



St. Xavier's College

Dr. Camil Bulcke Path, Ranchi

Faculty Profile

Name of Faculty Member	: Dr. Shakil Anwar Siddique
Gender	: Male
Email ID	: shakilsiddique@sxcran.org
Name of Department	: Department of Commerce Vocational & Management Studies
Designation	: Assistant Professor
Level of Teaching	: Undergraduate
Academic Qualification	: M.B.A., Ph.D., D.B.F., LICENTIATE III
Total Teaching Experience	: 12 Years and 03 Months
UGC NET/SET Qualified	: No

Research Papers Published:

- 1) **Impact of social media marketing on consumer buying behavior with reference to Ranchi**, Organizational development journal, Pg. 95-103, 2025, ISSN: 08896402, Scopus and UGC Care Group-II, DOI: 20.18001.OD.2025.V13I1.25.21855
- 2) **Understanding the customer preference and the adoption of electric vehicles over the other with reference to Ranchi**, Organisation development journal, UGC group care 2, Vol 12, Issues 3, Pg. 73-80, ISSN: 0889-6402, 2024.
- 3) **Study on the Impact of Retail Service on Retail Sales with reference to Ranchi**, Journal of Emerging Technology and Innovative Research (JETIR), Vol: 10, Issue: 8, August 2023, pp: c517-c522, ISSN: 2349-5162, UGC SN: 63975, DOI: 10.6084/m9.jetir.JETIR2308260, 2023.
- 4) **Study On the Impact of Covid-19 The Pandemic On The Working Culture Of A Banker With Reference To Ranchi**, International Journal of Research Publication and Reviews (IJRPR), Vol.: 4, Issue:8, August 2023, pp. 650-655, ISSN: 2582-7421, 2023.

- 5) **An Empirical Study on the Significance of Marketing and Sustainable Planning in a Business Organization Growth**, Manthan, Sarala Birla University, Journal of Commerce Management & Humanities, Vol. 2, July 2022, Page No.- 19-23, 2022.
- 6) **A Study on The Role of Digital Marketing on Students Perception Towards e-learning and the Impact on Their Career**, International Research Journal of Management Science & Technology, Impact Factor 8.10, Vol. 13, Issue 2, pp.70-76, UGC – 47959, doi.org/10.32804/IRJMST, 2022.
- 7) **Price Variation of Bottle Gourd With Reference To Organized Retail In Ranchi**, Pensee International Journal, Scopus and UGC Group- II Approved Journal, Impact Factor 6, Vol. 51, Issue 3, pp. 1863-1875, 2021, 2022.
- 8) **Price Variation of Beans in Different Seasons with reference to Organized Retail in Ranchi**, Wuthan Hutan Jisuan Jishu, UGC-Care-GROUP-II Journal, Volume XVII, Issue I, pp.368-380. 2021. doi.org/10.37896/whjj17.1/559, 2021.
- 9) **Price Variation of Cabbage in Different Seasons with reference to Organized Retail in Ranchi**, International Journal of Application or Innovation in Engineering & Management (IJTSRD), 2020, Volume 4, Issue 4, pp.1229-1237, 2020.
- 10) **Price Variation of Vegetables with Reference to Organized Retail in Ranchi**, International Research journal of Management Science and Technology (IJMRST), 2020, Volume 11, Issue. 5, pp. 59-68, 2020.
- 11) **Price Variation of Cauliflower in Different Seasons with reference to Organized Retail in Ranchi**, International Journal of Application or Innovation in Engineering & Management (IJAIEEM), 2020, Volume 9, Issue 5, pp.21-31, 2020
- 12) **Price Variation of Concerned Vegetables in Different Seasons with reference to Organized Retail in Ranchi**, International Journal of Multidisciplinary Education and Research (IJMER), 2020, Vol-09, Issue – 04(9), pp. 201-208, 2020.
- 13) **Impact of Pricing Strategies on Consumer Buying Behavior with Reference to Organized Retail in Ranchi**, International Journal for Research in Engineering Application & Management (IJREAM), 2020, Vol-05, Issue-12, pp. 270-274, 2020.
- 14) **A study on web marketing and its impact on different segment of people at Ranchi**, International Journal of Recent Scientific Research, 2019, Vol. 10, Issue. 07, Version. C, pp. 33524-33527, 2019.

- 15) **Supply Chain of Vegetables in Ranchi, Jharkhand**, International Research Journal of Management, Science and Technology, 2018, Vol. 20, Issue. 06, Version I, pp. 58-63, 2018.
- 16) **A Review on New Research Methodology Adopted in the field of Retail Management**, International Organization of Scientific Research, Journal of Business and Management, 2018, Vol. 20, Issue. 6, Version. II, pp. 01-04, 2018.
- 17) **Green Vegetables Price Mechanism in Ranchi Market**, International Organization of Scientific Research, 2018, Vol.20, Issue. 6, Version. I, pp.58-63, 2018.
- 18) **Influence of Visual Merchandising on Consumer behavior in Apparel with reference to Pantaloon**, Ranchi, International Research Journal of Management Sociology & Humanities, 2017, Vol. 8, Issue. 8, pp. 80-85, 2017.

Participation in UGC-HRDC Course/FDP/OC/RC:

- 1) One week Faculty Development Programme on **Values and Ethics in Profession** organized by Department of Management & Social Sciences, Haldia Institute of Technology from 15th to 21st January 2024.
- 2) Two Day's National Level Faculty Development Program cum Workshop on **Structural Equation Modeling Using Smart Partial least squares (PLS)** on 24th & 25th August 2023 Organized by Santi Business School, Ahmedabad.
- 3) Faculty Knowledge Sharing Program on **big five personality traits** organized by IBS Ranchi on 12th August 2023 at Hotel Landmark Lalpur, Ranchi.
- 4) Three day's Faculty Development Program on **Quality Research Paper Writing and Publishing in High Impact Journal** Organized by Udaan Education Service, from 27th July 2023 to 29th July 2023.
- 5) One Week FDP on **Creation of attractive charts for dashboard and pivot table**, organized by CMR Institute of Technology, Bengaluru, Department of Management Studies & Research Centre, on 21st January 2023 to 29th January 2023.
- 6) One week FDP on **Capacity Building for Teachers on 21st century managerial skills**, organized by the Department of MBA, Cambridge Institute of Technology, Ranchi Jharkhand from 7th March to 12th March 2022.
- 7) Faculty Knowledge Sharing Program on **Academic Leadership & Problem and Opportunities in Online Teaching**, Organized by IBS Kolkata on 17th August 2021.

- 8) Faculty Development Programme, **Enhancing Self-Learning in Research with SWAYAM**, XISS & IIT, Kharagpur, 15th & 16th January, 2020.
- 9) Faculty Development Programme on **Faculty Academic Enrichment**, New Delhi Institute of Management (NDIM), 17th May, 2019.
- 10) Faculty Development Programme on **Stress Management and Digital Marketing**, New Delhi Institute of Management (NDIM), 6th October, 2019.
- 11) Faculty Development Programme on **Human Values in Management Professional & Education**, Master School of Management (MSM), Meerut, 22nd 23rd December, 2015.

Paper Presented in Seminar/Conference (National/International):

- 1) **Study on the Role of Digital Marketing on Students Perception Towards e-learning and the Impact on their Career.** 2022.
- 2) **An Empirical Study on the Significance of Marketing and Sustainable Planning in a Business Organization Growth**, Sarala Birla University, National Conference on Emerging Trends in Innovation and Sustainable Business Practice. 2022.
- 3) **New Trends in Marketing Research**, ICFAI University, Ranchi, Conference. 2018
- 4) **Green Vegetables Price Mechanism in Market**, ICFAI Business School, Kolkata, National Seminar. 2018
- 5) **Impact of Digital Marketing on Rural Products**, ICFAI University, Ranchi, National Conference. 2018
- 6) **Perspective on Business Policies, Strategy and Performance**, The Association for Research in Social Science, Commerce and Management, Ranchi, National Conference. 2017.

Participated in Seminar/Conference (National/International):

- 1) Three Day's International Workshop on **Statistical Data Analysis using SPSS** by the Department of Research & Publication, A2Z Edulearning Hub LLP, from 1st, 2nd & 3rd September 2023.
- 2) Seminar on Orientation Program for **NAAC Accreditation & Documentation** on 21st September 2023.

- 3) Webinar on **AI Powered Presentation Tools** organized by the department of Research & Publication, A2Z Edulearning Hub LLP on 19th August 2023.
- 4) Seminar on **Vocational Training** Organized by Rotary Club of Ranchi on 4th February 2023.
- 5) National Workshop on **Writing a Research Proposal in Social Science and Humanities** organized and conducted by School of Social Science and Management, Dr. B. R Ambedkar University of Social Sciences, Madhya Pradesh, on 14th December 2022.
- 6) National Conference conducted by Sarala Birla University on **Emerging Trends in Innovation and Sustainable Business Practice**, On 13th & 14th October 2022.
- 7) Seminar on **Neurolingustic Programme** in Collaboration with Kotak Mahindra Bank and Loyola Training Centre, On 11th November 2022.
- 8) Seminar on **Bridging the Skills Gap Between Academia and the Finance Profession** – The association of accountants and financial professional in business on 11th August 2022.
- 9) Seminar on **Awareness on Health and Happiness** conducted by the Department of Vocational & Management Studies, On April 20th, 2022,
- 10) Seminar **Gender Sensitization** conducted by the 1/3Coy NCC, SXC with the collaboration with women cell and ICC SXC on, On April 27th, 2022.
- 11) Webinar on Importance of Intellectual Property Rights in Research organized by IQAC South India Cluster on 21st March 2022.
- 12) International webinar cum workshop on **Entrepreneurship – A Road to Self-Reliant India**, Organized by Shri Atal Bihari Vajpayee Govt. Arts & Commerce College, Indore in Collaboration with WB-MPHEQIP'S "Academic Excellence" Initiative on 21st & 22nd February 2021.
- 13) Webinar on Panel discussion on **Digital Agriculture Management**, organized by ICFAI University Jharkhand on 16th February 2021.
- 14) National Conference on **Sustainable Management Practices & Economic Slowdown in India** Organized by Department of Management Studies & IQAC, JIMS, New Delhi on 13th June 2020.
- 15) Webinar on **Coping with the COVID Crisis - The Marketing response"** on 18th November, 2020.
- 16) Webinar on **An Overview of Qualitative and Quantitative metrics of SSR and forthcoming AQAR Confirmation**, Organized by A.E. Kalsekar Degree College, Kausa Thane Maharashtra. On 13th & 14th June 2020.

- 17) National Workshop through Zoom Webinar on '**Social Work Intervention in Corona Pandemic Crisis - Issues, Challenges, Strategies and Role**', Arranged by Maharashtra Association of Social Work Educators (MASWE) & Bhagini Mandal Chopda's College Of Social Work, Jalgaon & White Code for Educators. 8th to 9th May 2020.
- 18) International Workshop through Zoom Webinar on **Make Change Management Manageable**, New Delhi Institute of Management (NDIM), 29th April 2020.
- 19) Webinar on **Education in the Times of Covid-19 Challenges and Way Forward**, Organized by National Coalition for Education (NCE) Rajasthan, India on 13th June 2020.
- 20) Webinar on **COVID-19 in Rural Areas and Small Cities** by Harvard Medical School, on 29th April 2020.
- 21) Webinar on **Business in time of Covid-19**, Breaking down Solutions for Workplaces, Organized by Studio Meso on 13th June 2020.
- 22) Webinar on **New Age Knowledge & Skill Expectations** by New Delhi Institute of Management (NDIM) on 13th June 2020.
- 23) Webinar on **Challenges of Working from Home** Organized by Rai University, Ahemdabad, Gujarat, on 12th June 2020.
- 24) Webinar on **Covid-19, Challenges and Opportunity in Higher Education**, Organized by CTES Shri. P.L Shroff College of Arts and Commerce, Chinchani on 11th June 2020.
- 25) Webinar on **Eminent CEOs share their Learning from the Books that inspired them**, Organized by New Delhi Institute of Management (NDIM) on 10th June 2020.
- 26) Webinar on **Covid-19 Impact on Global Order and its Economic & Job Implication for India**, Organized by New Delhi Institute of Management (NDIM) on 6th June 2020.
- 27) Webinar on **The Community Tracing Collaborative: Working Toward COVID-19 Control in Massachusetts Through a Test-Trace-Isolate-Support Approach**, By Harvard Medical School on 4th June 2020.
- 28) Webinar Series on "**Things to know about Research Paper Writing and Citation Manager**", By. Dr. Nilesh J. Uke (Principal, Trinity Academy of engineering, Pune), Organized by Information Technology Dept. PCCOE, Pune, on 2nd and 3rd June 2020.

- 29) Webinar on **"Has Deep Learning Approaches made image Processing Irrelevant?"**, by Rik Das (Faculty of XISS Ranchi), Organized by Information Technology Dept. PCCOE, Pune, on 1st June 2020.
- 30) Webinar on **Frequently Asked Questions During the COVID-19 Era** by Harvard Medical School, on 27th May 2020.
- 31) Webinar on **NAAC Criterion III-Research, Innovation and Extension – Its Challenges & Opportunity as per NAAC New Guidelines**, Organized by IQAC Cluster India and White Code Technology Solution Pvt. Ltd, in association with Mata Gujri Mahila Mahavidyalaya, Jabalpur MP on 26th May 2020.
- 32) Webinar on **New Model for Rural Development** organized by New Delhi Institute of Management (NDIM) on 23rd May 2020.
- 33) Webinar on **Intellectual Property Rights: Protection Intellectual Property and way forward**, 22nd and 23rd May 2020.
- 34) Webinar & Online Interactive Session on **NAAC Accreditation for Autonomous/Affiliated Colleges** by IQAC, St. Thomas College, Thirssur, Kerela, Funded by UGC Paramarsh Scheme on 22nd May 2020.
- 35) National Webinar on **Post Covid-19 Scenario: Challenges in Higher Education and Indian Economy**, 19th & 20th May 2020, by Pune District Education Association's, Pune.
- 36) Online workshop of GNDU Amritsar, May 20, 2020.
- 37) Webinar on **Education in the Post-COVID-19 Era: Preparing Faculty and Enabling Learning** by Harvard Medical School, on 13th May 2020.
- 38) Webinar on **Residency and Fellowship Training During COVID-19** by Harvard Medical School, on 14th May 2020.
- 39) National Level Webinar on **Revised NAAC Assessment and Accreditation: Nurturing Quality Culture**, The webinar arranged by IQAC Cluster India and Yogeshwari College. 8th to 11th May 2020.
- 40) National Webinar on **Understanding and Tackling a Few Unattended Areas of the NAAC Assessment**, the webinar arranged by Maniben Nanavati Women's College & White Code for Educators. 8th to 10th May 2020.
- 41) National Conference on **Digital Transformation for Socio – Economic Development of Rural India**, ICFAI University, Jharkhand, 25th February 2020.
- 42) Workshop on **Learning Management System**, St. Xavier's College, Ranchi, 25th November 2019.

- 43) Workshop on **Art of Research Writing**, ICFAI University, Jharkhand, 23rd November, 2019.
- 44) Workshop on **Artificial Intelligence using Deep Learning & Machine Learning**, ICFAI University, Jharkhand in association with Finland Labs and Saarang – IIT Madras. 22nd to 25th October, 2019.
- 45) Workshop on **Data Analysis Using SPSS and AMOS**, ICFAI University, Jharkhand, 27th & 28th October, 2019.
- 46) National Conference, **Environmental Ethics and Sustainable Development**, Sarla Birla University, Ranchi, 17th March, 2019.
- 47) National Leadership Summit on **Achieving Leadership Excellence in Global Perspective**, Institute of Science and Management, Ranchi, 2nd February, 2019.
- 48) National Conference on **Management in 21st Century: A Paradigm Shift**, IBS, ICFAI Business School, Kolkata, 29th November, 2018.
- 49) National Conference on **Contemporary Issues in Social Science, Commerce and Management**, The Association for Research in Social Science, Commerce and Management, Ranchi, 26th November, 2017.
- 50) National Seminar on **Cyber Security: Emerging Trends**, ICFAI University, Jharkhand, 29th November, 2017.
- 51) National Doctoral Conference on **Recent Trends in Management**, ICFAI University, Jharkhand, 9th March, 2017.
- 52) Workshop on **Annual National Case Writing**, Master School of Management (MSM), Meerut, 25th, 26th & 27th March, 2016.
- 53) National Conference on **People Management: Emerging Trends in the Current Millennium**, ICFAI University, Jharkhand, 3rd September, 2015.
- 54) Seminar on **Rotary Youth Leadership Awards**, Rotary Club of Ranchi & Institute of Management Studies (IMS), Ranchi University, Ranchi, 18th March, 2015.
- 55) National Seminar on **Management Education in India - Challenges and Opportunities**, Institute of Management Studies (IMS), Ranchi University, Ranchi, 30th April, 2014.

Any Special Award/Achievement/Recognition:

- 1) Recognized in top 10 Asian Scientist ranking in 2024 in AD Scientific Index.

- 2) Reviewer in ABCD Index.com
- 3) Acted as a resource person in the National Conference organized by Sarla Birla University, Ranchi, 14th October 2022.
- 4) Certificate of Recognition for Live Programme in Doordarshan on the topic "Awareness and career growth regarding Vocational Courses".

[Dr. Shakil Anwar Siddique]