

Dr Faran Izhar

Asst Professor

I am a dedicated and enthusiastic assistant professor with over a decade of academic experience, seeking an instructor and academic facilitator position in a vibrant, research-focused environment. Recognised for creating inclusive and dynamic learning atmospheres, I excel in seamless collaboration with faculty members and am devoted to guiding students toward growth and success. Proficient in fostering engaging classroom discussions and building meaningful connections with students, colleagues, and administrative staff. I am eager to leverage my strong communication skills to cultivate a supportive and positive learning environment. I have also contributed to the academic community by publishing research papers in reputable national and international journals indexed in Scopus. I am excited about the opportunity to enhance the educational experience through my expertise



0503570574



faran.izhar@gmail.com



Dubai, UAE

Publication: Journal

✓ Suresh, Y., Sujithra, L. R., Kamalitta, R., Pandey, V., Kar, R., & Izhar, F. (2024). **Advanced customer emotion detection in online shopping: A CNN and BiLSTM-based approach**. *Proceedings of the 2024 Global Conference on Communications and Information Technologies (GCCIT)*, 25-26 October 2024. IEEE.

Doi: <https://doi.org/10.1109/GCCIT63234.2024.10862115>

✓ Izhar F, Pareek A. **Role of technology acceptance model in shaping consumer behaviour towards metaverse services**. *Int J Res Marketing and sales*. 2024;6(2):201-206. Published December 2024.

Doi: <https://doi.org/10.33545/26633329.2024.v6.i2c.191>.

✓ Izhar F, Pareek A. **Exploring the social influence of virtual environments on brand perception and consumer behavior**. *Int J Res Manag*. 2024;6(2):418-422. Published December 2024.

Doi: <https://doi.org/10.33545/26648792.2024.v6.i2e.236>.

✓ Ali S, Shaikh SS, Izhar F. **Investigating how different pricing strategies impact consumer perception and purchase behavior in online markets with special reference to discounts**. *J Informatics Educ Res*. 2024;4(3).

✓ Izhar, F., & Nabi, S. (2024). **Investigating the Influence of Chatbots on Consumer Behaviour**. *Airo International Journal*, 2(5), 16.

✓ Thota V., Mishra P., Kapoor K., Maurya M., Menka, & Izhar F. (2023). **Digital Transformation in Marketing: Leading Strategies for Organizational Adaptation and Growth**. *Journal of Informatics Education and Research*, 3(2)

DOI <https://doi.org/10.52783/jier.v3i2.313>

- ✓ Mishra A., Selvarathinam Mohan R., Rebeka S., Wair Agade N., & **Izhar F.** (2023). **The Impact of Influencer Marketing on Consumer Behavior: A Meta-Analytic Review.** Journal of Harbin Engineering University,44(7), 1006-7043 (**Scopus Index**).
- ✓ Reuben G. V., Mukherjee R., Chakravarty H., Mahajan D. A., & **Izhar F.** (2023). **The Role of Social Media Marketing in Enhancing Customer Engagement and Loyalty.** Shodha Prabha, 48(3), 0974-8946

Publication:

Book Chapter:

- ✓ **Izhar F.** (2023). The role of Augmented Reality in transforming consumer buying behaviour in A. Channa, R. P. Madhukar, J. Ramya, & V. Lavanya (Eds.), Confluence of curiosity: Multidisciplinary exploration in modern research, Volume 1. Red Shine. ISBN: 978-93-5897- 799-2

Book

- ✓ **Izhar F.** (2025). Artificial Intelligence in Education Foundation and Frontiers ISBN: 978-93-7183-090 DOI: <https://doi.org/10.59646/495>
- ✓ Ahmed A., **Izhar F.**, & Khatoon S (2021). Essentials of Organisational Behavior in the 21st Century. Scientific International Publishing House. ISBN NO: 978-93-92992-87-2

PEER REVIEWER

British Food Journal (Emerald Publishing)

- ✓ **Evaluated and provided feedback on manuscripts related to consumer behaviour**



PROFESSIONAL EXPERIENCE



F.I.T.

From May 2025

Academic Quality Assurance Coordinator

- Designing diploma and postgraduate diploma courses in AI in Education, **Digital Marketing, Principles of Management, and Strategic leadership**
- Developing a comprehensive and industry-aligned syllabus for all assigned courses.
- Monitoring and evaluating academic programs, teaching practices, and student outcomes to ensure they meet institutional and accreditation standards.
- Assisting in the development, implementation, and review of quality assurance policies, procedures, and frameworks.
- Conducting internal audits, academic reviews, and compliance checks across departments to ensure adherence to regulatory requirements.
- Collecting, analyzing, and reporting data related to student performance, course evaluations, and institutional effectiveness



**Royal Roads University, Ras al Khaimah
2025**

From October

Adjunct Faculty

- Teaching **Digital Marketing, Principles of Management, and Entrepreneurship** for MBA and BBA students.
- Developing comprehensive course outlines, lesson plans, and classroom activities aligned with learning objectives.
- Creating and continuously updating teaching materials, presentations, assignments, and case studies to reflect current industry trends and research.
- Assessing student performance through quizzes, examinations, presentations, and project work, providing constructive feedback for improvement



**Amity University Dubai
Adjunct Faculty**

From September 2021

- Teaching **Advanced Digital Marketing, Principles of Management, Marketing Management, Economics, and International Business Management** to BBA and MBA students with a teaching load of 16 lectures per subject per month
- Delivering lectures, developing test papers, grading students based on their performance, and reviewing textbooks
- Interacting with students and faculty members and assisting in improving the curriculum
- Maintaining and updating students' marks and attendance



Manipal Academy of Higher Education, Dubai

From July 2024

Adjunct Faculty

- Teaching **Marketing Management, Digital Marketing, and Research Methodology to MBA and BBA** students with a teaching load of 12 lectures per subject per month
- Designing and developing new course content, assignments, and assessments, and continuously updating existing courses to reflect new research and developments in the field
- Evaluating and grading student assignments, exams, and projects; providing constructive feedback to help students improve their performance
- Offering academic guidance to students, including advising on course selection, career paths, and research projects.



DR BHIMRAO AMBEDKAR UNIVERSITY (Al-Barkaat College of Graduate Studies), Aligarh

From Aug 2016-Feb 2021

Assistant Professor

Teaching Duties

- Teaching Faculty for the following courses at the undergraduate level in **Business Management, Marketing Management, Strategic Management, and Managerial Economics**, with a lecture teaching load of 16 lecturers per subject per month
- Supervised the posting and grading of 25 projects each year for a class of 60 students
- Collaborated with faculty staff to tweak and adjust the course curriculum
- Set up online mode and live streaming of classes in COVID-19 times, and posted copies of lectures on college websites and student groups.
- Created lesson plans for theoretical instruction, as well as role simulation sessions for practical learning
- Participating in curriculum development, course reviews, and academic planning committees.
- Monitoring course files, assessment plans, and learning outcomes to meet academic quality standards.



DR A.P.J. ABUL KALAM TECHNICAL UNIVERSITY, LUCKNOW (ABIMS)

July 2009-July 2016

Assistant Professor

Teaching duties

- Teaching Faculty for the following-mentioned master-level courses –Organization Behaviour, Cross-Culture Management, Marketing Management, International Marketing, and Export-Import Documentation - with a lecture teaching load of 16 Lecturers per subject per month.
- Supervised 20 theses each year for a class of 60 students
- Developed and delivered engaging lectures to the students.
- Advised students on crucial academic decisions such as specialisation in MBA and summer training by discussing and identifying their interests and strengths
- Served on three college committees and acted as chair of the student grievance committee and examination committee.



Corporate Experience



Infinity Advertising Pvt Ltd, New Delhi, India

March 07 to May 09

MARKETING MANAGER

- Maintained the relationship between the client & the agency
- Integrated various functions within the agency (Like briefing to execution & finance follow-up)
- Handled shoots for clients.
- Conducted research projects for clients.

Account handled

- Samsung mobile
- Yum Foods (KFC & Pizza Hut)



SCHOLASTIC CREDENTIAL:

- PhD in Management from Banasthali University, Rajasthan, India (Jan 2025)
(Equalised with MOE UAE)
- MBA (Marketing and International Business) from Jamia Hamdard University, New Delhi, India (Jun 2007)
(Equalised with MOE UAE)
- B. Com (Hons) From Aligarh Muslim University, India (Mar 2004)



WORKSHOPS, CONFERENCES & FACULTY DEVELOPMENT PROGRAMS

- Attended the **1st World Marketing Summit** organised by **Kotler Impact (KI)** on December 2018, at Pride Plaza Hotel, Aerocity, New Delhi, India
- Attended three weeks of national-level workshops on research methodology from 26/03/2023 to 16/04/2023 by **Prof Sugandha Gupta**, organised by **ESSGEE**
- Attended a **faculty development program** by **Prof Satyajit Majumdar** (Professor of strategic management at **TISS, Mumbai**)
- Attended a **faculty development program** by **Mr. Prashant Tripathi**, an **IIM alumnus** and MD of Advaid Life Education, New Delhi
- Attended a **faculty development program** organised by **Uttar Pradesh Technical University, Noida**



PERSONAL DOSSIER

Date of Birth: 16th April 1983
Nationality: Indian
Contact Address: Flat no 218, 2nd floor, New Mamnooh building, Bu Daniq, Sharjah

Dr. Faran Izhar