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**Research Area:** HR, Marketing, Migration Studies, Social Issues, Caste Dynamics, Religion, Spiritualism at the Workplace, Sustainable Business Environment, Entrepreneurship.

#### Journal Publications:

1. Pankaj, A. K., **Ahmad, M. N.**, & Alam, I. (2024). Dr. Ambedkar's Idea of Human Rights and Its Scope of Teaching in Social Work Education: From Text to Context. *Social Work Education*, 1–13. DOI: 10.1080/02615479.2024.2386312
2. Subramanian, L., **Ahmad, M. N.**, & Pankaj, A. K. (2024). COVID-19 and Youth Volunteering: Trajectory and Structure of India's National Service Scheme. *Global Health Economics and Sustainability*, 4717. DOI: 10.36922/ghes.4717
3. Islam, A., **Ahmad, M. N.**, & Hussain, P. (2024). Navigating The Maze: Assessing CSR Compliance and Regional Disparities in India's Business Landscape. *Educational Administration: Theory And Practice*, 30(5), 5146–5154. DOI: 10.53555/kuey.v30i5.3754
4. **Ahmad, M. N.** (2023). Structural Exploitation of Migrant Labourers in Gulf Countries: A Case Study of Migrants From Eastern Uttar Pradesh. *Journal of Humanities, Arts And Social Science*, 7(2), 309–316. DOI: 10.26855/jhass.2023.02.012
5. **Ahmad, M. N.** (2022). Life of Labour Migrant's Children Amid COVID-19. *The Perspective International Journal of Social Science And Humanities*, 2-3(7–8). Link
6. Alam, S., & **Ahmad, M. N.** (2022). Shramikon Ka Videsh Prawas Evam Unke Anubhawon Ka Samajsashtriya Adhyayan. *Bharatiya Samajsashtra Samiksha*, 9(1), 35–49. DOI: 10.1177/23491396211106805
7. **Ahmad, M. N.** (2021). What It Means to Be a Muslim Living in India: Insights From Experience And From Bollywood Movies. *American Journal of Economics And Sociology*, 80(3), 949–963. DOI: 10.1111/ajes.12416

#### Book Chapter:

1. **Ahmad, M. N.** (2022). *The Economic Status of Sri Lankan and Tibetan Refugees in India*. In S. I. Rajan (Ed.), *The Routledge Handbook of Refugees in India* (pp. 780–789). Routledge Taylor & Francis Group. DOI: [10.4324/9781003246800](https://doi.org/10.4324/9781003246800)

#### Book Editor:

1. **Ahmad, M. N.**, Chatterjee, S., & Banerjee, C. (Eds.). (2024). *Transformative Human Resource Management: Strategies for the Modern Workplace*. Indian Books View.

#### Upcoming Publications:

1. **Ahmad, M. N.** (2025, April). *Muslim Migrants' Children and Their Educational Outcome: Aspirations and Challenges*. The Indian Journal of Social Work. (Ref: IJSW/BX-1/24/10).

2. **Ahmad, M. N., & Hussain, P. (2025).** *A Systems Perspective on Organizational Culture and DEI.*
3. **Ahmad, M. N., & Hussain, P. (2025).** *From Production to Personalization: A Strategic Framework for Transitioning Marketing Focus to Customer Satisfaction.*
4. **Ahmad, M. N. (2025).** *Impact of AI & ML in Employment Sector: Unemployed Youth Perspective.*
5. **Ahmad, M. N., & Hussain, P. (2025).** *The Impact of Personalization on Customer Loyalty in Digital Marketing.*
6. **Ahmad, M. N. (2025).** *The Kisan Credit Card: A Review of Its Impact on Farmers' Income, Indebtedness, and Agricultural Productivity.*
7. **Ahmad, M. N., & Hussain, P. (2025).** *The Impact of Hybrid Work Models on Employee Engagement and Retention in Kolkata: A Post-Pandemic Analysis.*
8. **Ahmad, M. N., & Hussain, P. (2025).** *Consumer Brand Selection Behaviour: A Comparative Study of Local and Global Brands in Kolkata.*
9. **Ahmad, M. N. (2025).** *Public Awareness and Response to Corporate Climate Actions: Consumer Perceptions and Behavioural Shifts in Kolkata.*
10. **Ahmad, M. N., Hussain, P., & Mitra, N. (2025).** *Decoding the Future of Marketing: Impact of Emerging Technologies and Consumer Behaviour in Kolkata.*
11. **Ahmad, M. N., Batul, A., & Hussain, P. (2025).** *Adaptive Strategic Management Practices in a Globalised Economy: Insights from Kolkata.*
12. **Malick, S., & Ahmad, M. N. (2025).** *Internship Experiences at Startups: Career Paths, Skill Development, and Growth at a Kolkata Consulting Firm.*
13. **Gupta, R., & Ahmad, M. N. (2025).** *AI's Impact on the Academic and Professional Development of Working Students in Kolkata: Benefits, Challenges, and Ethical Implications.*
14. **Mondal, R., & Ahmad, M. N. (2025).** *An Assessment of the Effectiveness of Video Reels as a Marketing Tool: A Study in Kolkata.*
15. **Paul, S., & Ahmad, M. N. (2025).** *Decoding Excuses and Study Avoidance: The Desire for a Degree and a Bright Future, but No Class – A Perspective from Kolkata.*
16. **Nandy, T., & Ahmad, M. N. (2025).** *Dairy Supply Chain Management in Hooghly: Stakeholder Perspectives.*