scopus ABDC-B
9	<i>Do advertisements with a social message elevate subjective well-being? An Examination of empirical associations</i>	<i>Business and Society Review</i>		1467-8594	https://onlinelibrary.wiley.com/doi/abs/10.1111/basr.12325	Scopus/ Web of Science/ ABDC-B
10	<i>Email; advertising: A study of consumer attitude towards email advertising among Indian Consumers</i>	<i>Journal of Retail and Leisure Property</i>	 Springer	1750-2098	https://link.springer.com/article/10.1057/rlp.2009.10	Scopus
11	<i>Attitude towards SMS Advertising: A Survey with Reference to Indian Consumers</i>	<i>Journal of Internet Commerce</i>	 Taylor & Francis	1533-2861	https://www.tandfonline.com/doi/full/10.1080/15332861.2012.729463?s	Scopus/ Web of Science/ ABDC-B

					croll=top&needAccess=true	
12	<i>How to Enter Paradise on Earth: A Case Study of AAVA</i>	<i>The case Journal</i>		1544-9106	https://www.emerald.com/insight/content/doi/10.1108/TCJ-08-2020-0105/full/html	Scopus
13	<i>Towards Contingency Model of Technology Acceptance: Integrating Incident Method and Effective Literature Review to Explore the Factors Affecting Intention to Use Facebook Marketplace</i>	<i>IPE Journal of Management</i>		2249-9040	Print Volume-11, Issue-2, PP 68-80(2021)	UGC Care
14	<i>In-store Environment and Impulsive Buying: Development and Validation of Measurement Scale</i>	<i>IUP Journal of Marketing Management</i>		0972-6845	Print Vol. 22 Issue 3, PP 111-131(2023)	UGC-Care
15	<i>Social Message in Advertisements: Examining the relationships among attitudes towards the advertisement, attitude towards the brand and the purchase intention of the customers</i>	<i>IUP Journal of Marketing Management</i>		0972-6845	The IUP Journal of Marketing Management, Vol. 22, No. 1, 2023	UGC Care listed
16	<i>Facebook Advertising from the Young Users' Point of View</i>	<i>Academy of Marketing Studies Journal</i>		1095-6298	https://www.abacademies.org/articles/Facebook-advertising-from-young-users-point-of-1528-2678-25-6-497.pdf	ABDC-B Journal

17	<i>Study of Perception Towards E-mail Advertising vis-a-vis Conventional Advertising Among Indian Users</i>	<i>International Journal of Hospitality & Tourism Systems</i>		0974-6250	https://www.proquest.com/openview/e839a44c08d2f7d80876c6306483768d/1?pq-origsite=gscholar&cbl=2030938	Scopus
18	<i>E-commerce perception and adoption- A study of tour and travel operators of J&K state</i>	<i>Amity Global Business Review</i>		0975-511X	Print Volume 12, Issue 02, pp 69-76 (2017)	UGC-Listed
19	<i>Post-Covid-19 Adaptation Strategies: A Study of Retailers in Delhi-NCR</i>	<i>Shodh Sanchar Bulletin</i>		2229-3620	Print	UGC-care listed-2021
20	<i>Perception towards Internet advertising: A study with reference to different demographic groups</i>	<i>Global Business and Management Research</i>		1947-5667	https://search.proquest.com/openview/551ef4f6be1e9e3e446c8522e8cbad1fe/1?pq-origsite=gscholar&cbl=696409	Refereed -Peer Reviewed
21	<i>Attitude and Behaviour of mobile phone users towards SMS advertising: A study in an emerging economy</i>	<i>Journal of Management Science Vol 3(1)</i>		2313-0113	https://geistscience.com/papers/view/JMS1603105	Refereed -Peer Reviewed

22	<i>Affiliate marketing Programs: A study of consumer attitude towards AMPs among Indian users.</i>	<i>International Journal of Research Studies in Management</i>		2243-7770	http://consortiacademiemia.org/wp-content/uploads/IJRSM/IJRSM_v1i1/84-292-I-PB.pdf	<i>Refereed -Peer Reviewe d</i>
23	<i>Perception towards green marketing among Indian Youth: An Empirical Study</i>	<i>Kindler</i>		0973-0486	<i>Print Volume XIV, Issue 1 & 2 (2014)</i>	<i>Refereed -Peer Reviewed</i>
24	<i>A comparative study of consumer payment choices in online shopping</i>	<i>Dharohar- A Journal of Datta Meghe Institute of Management</i>		2455-4448	<i>Print Volume 7, Issue 1(2019)</i>	<i>Refereed, Peer reviewed, Indexed</i>
25	<i>Does Fintech Promote Entrepreneurial Intention Among Women? Studying the Mediating Role of Financial Inclusion</i>	<i>Research Square</i>		<i>Preprint</i>	https://europepmc.org/article/ppr/ppr591520	<i>Scopus</i>
26	<i>Examining the Role of Library Environment in Shaping Student Visit Intentions: A Comparative Approach</i>	<i>Trends in Information Management (TRIM)</i>		0973-4163	<i>Issue 13 volume-2) pp. 55-78</i>	<i>UGC- Care</i>

9. Professional contributions to international conferences			
S.No	Paper Title	Conference Title	Place
1	<i>Consumer Satisfaction as a tool for lifelong customer Retention</i>	<i>Int. conference on Strategies for Business Excellence</i>	<i>M.Reddy College of Engineering, Hyderabad</i>
2	<i>Consumer retention of Reliance JIO</i>	<i>Int. conference on Recent developments in humanities and management</i>	<i>Amar Singh College, Srinagar</i>
3	<i>Role of social media in empowering minorities.</i>	<i>Int. conference on democracy and the media</i>	<i>MANUU, Hyderabad</i>
4	<i>Mobile Advertising</i>	<i>RITS International Conference, Hyderabad</i>	<i>RITS, Hyderabad</i>
5	<i>Online Shopping- A review of literature</i>	<i>Int. conference on Recent developments in humanities and management</i>	<i>Amar Singh College, Srinagar</i>
6	<i>Attitude towards green marketing: A study of Indian perspective.</i>	<i>Int. conference on sustainable development</i>	<i>Islamic University of Science and Technology</i>
7	<i>Post Covid-19 Brand Care: A perspective on the strategies for advertising and marketing campaigns</i>	<i>Int. Conference titled, " Sustainable Business Management Practices and Social Innovation</i>	<i>Centre for Management Studies, Jain University</i>

8	<i>Perceived Online Advertising Disruption: Examining the Role of Blockchain Technology among Indian Firms</i>	<i>International Conference on BlockChain for Business: Embracing Digital Disruptions</i>	<i>Mittal School of Business, Lovely Professional University</i>
---	--	---	--

10. Professional contributions to national conferences			
<i>S.No</i>	<i>Paper Title</i>	<i>Conference Title</i>	<i>Institution</i>
1	<i>Challenges of delivering Management Education in non-English languages.</i>	<i>One-day national seminar</i>	<i>MANUU, Hyderabad</i>
2	<i>Emerging trends in e-commerce</i>	<i>Seminar on HRM</i>	<i>Acharya Nagarjuna University, Guntur, Andhra Pradesh</i>
3	<i>Impact of the global financial crisis on microfinancing in India.</i>	<i>National seminar on microfinance issues</i>	<i>Krishna University, Andhra Pradesh.</i>
4	<i>Consumer rights in the age of digitalization</i>	<i>National seminar on the protection of consumer rights</i>	<i>MVS Degree College, Telangana</i>
5	<i>Acceptance of mobile advertising</i>	<i>Two-day National seminar on emerging trends in marketing</i>	<i>Mahatma Gandhi university, Nalgonda</i>

6	<i>Aava Mineral water: A case study</i>	<i>2nd National case study conference</i>	<i>School of Business, SMVDU, J&K</i>
7	<i>Servus Publicus, motherland slavery, the journey of a woman from a Marketing perspective.</i>	<i>Two-day National seminar on women's education</i>	<i>MANUU, Hyderabad</i>
8	<i>Affiliate Marketing</i>	<i>Dr C. K. Prahalad National Conference on management issues and Challenges for the decades</i>	<i>Vignan University, Andhra Pradesh</i>
9	<i>Perceptual factors that influence the adoption of e commerce in J&K</i>	<i>DMS, South Campus, University of Kashmir</i>	<i>Kashmir</i>
10	<i>CSR implementation medium.</i>	<i>DMS, South Campus, University of Kashmir</i>	<i>Kashmir</i>
11	<i>Advertisements with a social message: Linking attitude towards the advertisements, purchase intention and social wellbeing.</i>	<i>10th National Conference, "Building Organisational Resilience and Thriving Towards performance optimisation: A Way Forward</i>	<i>Banarsidas Chandiwal Institute of Professional Studies. Dwarka New Delhi</i>

11. Books and book chapters					
<i>S.No</i>	<i>Title of the book</i>	<i>Publisher</i>	<i>ISBN</i>	<i>Year</i>	<i>Author Details</i>
1	Marketing Management	Himalaya Publishing House, Hyderabad	978-81-8488-803-4	2012	Co-author between two authors
2	Sales and Advertising Management: Text and Cases	Mangalam Publishers, New Delhi	978-93-81142-74-5	2013	The primary author between the two authors
3	Chapter in Book	Bloomsbury	978-93-54355-37-0	2021	One of the three authors

12. Research Guidance					
<i>S.No</i>	<i>Name of the scholar</i>	<i>Title of the thesis/dissertation</i>	<i>PhD/ M.Phil.</i>	<i>Date of Award/Notification No</i>	<i>Status</i>
1	Waseem Jahangir	Adoption of Facebook Marketplace: A Study of Students in Jammu and Kashmir	PhD	3 rd May 2020 DP-150-613-2020	Awarded

2	Salsabeel Nazir	<i>Impact of Payment Method and Return Policy on Online Purchase Intention: A Study of Students in Jammu and Kashmir</i>	PhD	7 th September 2021 DP-150-907-2021	Awarded
3	Huzaiifa Hassan	<i>In-Store Environment and Impulsive Buying: A Study of Select Retail Formats in Delhi-NCR</i>	PhD	2 nd June 2022 DP-150-1171-2022	Awarded
4	Iqra Manzoor	<i>Social Message in Advertising; A Study of Buyers in Jammu and Kashmir</i>	PhD	27 February 2023	Awarded
5	Sehrish Javaid	<i>Exploring the Influence of Trust in Advertising on Purchase Intention: A study of Bottled water Industry in Northern India</i>	PhD	20 July, 2026	Awarded
6	Mohsina Dawood	<i>Perceived Benefits and Risks of using Mobile Banking Applications: A study of Select Banks in Jammu and Kashmir</i>	PhD	July, 2026	Submitted
7	Mehak Manzoor	<i>Impact of Artificial Intelligence Driven Advertising on Purchase Intention: A Study of Smartphone Users in India</i>	PhD	July, 2026	Submitted
8	Salsabeel Nazir	<i>Perception of Tour and Travel Operators Towards E Commerce in J & K.</i>	M. Phil	12 May 2018 MP-150-273-2018	Awarded
9	Huzaiifa Hassan	<i>Customer Perception of Reliance Jio: A Study of Pre and Post Offer Behaviour</i>	M.Phil	2 nd December 2019 MP-150-520-2019	Awarded
10	Mohsina Dawood	<i>Role of Financial Schemes for Business Growth: A Study of Select Marginalised Income Groups</i>	M. Phil	2 nd June 2022 MP-150-1154-2022	Awarded
11	Iqra Manzoor	<i>Download and Usage Intention of Smartphone Users Towards Shopping Applications.</i>	M. Phil	20 th May 2019 MP-150-470-2019	Awarded

12	Waseem Jahangir	Strategic Response of Companies Towards Section-135 of Companies Act, 2013.	M. Phil	10 th April 2018 MP-150-249-2018	Awarded
----	-----------------	---	---------	--	---------

Awards			
<i>1</i>	<i>Best paper award</i>	<i>10th National Conference, “Building Organisational Resilience and Thriving Towards performance optimisation: A Way Forward</i>	<i>Banarsidas Chandiwal Institute of Professional Studies. Dwarka New Delhi</i>
<i>2</i>	<i>Third-best paper award</i>	<i>Post Covid-19 Brand Care: A Perspective on the Strategies for Advertising and marketing campaigns</i>	<i>Centre for Management Studies, Jain University</i>
<i>3</i>	<i>Second best case</i>	<i>Katastasi Case Writing Competition (24.02.2023) and won prize money of INR 5000 plus citation</i>	<i>Fore School of Management, New Delhi</i>

Research Projects Completed				
Project Title	Time	Funding Agency	Amount	Status
<i>AgroEcology in Himalayan States with Special Emphasis on Marketing Agroecology in Himalayan States with Special Emphasis on Marketing</i>	<i>June-2020 to April-2022</i>	<i>Niti Ayog</i>	<i>20 million INR</i>	<i>Completed</i>

Important Links		
1	Google Scholar	https://scholar.google.com/citations?user=g6q7a70AAAAJ&hl=en
2	LinkedIn	https://www.linkedin.com/public-profile/settings?trk=d_flagship3_profile_self_view_public_profile
3	Web of Science	https://www.webofscience.com/wos/author/record/K-3715-2015
4	Scopus	https://www.scopus.com/authid/detail.uri?authorId=32367706500
5	Official University landing page	https://cukashmir.ac.in/#/departmentList?id=C7DFF971-2FB1-42EE-9155-57BA0346571D;menuid=F5D28FA6-E8CF-4F35-9AA4-55A1A2B0074D

6	<i>CUK.IRINS</i>	<u>https://cukashmir.irins.org/profile/104499</u>
---	------------------	--

Date: 03-06-2026

Place: Srinagar, Jammu and Kashmir.

Dr Zia ul Haq