

CURRICULUM VITAE

Personal Details:

- Name: **Sayyad Imtiyaz Masoomali**
- Current Position: Assistant Professor, School of Commerce & Management (PAH Solapur, University, Solapur)
- Phone: 9373370458
- E-mail-ID: drimtiyazsayyad@gmail.com
- Nationality: Indian
- Gender: Male
- Marital Status: Married
- Languages Known: English, Hindi, Marathi, Urdu, and Kannada



Objective:

To be a part of a dynamic and progressive organization that consistently seeks to grow where I can optimally utilize my education in management to deliver desired results.

Education:

- Ph.D. in Marketing Management (Pharma Marketing), Shivaji University Kolhapur, 2019
- Master of Philosophy in Marketing, Bharati Vidyapeeth, Pune, Maharashtra, 2010 (65.50%)
- Master of Business Administration (MBA) with Specialization in Marketing and HR, Shivaji University, 2002 (66.42%)
- Bachelor of Science (B.Sc.) in Chemistry, Shivaji University Kolhapur, 2000 (65.84%)
- Higher Secondary (XII Class), State Board, 1997 (63.50%)
- Secondary (X Class), State Board, 1995 (81.14%)

Total work experience: 22 years

(Academic Experience: 14years: Industry experience: 2.9 years:, Self-employment: 4 years)

- Anjuman Institute of Management, Bijapur, Karnataka, July 2002 – May 2003 (11 Months)
- Shri Tamanappa Chickodi College of Arts, Commerce, Science, and Management (Management Section), June 2003 - February 2004 (8 months)
- Sales officer at Airtel (Dealer-Solapur), March 2004 to June 2005
- Adroit Pharma, July 2005 – July 2005 (1 month)
- Walter Bushnell Remedies Pvt. Ltd. (Training at Appejay Guest House, Delhi: August 1st – 28th, 2006; Service: September 2005 – May 2006 (10 Months)
- Dabur Pharma Ltd., May 2006 - July 2006 (1 Month)
- S. Prabhu & Sons Pvt. Ltd., July 2006 - December 2007 (1 year, 5 months)

- Anjuman Institute of Management, Anjumanabad, Bhatkal, Karnataka, March 2008 – November 2009 (1 year and 9 months)
- College of Engineering and Al-Ameen Institute of Management and Studies, Pune, Maharashtra, January 2010 – July 2010 (7 Months)
- SKN Sinhgad Business School, Pandharpur, July 2010 – December 2014 (49 months, 4 years, and 5 months)
- Private Tuition Classes (Self Employment), January 2015 – May 2016 (1 year and 5 months)
- Dyanansagar Institute of Management and Research, Balewadi, Pune, June 2016 - December 2016 (7 months)
- Private Tuition Classes (Self Employment), January 2017 – May 2017 (5 Months)
- Sangmeshwar College of Management and Computer Studies, Solapur, Maharashtra, June 2017 - April 2018 (11 Months)
- Private Tuition Classes (Self-employment), May 2018 to July 2019 (1 year and 2 months)
- Associate Professor, Brahamdevdada Mane Institute of Technology (BMIT), August 1, 2019 – October 14, 2022 (3 years, 1 month, and 15 days)
- Assistant Professor, PAH Solapur University, Solapur (PAHSUS), August 28, 2023-May 31, 2024. (9 Months)

Administrative Assignments:

College Level:

- Admission In charge at Sinhgad and BMIT:
- Member of the Academic Monitoring Committee at BMIT:
- Training In charge at Sinhgad & BMIT:
- Placement Coordinator at Sinhgad and BMIT:
- Internal Exam Coordinator at Anjuman, Sinhgad College.
- Member of the Discipline Committee, BMIT, Solapur:

University Level:

- Resource Person for Coursework for Ph.D. Students
- Paper Evaluator PAH Solapur University, Solapur
- Paper Setter PAH Solapur University, Solapur, University.
- Member Board of Studies Committee (BOS-Committee), PAH Solapur University, Solapur

Area of Interest:

- Marketing Management • Product and Brand Management • Consumer Behavior: • International Marketing:

Research Papers

- Sayyad, I. (2018). A study of the impact of pharma promotional strategies on physicians' prescription behavior. Review of Research (UGC approved), 7(8).
- Sayyad, I. (2018). A political factor challenge to international business. Review of Research (UGC approved), 8(1).
- Sayyad, I. (2012). The impact of number portability on consumer brand switching behavior. ISBN 978-81-921232-0.
- Sayyad, I. (2011). The role of chemists in the prevention of HIV/AIDS. ISBN 978-93-5024-906-2.
- Sayyad, I. (2024). The rise of social media promoting health education. Indian Journal of Psychology, 11-15. ISSN 0019-5553.
- Sayyad, I. (2024, January). Issues, challenges before Indian healthcare and drop in healthcare spending. IPE Journal of Management, 14(24). ISSN 2249-9040.

Workshop Attended:

- Workshop on Research Methodology and Statistical Analysis Using SPSS. (2012). Kamlapur, Maharashtra, India.
- Research Supervision. (2010). Pimpri-Chinchwad College of Engineering, Dept. of Business Administration, Pune, Maharashtra, India.

Seminar:

Seminar on Effective Teaching and Learning Practices. (2012). Pandharpur, Maharashtra, India.

Faculty Development Program:

- Industry-Academia Meet, Pune, Maharashtra, India. (2011). Two-day event.
- Faculty Development Program by Dale Carnegie Training (ISO 9001 Certificate). (2010-2011). Twelve-day event.
- Dr.Sayyad I. (2013). Faculty Development Program on Research Work for Ph.D. Thesis. **Indian Institute of Management Kozhikode (IIM-Kozhikode), Kerala, India.**

Achievement:

Recipient of the 1st Prize for the outstanding presentation of the paper” **The role of chemist in the prevention of HIV/AIDS**”, a prestigious event organized by the Sinhgad Institute of Business Management in Kamlapur, Dist-Solapur, Maharashtra.

Correspondence Address:

401, Antrolikar Nagar-1, 413003

"I certify that the aforementioned information is correct and complete to the best of my knowledge and belief."

Place: Solapur

Date: 27/7/24

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