

Dr. Asma Farooque
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Dr. Asma Farooque is a alumna of Mahatma Gandhi Kashi Vidyapith, University, Varanasi from where she has completed her Masters in Business Management. She has also done a Post Graduate Diploma in Journalism & Mass Communication. She is a Bachelors in Law (LLB) and Bachelors in Sciences (B.Sc.). Her topic of research was A study of ethical issues in advertising in India and its impact on youth and the need of a regulatory framework.

She joined Integral University in 2006 and also served as Head of the Department in two separate tenures. She has also worked as an Incubation Manager for Centre for Incubation & Entrepreneurship, Integral University. Before joining Integral University she has worked for a NGO and has also been a mentor for students aspiring for Judicial services and other competitive examinations.

She has over two decades of teaching experience in commerce and business management and has successfully supervised seven Ph.D. candidates on diverse topics, like Leather Industry, Corporate Social Responsibility, Social advertising, Role of Advertising standard Council of India, Fast Moving Consumer Goods and Consumer behaviour towards chinese products etc. Her research interests encompasses Advertising Management, Retail Management and Organizational Behaviour.

Dr. Farooque has published approximately thirty five papers in Approved, Web of Science, and Scopus-indexed journals. She has authored five books and edited three books to her credentials. Her work includes areas like digital marketing, strategic decision making and adaptive leadership to mention a few. She has also published two patents and presented several abstract / papers in national and international conferences.

Dr. Farooque has been an organizer & convener of National & International Conferences in the department. She also took the initiative of organizing first Startup Conclave in the University. She has played a significant role in curriculum development and updation by being a regular member of faculty board, Board of Studies, Research Development Cell, Distance education etc. Furthermore, she has been a member of various administrative bodies at Integral University, like Proctorial Board, Flying Squad, Women Study Centre, Human Resource Development Centre, NAAC etc.

She is a lifetime member of Lucknow Management Association and Management Teachers Consortium. She has chaired several sessions in conferences and also been a resource person and moderator in many to mention. Dr. Farooque has the credit of being a successful anchor in several programmes & events.

Moreover, she has participated in numerous Faculty Development programs, QIP and workshops, seminars for improving her pedagogical and research acumen. Dr. Farooque is a voracious speaker, friendly person with leadership & coaching skills. She believes in mentoring and guiding students and scholars in helping them in holistic development and making them socially responsible citizens.