

Mohd Atif Aman (PhD)

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Dr. Mohd Atif Aman is an Assistant Professor at the Rizvi Institute of Management Studies & Research. Atif has rich experience in conducting in-depth academic research and has published in top-tier sales and marketing journals. Atif has earned his doctorate from the Aligarh Muslim University, Aligarh in Business Administration on the topic 'Relationship between Sales Force Control Systems and Ambidextrous Selling Behaviour of Salespersons - An Analytical Study'. During his PhD journey, he has won two prizes; first is the USCA – University Sales Centre Alliance Best Conceptual Paper Award - 2023 for his paper published in the prestigious Journal of Personal Selling and Sales Management. While, the second is the Second Best Paper Award which he won at the Doctoral Colloquium at the Institute of Rural Management, Anand. Besides that, Atif has also published research papers in the Shanlax International Journal of Commerce and in the Nirma University Journal of Business and Management Studies.

Further, two of his research papers are still in communication with leading marketing journals. As a sign of academic excellence, Atif is also reviewing research articles for the Journal of Personal Selling and Sales Management and the Arab Gulf Journal of Scientific Research. Apart from that, Atif has also presented research papers at various national and international conferences organized by the reputed institutes of the country like; the Indian Institute of Technology - Bombay, Indian Institute of Technology - Roorkee, Nirma University - Ahmedabad, Aligarh Muslim University - Aligarh, and Institute of Rural Management - Anand.

Atif has also qualified for the National Eligibility Test - NET in Management through which he was selected for the Maulana Azad National Fellowship - Junior Research Fellowship. However, prior to that he was also selected for the Centrally Administered Doctoral Fellowship provided by the Indian Council for Social Science Research - ICSSR for the session 2021-22. Atif is also well-equipped with state of art research tools and software like AMOS, Minitab, Response Surface Modeling, Smart PLS, and SPSS.

Prior to joining Rizvi Institute of Management Studies & Research, Atif was serving the Centre for Professional Courses at the Aligarh Muslim University, Aligarh as Visiting Faculty where he taught Sales Management to the students of Post-Graduate Diploma in Marketing Management. Before that, he has also served the Kishanganj Centre of Aligarh Muslim University as Guest Teacher and has taught Quantitative Techniques and Marketing

Management to the MBA students. Moreover, Atif has also worked at the Aligarh College of Engineering and Management as Assistant Professor where he was engaged with both Under-Graduate and Post-Graduate management programs and has taught Strategic Management & Business Policy and Organizational Behavior papers.

Currently, Atif is working as Assistant Professor at the Rizvi Institute of Management Studies & Research and is teaching Human Resource Audit and Business Research Methods to the first and second year batch of MBA.

School and Education

Course	Institute/ Board	Subjects	Division	Year
Master of Business Administration	JSSATE Noida/ UPTU	Marketing & Human Resource Management	1 st div	2014
Bachelor of Business Administration	IIMT Aligarh/ Dr. B.R. Ambedkar University	Marketing & Finance	1 st div	2012
Senior and Higher Secondary Examination	Assisi Convent SeniorSecondary School/C.B.S.E.	Commerce	1 st div	2009 & 2007

Awards & Achievements

- A. Qualified National Eligibility Test (NET - June 2021)
- B. Recipient of ICSSR-Doctoral Fellowship - 2021-22
- C. Awarded Maulana Azad National Fellowship - 2022
- D. Bagged **Second Best Paper Award** at DOCMAD 2022 organized by the Institute of Rural Management Anand
- E. Won **USCA Best Conceptual Paper Award** for an article published in the Journal of Personal Selling and Sales Management
- F. Reviewing articles for Journal of Personal Selling and Sales Management and Arab Gulf Journal of Scientific Research

Work Experience

- A. Served at Aligarh College of Engineering and Management as an Assistant Professor from Feb 2016 to July 2016.
- B. Worked at Aligarh Muslim University, Kishanganj Centre as a guest teacher.
- C. Appointed as Visiting Faculty at the Centre for Professional Courses at the Aligarh Muslim University, Aligarh.

Research Papers Published

Article Title	Journal	Volume, Issue, & Year	Rank
Ambidextrous Selling: A Synthesis of Theories, Themes, and Methodologies	Journal of Personal Selling and Sales Management	Volume 42, Issue 1, 2022	Ranked 'A' By ABDC And 'Q1' By SJR
Ambidextrous Selling By Frontline Employees: A Review-Based Study	Nirma University Journal of Business and Management	Volume 2, Issue 1 & 2, January - June 2019	
Cashless Economy in India: Challenges Ahead	Shanlax International Journal of Commerce	Volume 8, Issue 1, 2020	

Paper Presented at Conferences

1. Presented a paper titled "A Multidextrous Salesperson" at the Doctoral Colloquium on Management and Development held at the **Institute of Rural Management Anand**, dated 19-20 December 2022.
2. Presented a paper titled, "A Qualitative Enquiry into the Effect of the pandemic on Missionary Sales Process, Professionals, and Profession: An Exposition of Theories-in-Use Approach" at the Department of Management Studies, **Indian Institute of Technology, Roorkee**, dated 20-22 November 2022.
3. Presented a paper titled "Managing ambidexterity under outcome-based control system: A Study on pharmaceutical salespersons" at ANVESH 16th Doctoral Research Conference in Management, **Nirma University, Ahmedabad**, dated 26-27 November 2020.
4. Presented a paper titled "Effect of Formal Control System on Product Selling

Ambidexterity: A study of Indian Pharmaceutical Salesforce”, at Doctoral Consortium - Advances in Management Research: Role in Emerging Economies held at Sailesh J Mehta School of Management, **Indian Institute of Technology, Bombay**, dated 21-22 February 2020.

5. Presented a paper titled “Ambidexterity among Frontline Employees: Antecedents and Orchestration for Future Research” at ANVESH 15th Doctoral Research Conference in Management, **Nirma University, Ahmedabad**.
6. Presented a paper titled, “Cashless Economy: A Challenge Ahead India” at the Department of Commerce, **Aligarh Muslim University, Aligarh**, dated 29 April 2017.

Workshop & Seminar Attended

1. Attended a Seminar on, "Recent Trends in Management" at JSS Noida.
2. Attended a Seminar on, “Use of ICT in School Education” at Aligarh College of Engineering and Management, Aligarh
3. Attended a Certificate program on Research Modelling using Excel and R scheduled on 8th and 9th March 2019 at the Indian Institute of Information Technology - Allahabad.
4. Attended a National Workshop on Research Methodology at the Institute of Management Studies, Banaras Hindu University.
5. Attended a Winter School on Research Methods at the Department of Business Administration, Aligarh Muslim University.
6. Attended a workshop on Social Media Marketing at the Department of Business Administration, Aligarh Muslim University.
7. Attended a workshop on Research Methodology at the Department of Business Administration, Aligarh Muslim University dated 23-24 December 2018.