

MUZAFAR AHMAD SHAH

Supervisor – Event Facilitation, Audio-Visual & IT Services

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PROFESSIONAL PROFILE

Experienced Supervisor with an interdisciplinary academic background in IT and Management, holding a Ph.D. and M.Phil. in Management, an MBA in HR & Marketing, and a B.I.T.M. in IT & Management with specialization in Software Designing. Currently engaged in event facilitation and coordination of audio-visual and IT services for institutional programmes and events at the University of Kashmir. Experienced in supervising sound-console and video operations, coordinating programme requirements, supporting uninterrupted event delivery, and resolving operational issues. Brings together management expertise, digital-technology knowledge, administrative experience, and academic research capabilities.

CORE COMPETENCIES

Event Facilitation & Coordination • Audio-Visual Services • Sound Console & Audio Operations • Video Systems & Programme Support • IT Support & Digital Services • Supervision & Coordination • Event Readiness & Operational Support • Troubleshooting & Problem Resolution • University Administration • Management & HR • Academic & Research Coordination

PROFESSIONAL EXPERIENCE – CHRONOLOGICAL ORDER

1	Khyber Industries (P) Ltd., Khayam Road, Nowpora, Srinagar	August 2007 – March 2008
2	PeopleStrong HR Services (P) Ltd., DLF Supermart 1, Phase IV, Gurgaon	May 2008 – September 2008
3	Directorate of Convocation Complex, University of Kashmir, Hazratbal, Srinagar	January 2012 – October 2018
4	Directorate of Distance Education, University of Kashmir, Hazratbal, Srinagar	October 2018 – November 2019
5	Examinations Wing, University of Kashmir, Hazratbal, Srinagar	November 2019 – October 2020
6	UGC–HRDC, University of Kashmir, Hazratbal, Srinagar	October 2020 – April 2022
7	Directorate of Convocation Complex, University of Kashmir, Hazratbal, Srinagar	April 2022 – November 2024
8	South Campus, University of Kashmir, Fatehgarh, Anantnag	November 2024 – March 2026
9	Directorate of Convocation Complex, University of Kashmir, Hazratbal, Srinagar	March 2026 – Present

PRESENT ASSIGNMENT – EVENT FACILITATION & AUDIO-VISUAL OPERATIONS

- Facilitating institutional programmes and events through coordinated audio-visual, IT and operational support.
- Supervising sound-console, audio and video operations to ensure smooth and effective programme delivery.
- Coordinating event requirements and ensuring timely readiness of systems, equipment and supporting facilities.
- Monitoring operations during programmes and addressing issues promptly to minimize disruption.
- Liaising with concerned personnel and stakeholders to coordinate event-related requirements and support successful execution.

ACADEMIC QUALIFICATIONS

Degree	Subject	Specialization / Honors	University
Ph.D.	Management	Web 2.0	University of Kashmir
M.Phil.	Management	ICT / e-Tourism	University of Kashmir
M.B.A.	Management	HR & Marketing	Bangalore University
B.I.T.M.	IT & Management	Software Designing	Utkal University

RESEARCH CREDENTIALS & PUBLISHED PAPERS

- Conspicuous Impact of eWOM and UGC on Hospitality Industry. The Business Review, Journal of Faculty of Commerce and Management Studies, University of Kashmir, No. 1, Issue 23 (ISSN 0972-8384), 2018.
- A New e-Business Model for Tourism Industry with Special Reference to Web 2.0. International Journal of Creative Research Thoughts, Vol. 5, Issue 3 (ISSN 2320-2882), 2018.
- Country-of-Origin Effect and Consumers' Buying Behavior. International Journal of Creative Research Thoughts, Vol. 5, Issue 3 (ISSN 2320-2882), 2018.
- The Impact of Indian and Saudi Consumers on Western Products: A Critical Analysis. International Journal in Management and Social Science (ISSN 2321-1784), 2017.
- An Assessment of Web 2.0 Architecture in Tourism Industry. International Journal in Management and Social Science (ISSN 2321-1784), 2016.
- Paper presented: "The Computerized Communication and World Wide Web" at the UGC-sponsored National Seminar on Electronic Devices, Systems and Information Security (SEEDS Conference), University of Kashmir, 2016.
- Paper presented and published: "Design of Web 2.0 Technology Websites in Tourism Industry in India: Conceptual Framework, Empirical Study, and Implications for International Marketing," at the CIMaR Conference, Peter B. Gustavson School of Business, University of Victoria, Canada, 2014.
- Web 2.0 and User Generated Content in Tourism Industry: A Case Study. The Business Review, University of Kashmir (ISSN 0972-8384), 2015.
- Diffusion of Internet Technology in Tourism Sector: An Empirical Study. Transnational Journal of Management, Washington DC (ISSN 1547-5786), 2014.
- A Case Study on Employees' Attitudes Towards Reward System in Teaching Industry. Acme Intellects International Journal of Research in Management, Social Sciences & Technology (ISSN 2320-2939), 2014.
- A Case Study on Job Satisfaction in Kashmir University. Acme Intellects International Journal of Research in Management, Social Sciences & Technology (ISSN 2320-2939), 2014.
- Role of Social Media and Its Strategic Adoption in Tourism. The Business Review, University of Kashmir (ISSN 0972-8384), 2013.
- Global Impact of e-Tourism: A Case Study. International Management Development Association, 22nd World Congress, 2013.
- Embracing Web 2.0 Technology: A Conceptual Framework. Paper presented at the Two-day International Conference on Contemporary Issues in Business, Management and Finance (CIBMF-II), University of Kashmir, 28–29 September 2013.
- Electronic Marketing and Tourism Services – An Evaluation Framework. The Business Review, University of Kashmir (ISSN 0972-8384), 2013.

BOOK REVIEWS

- Indian Higher Education: Envisioning the Future. The Business Review, Journal of Faculty of Commerce and Management Studies, University of Kashmir.
- Islamic Banking & Finance – Fiqh eEconomics is the Way Forward. Greater Kashmir.
- Data Mining Applications with R. The Business Review, Journal of School of Business Studies, University of Kashmir.

DISSERTATIONS

- Impact and Future Trends of e-Tourism: A Case Study of Jammu and Kashmir State.
- Employees' Attitudes Towards Reward System in IT Industry in Bangalore.
- An Organizational Study on J&K Bank in Bangalore.

PROFESSIONAL & ACADEMIC CONTRIBUTIONS

- Nominated Scholar Member of the Board of Post-Graduate Studies for MBA, MBA(FM) and IMBA programs, Department of Management Studies, University of Kashmir (2018).
- Editorial contribution: Rohingya Refugee Crises – Daily Rising Kashmir.
- Editorial contribution: Islamic Banking and Finance – Fiqh eEconomics is the Way Forward – Daily Greater Kashmir.
- Paper Reviewer, Journal of Family Business Management, Emerald Insights.
- Paper Reviewer, Acme Intellects International Journal of Research in Management, Social Sciences & Technology.