

Dr. Habib Uddin

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Dr. Habib Uddin is a Post Graduate Diploma in Business Administration from Jaipuria Institute of Management, Lucknow. He has done his research on the area “Effect of Sales promotion on Consumer preferences and Brand Equity perception in select fast moving consumer goods (FMCG) in Lucknow City”.

He has joined Department of Business Management, Integral University in the year 2011. Dr. Habib Uddin has worked in various corporates like Fullerton India, Future Money, ICICI Bank, Pepsico India Holdings Pvt. Ltd., Perfetti Van Melle and Eveready Industries India Ltd. to mention.

He has 13 years of teaching experience in the Department of Commerce and Business Management. Four research scholars are pursuing PhD under his guidance. Dr. Habib Uddin has been teaching subjects like Corporate Strategy, Human Resource Management, International Human Resource Management, Organizational Development, Business Environment.

He has published several papers in UGC Approved, Web of Science, and Scopus-indexed journals. He has authored a book on Strategic Decision making in Emerging Markets published by Scientific International Publishing House (SIPH), India, April 2024. He has published a patent to his credit.

He has been a member of Board of Studies & Syllabus revision committee. In addition to his academic responsibilities, he has also handled administrative duties like Control Room In charge in End Semester University Examination & External Examination conducted by University, Assistant Centre Superintendent in End Semester University Examination & External Examination conducted by University, Deputy Centre Superintendent Mid Semester Examination of DCBM & DBM and Observer in End Semester University Medical Examination (IIMSR). He is also handling responsibilities related to infrastructure for Department of Business Management.

Moreover, he has participated in numerous Conferences, Faculty Development Programs, Workshops, Seminars for improving his pedagogical and research skills. Dr. Habib Uddin is a sincere and responsible person.