

FACULTY PROFILE

Name: Anees Ahmad



Designation: Assistant Professor

Teaching Areas: Marketing Management
Brand Management
Entrepreneurship

Research Interest: Brand Management
Consumer Behaviour

Education: Ph.D., IIT (ISM) Dhanbad, 2016
MBA, UP Technical University, Lucknow, 2008

Professional Experience (9 years)

1. 2018: Assistant Professor, IBS Hyderabad
2. 2016 - 2017: Assistant Professor, Glocal University, Saharanpur
3. 2013 - 2016: Research Scholar, IIT (ISM), Dhanbad
4. 2011 - 2013: Assistant Professor, Anand Engineering College Agra
5. 2008-2011 : Lecturer, Ishan Institute of Management & Technology, Greater Noida

Research Publication

1. Ahmad, Anees and Thyagaraj, K.S. (2017). An empirical comparison of two brand personality scales: Evidence from India. *Journal of Retailing and Consumer Services*, 36, 86-92. ISSN: 0969-6989. **(In 'A' Category of ABDC and indexed in Scopus)**
2. Ahmad, Anees and Thyagaraj, K.S. (2015). Consumer's Intention to Purchase Green Brands: the Roles of Environmental Concern, Environmental Knowledge and Self Expressive Benefits. *Current World Environment*, 10 (3), 879-889. ISSN: 0973-4929. **(Indexed in Thomson Reuters)**
3. Ahmad, Anees and Thyagaraj, K.S. (2015). Impact of brand personality on brand equity: The role of brand trust, brand attachment, and brand commitment, *Indian Journal of Marketing*, 45(5), 14 – 26. ISSN: 0973-8703. **(Indexed in Scopus)**
4. Ahmad, Anees and Thyagaraj, K.S. (2015). Understanding the influence of brand personality on consumer behaviour. *Journal of Advanced Management Science*, 3(1), 38- 43. ISSN: 2168-0787.
5. Ahmad, Anees and Thyagaraj, K.S. (2014). Evaluating the role of consumer brand relationship in brand equity formation. *International Journal of Applied Business and Economic Research*. 12(3), 603-614. ISSN: 0972-7302. **(Indexed in Scopus)**
6. Ahmad, Anees and Thyagaraj, K.S. (2014). Applicability of brand personality dimensions across cultures and product categories: A review. *Global Journal of Finance and Management*, 6(1), 9-18. ISSN: 0975-6477
7. Ahmad, Anees and Thyagaraj, K.S. (2014). Brand personality and brand equity research: Past developments and future directions. *IUP Journal of Brand Management*. 11(3), 19-56. ISSN: 0972-9097.