

Mohammed Osaid Koti

Mohammed Osaid Koti, is associated with Rizvi Institute of Management Studies & Research (Mumbai's leading B-School) as Assistant Professor. His domain expertise lies in the field of IT for Management Applications. Specifically, Osaid is well conversed with MS-Excel along with other applications such as CorelDraw, Adobe Photoshop to name a few. He handles courses like Management Information System, Statistics, IT, Operations and Research Methodology related courses for Post Graduate and Under Graduate candidates. Osaid is incharge of the first year MBA candidates and looks after all operational issues – coordinates between University and Institution regarding administrative matters; scheduling of sessions, finalizing the design and contents of Research Journal of the Institute.

He is an accomplished corporate trainer with over 5 years of experience and has successfully trained company participants of companies such as Sethia Group, The Wadhwa Group, Shree Shubham Logistics, Rubberwala Builders and also several Non Profit Organisations. He also has experience in conducting Excel Modules for Chartered Accountants associated with The Institute of Chartered Accountants of India (ICAI).

Mohammed Osaid Koti is currently a Research Scholar from Shri Jagdishprasad Jhabarmal Tibrewala University, Rajasthan. His research is based on Search Engine Optimisation (SEO). The concept of SEO is of immense importance for developing business credibility, increase business visibility and improving brand equity. Osaid has also conducted sessions on SEO and its utility for business expansion for business consultants.

He holds a Master of Managements Studies (MMS) with a specialisation in Systems and graduated in Bachelors of Management Studies with a specialisation in Marketing from University of Mumbai.

Work Experience:

Name of the Company	Designation	Period	No. of Years
Rizvi Institute of Management Studies & Research	Assistant Professor	1 st September 09 till date	10 years

Academic Credentials:

Degree	Specialisation	University	Year
BMS	Marketing	University of Mumbai	2007
MMS	Systems	University of Mumbai	2009
Ph.D.	Marketing	ITM University	Pursuing

Certifications:

Course	Certifying Body	Year
Green Belt Six Sigma	Benchmark Six Sigma	2016
Project Management	SP Jain Institute	2017
Project Management	IIM Calcutta	2018

Conferences / Seminars / Workshops Attended:

Conference Details	Organising Body	Year
Workshop on Research Methodology	Rizvi Institute of Management Studies & Research	2019
Techno Management Trends	Institute of Technology and Management	2019
Enhancing Teaching Pedagogy	Forum for Marketing Education	2018
Workshop on Brand Equity and Brand Valuation	Rizvi Institute of Management Studies & Research	2018
Digital Warfare Armoury	Rizvi Institute of Management Studies & Research	2018
Enhancing Teaching Pedagogy	Forum for Marketing Education	2017

Publication – Research Articles:

Title of the Article	Name of the Journal	ISSN	Year
Impact of Online Retailers on Offline Retailers with special reference to Cosmetics	Management Vision	0975-7813	2019
Micro-segmenting a Population based on Individual Behaviour	Management Vision	0975-7813	2018
Assessment of Individual Behaviour Using Statistical Machine Learning – An Exploratory Study	Marketing Challenges in Emerging Markets		2016
Influence of Social Media on Student Online Behaviour	Motley Education	Online	2016
Traditional Classroom vs Online Classroom	Management Vision	0975-7813	2015

Training / Consultancy Delivered:

Name of the Company	Name of Program
Rubberwala Builders	Proficiency in Excel
Sethia Builders	Microsoft Office
Search Engine Optimisation	Acumen Business Consultancy
Web Analytics	Acumen Business Consultancy