

FALAK NAAZ

PHD (SUBMITTED)

UGC-NET (2024)

PERSONAL PROFILE

I am a Ph.D. Scholar in Management Studies with a strong academic background, including an MBA (8.98 CGPA) and a BBA. My research interests focus on consumer behaviour and social media marketing. I bring with me a solid foundation in business communication, research methods, and digital marketing.

As a committed academic, I aim to contribute to the institute I join by offering research-led teaching, developing innovative course content, and actively participating in collaborative projects, student mentoring, and institutional growth. I value academic integrity, curiosity, and inclusivity in learning spaces.

MISSION

To engage students with meaningful, research-driven learning and contribute to impactful scholarship in digital marketing and consumer behaviour. I strive to make management education practical, inclusive, and future-ready.

SKILLS

Research design (experimental, SEM, multi-group analysis)

Academic writing

Engaging teaching and public speaking

Business communication and content development

Social media and consumer psychology expertise

Proficiency in SPSS, AMOS/SmartPLS, Mendeley

LANGUAGES

English | Working Proficiency

Hindi | Working and Native Proficiency

Urdu | Bilingual Proficiency

EXPERIENCE

Ph.D. in Management (Submitted) | Central University of Kashmir | UGC-NET Qualified

Topic: "Impact of Influencer Credibility on Consumer Purchase Intention: Exploring the Role of Gender"

Date of Joining: 27 December 2021

- Taught Business Communication at postgraduate level
- Specialisation in influencer psychology, trust-building mechanisms, and consumer behaviour on digital platforms.
- Proficient in quantitative and qualitative research methods relevant to marketing campaigns.

2) Vangati| University of Jammu | Jan 2019 – Jun 2020

PR and Promotion Manager

- Manage the social media promotion campaigns on LinkedIn and X (formerly Twitter) (HINDI & ENGLISH)

3) University of Kashmir | May 2016 - June 2018

Member | Eco Club

- Plan and execute awareness campaigns (English and Hindi) focusing on Environment and Waste management.
- Lead campaigns (English and Hindi) to spread awareness among masses regarding the UN Sustainable Development Goals (SDGs)

EDUCATION

2020 | **University of Jammu**

M.B.A | Marketing

2018 | **Kashmir University**

Bachelors of Business Administration (B.B.A.)

CONFERENCES

- Presented a research paper in 3-day International Conference on Contemporary Business Trends titled: Exploring the role of Influencer Credibility on Purchase Intention of Gen Z's fashion products: A study on Higher Education Institutes in Kashmir organised by National Institute of Srinagar (2025)
- Presented a research paper in 2 days International Conference on Contemporary Business Trends titled: Impact of Influencer Credibility on Consumer Purchase Intention: Exploring the role of gender organised by National Institute of Srinagar (2024).
- Presented research paper in 4 days International Conference on Contemporary Business Trends titled: Impact of workplace bullying on psychological well-being of employees: A study of tertiary hospitals in J&K organised by National Institute of Srinagar (2023).

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CONTACT

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