

# CURRICULUM VITAE



## **Yusuf Kamal**

**Website:** <https://yusufkamal.wixsite.com/website>

**E-mail:** [yusufkamal@gmail.com](mailto:yusufkamal@gmail.com)

**Mobile:** +917499591143

**Google Scholar:** <https://scholar.google.fr/citations?user=sGLLiO4AAAAJ&hl=en>

**Scopus ID:** 59897601900

**ORCID ID:** 0000-0002-1557-8775

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### **Working Experience (18 Years):**

- Working as Assistant Professor- Institute of Management Sciences, University of Lucknow, India, from July 2016 till date.
- Worked as Assistant Professor- Techno Institute of Management Sciences, Lucknow, India, from September 2012 to October 2014.
- Worked as Subject Expert, University of Lucknow, India, from July 2012 to June 2016.
- Worked as Specialist Operations- Aegis, Gurgaon H.R. India, from May 2007 to June 2011.
- Worked as Assistant Marketing Manager- Qudrat Exports, Lucknow, India, from October 2003 to March 2006.

### **Interest Area and Research Domain:**

- Marketing Management.
- Digital Marketing.

### **Educational Qualification and Certificates:**

- **Doctor of Philosophy** (2019), University of Lucknow, Lucknow, India. **Titled: An Analytical Study on Customer Adaptability and Satisfaction for Electronic Banking Services.**
- **Master of Commerce** (2015), U.P.R.T.O. University, Allahabad, India.
- **Master of Management Science** (2003), University of Lucknow, India.
- **Bachelor of Commerce** (2000), University of Lucknow, India.
- **UGC NET (Management)**, December 2012 and June 2013.
- Certificate in **“The Fundamentals of Digital Marketing”** (2020).
- Certificate Course on **“Introduction to Patent Cooperation Treaty”** WIPO (2020).
- Certificate of Excellence: **FDCPA Training**, (2007) Global Vantage-INDIA.

## CURRICULUM VITAE

### **Patents/Intellectual Property Rights: (04)**

1. Copyright Titled “Export Import Procedure Documentation”, ROC No.: L-82045/2019, E-Register- May2019, Govt. of India.
2. Copyright Titled “An Analytical Study on Customer’s Adaptability and Satisfaction for Electronic Banking Services”, ROC No.: L-83529/2019, E-Register- June 2019, Govt. of India.
3. Patent Titled “Mat”, Industrial Design, Application No. 321298-001. Date of Publication: 31/12/21, Journal No. 53/2021, Govt. of India.
4. Copyright Titled “Customer Satisfaction Model for Electronic Banking Services”, ROC No. L- 89769/2020 Dated 25/02/2020, Govt. of India.

### **Book Authored:**

1. Jaiswal B. & **Kamal Y.**, (2019),” Export Import Procedure and Documentation” ISBN: 978- 93-85882-74-6, *New Royal Publishers*- Lucknow, India.

### **Publication: 20 (Scopus Indexed-7)**

1. **Kamal Y.**, Roy A, Ahmad S., & Mishra R.K. (2025). Harnessing AI, data science, and Blockchain for human centric product development in society 5.0. In Tyagi A.K. & Tiwari S. (Eds), *Human Centric Integration of Next Generation Data Science and Blockchain Technology*. ISBN: 9780443334986. **Elsevier**. <https://doi.org/10.1016/B978-0-443-33498-6.00020-0>
2. Roy A, **Kamal Y.**, Mishra R.K., Ahmad S., (2025). Leveraging Strategic Analytics to Enhance Organizational Maturity and Resilience. In S. Kautish, A. Rocha, Gupta A., & Sawhney S. (Eds.), *Strategy Analytics for Business Resilience Theories and Practices*. Information Systems Engineering and Management, Vol 33. ISBN: 9783031823695 **Springer, Cham**. [https://doi.org/10.1007/978-3-031-82369-5\\_6](https://doi.org/10.1007/978-3-031-82369-5_6)
3. **Kamal Y.**, Roy A, Ahmad S., & Mishra R.K., (Jul. 2025). AI in Talent Acquisition: Enhancing Efficiency and Experience in the Service Industry. In Yu P., P.K. Dutta, S. Das, A. Padhi, Mitra S.D. & Sharma V.K. (Eds.), *AI and Innovation in HRM: The Future of Strategic HR in the Service Economy*. ISBN: 9781032862750. **Routledge- Taylor & Francis**. <https://doi.org/10.4324/9781003522157-16>
4. **Kamal. Y.**, & Ahmad, S. (2025). Strategic Approaches to E-Business Transformation: Navigating Digital Disruption in the Indian Business Landscape. In H. Taherdoost, G. Drazenovic, M. Madanchian, I. Khan, & O. Arshi (Eds.), *Business Transformation in the Era of Digital Disruption* (pp. 89-126). ISBN: 9798369370568. **IGI Global Scientific Publishing (Scopus Indexed)**. <https://doi.org/10.4018/979-8-3693-7056-8.ch004>
5. **Kamal Y.**, & Ahmad I., (Jul. 2025). Performance Optimization in Aviation: A Digital Approach. In Dutta P.K., Ricciuti M., Bogrecki I., & Sumeet S. (Eds.), *Airline Customer Experience: Digitalization in passenger Services*. ISBN: 9781041037330. **Routledge- Taylor & Francis**. <https://doi.org/10.4324/9781003625100-6>
6. Ahmad S., Ved S., Mishra, R. K., & **Kamal Y.**, (2025), “Impact of Online Reviews and Celebrity Endorsement on Brand Reputation of Health Services”, *International Journal of Process Management & Benchmarking*. DOI: 10.1504/IJPMB.2024.100683180 (In Press, **Scopus Indexed**).
7. Mishra R.K., Singh N., Ahmad S. & **Kamal Y.** (2025), “Does Electronic Word of Mouth (eWoM) Impact Brand Reputation and Visit Intention of Guest in the Hospitality Sector? Empirical Evidence”, *International Journal of Electronic Business*. (In Press, **Scopus Indexed**).
8. **Kamal Y.**, Arif M., & Ahmad M., (2022), “Cerebrum of Electronic Banking: An Anatomy of Artificial Intelligence in E-SERVQUAL model”, *II International Conference on Changing Business Paradigm-MDIM India*, **Routledge- Taylor & Francis**.

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9. Jaiswal B. & **Kamal Y.**, (2019), "Study of Customer Adaptability for Electronic Banking Services in India", *KAAV International Journal of Economic, Commerce & Business Management*. ISSN: 2348-4969, Vol-6, Issue- 2 pp. 48-54, <https://doi.org/10.6084/m9.figshare.11987274.v1>
10. Jaiswal B. & **Kamal Y.**, (2019), "An Analytical Study of Customer Satisfaction Orientation for Electronic Banking Services in India", *International Journal of Research in Engineering, IT and Social Sciences*. ISSN 2250-0588 Vol.9, Issue 6, pp. 206-213, <https://doi.org/10.6084/m9.figshare.11987247.v1>
11. **Kamal Y.**, (2018), "Opportunities Exploited by PayTM: A Case Study in the light of Demonetization 2016", *Demonetization in India- A Researcher Perspective*, *Excel India Publisher: New Delhi*, ISBN: 9789388237024, pp- 46-49. <https://doi.org/10.6084/m9.figshare.11987286.v1>
12. **Kamal Y.**, (2017), "Marketing Achievement and Pioneer-Ship of Nokia- Case Study", *Recent Advances in Business & Economics*, *Excel India Publishers, New Delhi*, ISBN: 9789386256904, pp. 73-78, <https://doi.org/10.6084/m9.figshare.11987292.v1>
13. **Kamal Y.**, (2016), "SWOT Analysis of Digital Marketing- With Special Reference to Indian Economy", *Vidyawartha- An International Interdisciplinary Multilingual Refereed Journal*, Vol.7 Issue15, ISSN: 23199318.
14. **Kamal Y.**, (2016), "Digital Marketing and Rural Indian Market: Problems and Prospects", *Vidyawartha- An International Interdisciplinary Multilingual Refereed Journal*, Issue 15, Vol. 3, ISSN: 2319 9318 pp. 103-108, <https://doi.org/10.6084/m9.figshare.11988732.v1>
15. **Kamal Y.**, (2016), "Fiat India: A Case Study", *Vidyawartha- An International Interdisciplinary Multilingual Refereed Journal*, Issue-19, Vol-01, ISSN 2394 5303. <https://figshare.com/s/6f81405f629ae9c5930b>
16. **Kamal Y.**, (2016), "An attempt to discover Ps of Marketing Mix and their role in Digital Marketing-With special reference to online Shopping in India", *Vidyawarta (An International Interdisciplinary Multilingual Refereed Journal)*, Volume 10 Issue 14, April-June 2016, ISSN 2319-9318. DOI: <https://doi.org/10.6084/m9.figshare.12231032>
17. **Kamal Y.** (2016), "Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies", *International Journal of Engineering Science and Computing*, Volume 6 Issue No.5, May 2016, ISSN2250-1371. DOI: 10.4010/2016.1298.
18. **Kamal Y.** & Jaiswal B. (2014), "Milestone in Service Production Engineering: Reforms and Role of Emotional Intelligence in Indian Service Sector", *International Journal of Research Excellence in Management*, Vol.2 Issue 4, Apr-2014, ISSN 2278-7089.
19. **Kamal Y.** & Jaiswal B., (2014). "Marketing Mechanism for Selling Products and Services In Indian Rural Markets", *International Journal of Marketing & Financial Management*, Vol. 2, Issue 2, Mar-Apr-2014, pp 01- 14, ISSN: 2348 -3954. <https://doi.org/10.6084/m9.figshare.11988762.v1>
20. **Kamal Y.** (2014), "Adding new dimension in banking (Using Biometrics)", *Changing Landscape in Indian Financial Sector*. ISBN-978-93-82068-6.

### **Presented paper in International Conference (10) & National Seminar (11):**

1. Presented paper titled "Neuromarketing: Opportunities and Risk in Consumer Insight Generation in 9<sup>th</sup> International Conference on Redefining Innovative Practices in the Age of AI 2025, organized by KIET School of Management, India.
2. Presented Paper titled "Cerebrum of Electronic Banking: An Anatomy of Artificial Intelligence in E-SERVQUAL Model" in II International Conference on Changing Paradigm 2022, organized by MDI- M, India (2022).
3. Presented paper titled "Role of Banking & Transformation system in India: with special reference to Indian Market" in International Conference organized by University of Lucknow INDIA (2018).

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4. Presented paper titled “Role of Invention & Innovativeness in Achieving Business Excellence with special reference to Intellectual Property Rights” in International Conference organized by University of Lucknow INDIA (2018).
5. Presented paper titled “Study of Electronic Banking in India: with special reference to Customer Satisfaction” in International Conference organized by University of Lucknow INDIA (2018).
6. Presented paper titled “Startup India & Indian Economy: Analysis of preparatory up gradation for unlocking potential” in International Conference organized by University of Lucknow INDIA (2016).
7. Presented paper titled “Analysis of Internet of Things: As a prospects for Start Up India” in International Conference organized by University of Lucknow INDIA (2016).
8. Presented paper titled “Startup India” Problems & Prospects-with special reference to Rural Market” in International Conference organized by University of Lucknow INDIA (2016).
9. Presented paper titled “Unleashing Green Innovation in Agriculture for Sustainability” With special reference to Start Up in India” in International Conference organized by University of Lucknow INDIA (2016).
10. Presented paper titled “Analysis of Online Shopping Industry: Problems & Prospects- with special reference to India” in International Conference Organized by University of Lucknow INDIA (2014).
11. Presented paper titled “Union Budget and Promotion of MSME Sector for Global Outsourcing-with special reference to Indian Economy” in National Seminar Organized by Vidyant Hindu PG College INDIA (2016).
12. Presented paper titled “Marketing & Education sector in India: Problems & Prospects” in National Seminar Organized by Kalicharan PG College INDIA (2016).
13. Presented paper title “Study of Customer Adaptability for Electronic Banking Services in India” in National Seminar organized by M.G.K. Vidyapith INDIA (2016).
14. Presented paper titled “Environmental Awareness & Role of Mass Media in Rural Skill Development” in National Seminar organized by University of Lucknow INDIA (2015).
15. Presented paper titled “Changing Dimensions of Advertising: Sign & Digitization of Advertising” in National Seminar organized by University of Lucknow INDIA (2015).
16. Presented paper titled “Positive Impact of Social Networking on Education” in National Seminar organized by University of Lucknow INDIA (2015).
17. Presented paper titled “Adding New Dimensions in Banking (Using Biometrics)” in National Seminar organized by Government College for Girls INDIA (2014).
18. Presented Paper titled “Role of NABARD in Rural Development” in National Seminar organized by University of Lucknow INDIA (2014).
19. Presented Paper titled “India’s Initiative & MDG in Open Education Resource for the National Development” in National Seminar organized by University of Lucknow INDIA (2014).
20. Presented paper titled “Fostering & Dynamics In Indian Outsourcing Skills: Mantra for Service.
21. Presented paper titled “FDI- Retail Sector helps gaining desired direction to control inflation & reduce Unemployment- Indian Perspective” in National Seminar organized by University of Lucknow INDIA (2013).

### **International Workshops (02), Symposia (1):**

1. Workshop on “Advanced Research Methodology” organized by Department of Applied Economic, University of Lucknow India, 13<sup>th</sup> to 19<sup>th</sup> November’ 2014.
2. Workshop by World Bank & Giri Institute of Dev. Studies, Lucknow India, on Open Data Development, 13<sup>th</sup> to 14<sup>th</sup> May’ 2013.
3. Online Symposium organized by K.F.U.P.M. Saudi Arabia, on “High Impact Educational Practices” from 15<sup>th</sup>-16<sup>th</sup> February 2022.

## **CURRICULUM VITAE**

### **Dissertation Supervision:**

Sr. No.	Program/Course	Year	No. of Students Supervised
1	MBA(International Business)	2024	10
2	MBA(International Business)	2018	05
3	MBA(International Business)	2019	10
4	MBA(International Business)	2020	10
5	MBA Integrated	2020	04

### **Administrative Assignments:**

- ✓ Member- BBA (Business Analytics) Curriculum Development Committee- 2025
- ✓ Member- BBA Curriculum Revision Committee, IMS- University of Lucknow, 2024.
- ✓ Member- BBA (Retail) Curriculum Revision Committee, IMS- University of Lucknow, 2024.
- ✓ Assistant Superintendent Conduct and Evaluation, BBA & MBA December 2022, June 2023 & December 2023, IMS- University of Lucknow.
- ✓ Member-Intellectual Property Rights Cell, IMS- University of Lucknow Since March 2020 till date.
- ✓ Member- Departmental Quality Assurance Cell, IMS, University of Lucknow- Jan 2020-April 2022.
- ✓ Member BoS, Institute of Management Sciences, University of Lucknow- December 2020, 2023 & 2024.
- ✓ Assistant Proctor, Second Campus, University of Lucknow, 2016-2017.
- ✓ Coordinator- MBA (IB)- IMS, University of Lucknow- INDIA. July 2016 to July 2020.
- ✓ Co-Convener Placement Cell- IMS University of Lucknow- November 2018- December 2019.
- ✓ Assistant Superintendent Exams- University of Lucknow- September 2020.
- ✓ Deputy Centre Superintendent (IMS), L.L.M. Entrance Exam, October 2020.
- ✓ Deputy Centre Superintendent (IMS), L.L.B. Entrance Exam, October 2020.
- ✓ Deputy Centre Superintendent (IMS), M.Ed. Entrance Exam, October 2020.
- ✓ Member- Curriculum Development- IMSPG, July 2020.
- ✓ Member- Reporting and Verification Committee, UPSEE2020 (MBA Admissions) November 2020.
- ✓ Member-Moderation Board for UG/PG Exams September 2020. IMS- University of Lucknow.
- ✓ Assistant Superintendent Evaluation B.Com. (Hons) Dec 2016 & June 2017, University of Lucknow.
- ✓ Member- Infrastructure Committee- IMS, University of Lucknow 2017-2018.
- ✓ Expert for Viva Voce Exam for BBA- 2017, 2018, 2019, 2020, 2023 & 2024.
- ✓ Paper setter and Examiner of answer sheets for Institute of Management Sciences and Department of Commerce, University of Lucknow- Since June 2012 till June 2020.

### **Professional & Academic Affiliation:**

- ✓ Course Content developer for Krukshetra University-INDIA, 2025.
- ✓ Academic Counselor- IGNOU: J.N.P.G. College, National P.G. College, Lucknow and N.S.C.B. P.G. College, Lucknow, INDIA.
- ✓ Translator- National Program on Technology Enhanced Learning (NPTEL- INDIA).
- ✓ Guest Faculty- ICCMRT, Lucknow (2015) and Shia P.G. College, Lucknow- INDIA (2012-2015).
- ✓ Life Member- Indian Commerce Association- INDIA.
- ✓ Mentor for Change- NITI Ayog, Government of India- INDIA.

## CURRICULUM VITAE

### Personal Information:

- ✓ **Father's Name:** Mr. Arif Kamal.
- ✓ **Languages Known:** English, Hindi, Urdu, Arabic and Spanish.
- ✓ **Age:** 44Years (Date of Birth- 23<sup>rd</sup> November'1980).
- ✓ **Marital Status:** Married.
- ✓ **Gender:** Male.
- ✓ **Nationality:** INDIAN.
- ✓ **Mobile No.:** +91 7499591143

**Declaration:** I, hereby declare that the information provided above is true and correct to the best of my knowledge and belief.



(Yusuf Kamal)



(Scan QR for Online portfolio)