

Dr.Saira Banu Neelgar
Associate Professor



RESUME

Name	Dr. Saira Banu Neelgar
Residential Address	Chandni Chowk Road, Near Hari Masjid, Shivajinagar, Bangalore 51 Phone Number: 9880989224/ 8722218129. Email : sairabanu198@gmail.com
Official Address	Head of Department Al Ameen Institute of Management Studies, Hosur Road, Opp Lalabagh Main Gate, Bangalore-5600027. Phone No: 080-22279835
Date of birth	05 May1981.
Marital status	Married, One child
Nationality	Indian
Religion	Muslim
Educational qualification	MBA from Manipal University-First Class, M.com from Bharathiar University-First Class, M.Phil. From Dharwad University, Ph.D from the University of Mysore Thesis Title : “A Study on Marketing Strategies of Selected Medium Scale Food Products Manufacturing Units in North Karnataka”
Present Job At Al-Ameen Institute of Management Studies Affiliated with Bangalore University and Approved by AICTE	Lectures from 1 st January 2009 to Present a till Date. Head of the Department from 1 Aug 2012 to till Date at Al-Ameen Institute of Management Studies.

Work Handled	✓ As Head of Department, I have been Mentoring 360 students. ✓ Have handled the Planning Committee, External Examination Committee, From 2009 to the Present. ✓ Have Handled the Anti-Ragging Cell, Grievance Cell, Sexual Harassment Committee, 360-Degree Appraisal FeedBack Committee, From 2009 till Date, ✓ I have also handled Subjects such as marketing, Human Resource management for BBA, MBA, and M.COM. From 2009 to the present. ✓ I have Served as the Management Representative of ISO 9001-2008. From 2009 till Date, ✓ Served as the Coordinator for Inter-Class & Inter-Collegiate Fests, From 2009 till Date, ✓ I have also served as a Co-Coordinator and Internal Auditor for ISO 9001-2015,
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Papers presented	✓ Presented a paper titled “A Case Study on Growth Aspects and marketing strategies of medium Scale Industries in India” at the International conference on global Entrepreneurship Emerging Opportunities and challenges held at Bengaluru University on 28th and 29th January 2019. ✓ Presented a paper titled “A Case Study on Growth Aspects and marketing strategies of medium Scale Industries in India” at the International conference On Disruption in industry on opportunities for global sustainability. International Institute of Business Studies on 24th January 2018. ✓ A case Study on Growth Aspects and challenges of medium Scale Industries in India at International Conference on Management at KristuJ ayanthi College, held on 6th&7th December 2018. ✓ Impact of Digitalization on Commerce, Management Science, Technology and Humanities at Noble Group held on 28 march 2018. ✓ A Study on Digital marketing Strategies For Large scale Industries in Karnataka at the National level conference on the Impact of Digital economy on Business: Challenges and Opportunities; held on 21st November 2017 at Al-Ameen Arts, Science and commerce college. ✓ Innovation in the Aura of the banking system at the International Conference on Risk Management
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	through Financial and commodity markets, held at Kristu Jayanthi college on 25th and 26th september 2014, ✓ Innovations in Rural Marketing at the International Conference on Innovations in Management Practices held at Kristu Jayanthi College on 20th and 21st september 2012. ✓ Rural market integrated marketing at the National Conference on Convergences & Cross-currents in Management & Information Technology held at Seshadripuram First Grade College on 18th February 2012. ✓ “India in the 21st century” at the state level Conference Organised by G.T. Group of Institutions on 6th March 2012. ✓ “Quality in Business Education” at the National-Level Conference on “Business Education: Present and Future.” Organised by MLA Academy of Higher Learning on 10th and 11th February 2012. ✓ “A study on Digital Marketing Strategies for Large-scale Industries in Karnataka” at the National-Level conference On “Impact of the Digital economy on Business: Challenges and Opportunities held at Al Ameen Arts Science Commerce College held on 21st Nov 2017. ✓ “Impact of Digitalization on Commerce, Management, Science, Technology & Humanities”
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	at the National Level Conference held at Noble Group Of Institutions on 28 th March-2018.
Seminar/ Conference/Guest lecture/Faculty Development Programme.	✓ Workshop on “A Roadmap for writing a Research paper” at R.V. Institute of Management studies, Bangalore on 11th April 2015. ✓ Workshop on “A Roadmap to Research Techniques” on 30th October 2014 at New Horizon College; ✓ Participated in a State-level Faculty Development Programme held on 24th January 2013 at Acharaya Patashla evening college, Bengaluru. ✓ Participated in a faculty Development programme on Academic leadership on 26th & 28th July 2013 at Shruth & Smith Foundation. ✓ Attended a Faculty Development Programme at Al-Ameen institute of management studies from March to August 2011 on Interpersonal Relationship, Team Building, and Counselling Skill. ✓ Participated in the International Education Summit, Adhyapan-2013 ✓ Participated in the NAAC sponsored workshop held at Bengaluru University on 8th and 9th December 2014. ✓ Presented a paper titled Marketing Strategies through internet of things at the 2nd International

	Conference on Management 5.0: Technology, Sustainability & DEI (Diversity, Equity and Inclusion) organized by Department of Management Studies, Dayananda Sagar College of Engineering Bengaluru held on 20th December 2024. ✓ Presented a paper titled “Artificial Intelligence is a Boon or a Curse in the field of Education and other sectors” at the National level : Presented a paper at the National Level Conference held at Acharya Pathasala College of Commerce (APS College of Commerce) on 26th September 2025
Publications	✓ A Study on “Customer Awareness towards Selected Food Products in Karnataka” International Journal of Advances in Engineering and Management, Volume 3 issued on 9th September 2021, ISSN : 2395-5252, (IJAEM), https://www.ijaem.net/ ✓ “Impact of Marketing strategy on Business performance” A Study of Selected Medium Enterprises in Hubli District, Journal of the Asiatic Society of Mumbai, UGC CARE Group-I Journal ISSN : 0972-0766 Vol. : XCVI, No:04, 2023, https://www.asiaticsociety.org.in/journal/ ✓ “A Case study on Growth Prospectus and Challenges of Medium scale industries in India.”.International Journal of Advance and Innovative Research Volume 6, Issue 1 (XXV): January - March, 2019 ISSN : 2394-7780 https://ijairjournal.in/ ✓ “A study on Marketing Strategies of Small Enterprises in India: In particular the impact of

	Digitalization on Commerce, Management, Science, Technology & Humanities held on 28th march 2018 In National Conference at Noble group of institution Bangalore -78E-PROCEEDINGS 2018 ISBN NO 978-93-5288-073-7, PP152-162 ✓ A Case study on growth aspects and Challenges of medium scale industries in India: In particular with management of change and complexity held on 6th and 7th December 2018 .E-PROCEEDINGS-2019. ✓ A case Study on Growth Aspects and marketing strategies of medium Scale Industries in India on global Entrepreneurship Emerging Opportunities and challenges at Bangalore University held on 28th & 29th January 2019 as International Conference. NO E- PROCEEDINGS-2019. ISB NO978-81-935990-1-3. ✓ On Disruption in industry on opportunities for global sustainability on -A case Study on Growth Aspects and Marketing Strategies of Medium Scale Industries in India as International conference at international institute of Business studies held on 24 January 2018 ISBN NO E-PROCEEDINGS-2018.
Award	✓ Received “Best Teacher Award” on 6th November 2018 by Al-Ameen Educational Society.
Book Publication.	● “Organizational Behaviour” as per New SEP Syllabus for 3rd Semester BBA, Bengaluru City University w.e.f. 2025, Published by VISION BOOK HOUSE, ISO 9001:2015 CERTIFIED, ISBN: 978-93-7105-097-5.

	● “Human Resource Management Practices” as per New SEP Syllabus for 2nd Semester BBA, Bengaluru City University w.e.f.2025 , Published by VISION BOOK HOUSE, ISO 9001:2015 CERTIFIED, ISBN: 978-93-6557-384-8. ● “Cost Accounting” as per New NEP Syllabus for 3rd Semester, BBA, Bengaluru City University w.e.f. 2021-22, Published by VISION BOOK HOUSE, ISO 9001:2015 CERTIFIED, ISBN: 978-93-5693-009-4. ● “Principles of Management” as per the SEP Syllabus for 1st Semester BBA, Bengaluru City University w.e.f 2024 ,Published by VISION BOOK HOUSE, ISO 9001:2015 CERTIFIED, ISBN: 978-93-6557-616-0. ● “Integrated Marketing Communication” as per New CBCS Syllabus for 5th Semester, BBA, Bengaluru City University w.e.f. 2019-20, Published by VISION BOOK HOUSE , ISO 9001:2015 CERTIFIED, ISBN:978-93-5495-460-3 ● “Customer Relationship Management” as per New SEP Syllabus for 4th Semester BBA, Bengaluru City University, w.e.f 2026, Published by VISION BOOK HOUSE, ISO 9001:2015 CERTIFIED, ISBN: 978-93-7105-469-0. ● “Advertising and Media Management”, as per New NEP Syllabus for 6th Semester, BBA, Bengaluru City University, w.e.f 2024, Published by VISION BOOK HOUSE, ISO 9001:2015 CERTIFIED, ISBN: 978-93-5840-450-0. ● “Principles of Management” as per New CBCS Syllabus for 1st Semester, BBA, Bengaluru Central University, w.e.f. 2019-20, Published by VISION BOOK HOUSE, ISO 9001:2015 CERTIFIED,
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	ISBN: 978-93-5367-562-2. ● “Management Principles & Practice” , Strictly Written As per NEP (Karnataka) Syllabus for 1st Semester, BBA, Bengaluru City University w.e.f. 2021 Published by VISION BOOK HOUSE , ISO 9001:2015 CERTIFIED, ISBN:5551234112463 ● “Human Resource Management” as per New CBCS Syllabus for 3rd Semester, BBA, Bengaluru City University w.e.f. 2019-20, Published by VISION BOOK HOUSE, ISO 9001:2015 CERTIFIED, ISBN: 978-93-90436-01-9. ● “Business Research Methods” as per New CBCS Syllabus for 4" Semester, BBA,Bengaluru City University w.e.f, 2019-20, Published by VISION BOOK HOUSE ISO 9001:2015 CERTIFIED, , ISBN:978-93-5433-813-7 ● “Strategic Management” as per New CBCS Syllabus for 6th Semester, BBA, Bengaluru City University w.e.f. 2019-20, Published by VISION BOOK HOUSE ISO 9001:2015 CERTIFIED, ISBN: 978-93-5596-438-0. ● “Financial Markets and Services” as per New NEP Syllabus for 4th Semester, BBA, Bengaluru City University w.e.f. 2021-22, Published by VISION BOOK HOUSE ISO 9001:2015 CERTIFIED, ISBN: 978-93-5693-809-0.
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The information provided here is true and correct, to the best of my knowledge.

Place : Bangalore

Date : 27-7-2026

Signature: