

Dr. Mohd. Yaseen Khan is an Asst. Professor (Marketing & IB) in Army Institute of Management & Technology, Greater Noida, U.P. (affiliated to Guru Gobind Singh Indraprastha University, New Delhi). He is MBA (Marketing), MA (English) and BA (English). He is awarded **Doctor of Philosophy** from Uttarakhand Technical University, Dehradun, India in 2017 on the topic- **Customized Communication, Value Proposition and Brand Loyalty in Retailing**. It is a study on SERVPERF-RSQS Model. He is working with Army Institute of Management & Technology, Greater Noida, U.P. since 2009. He has Seventeen and half Years' experience (two and half years Industry and **Fifteen** years teaching).

Dr, Khan has been MBA Course Coordinator for about THREE years and he also coordinated many Industrial visits and recreational tours for MBA students. He has performed the duties of IQAC coordinator since July 2015 to June 2018.

As an academican, he has presented a good number of research papers in various national and international seminars and conferences. He has got 11 research papers published in reputed national and international journals and conference proceedings. He has also reviewed one book Economic Environment and Policies for Business- Authors Justin Paul & Parul, Tata McGraw Hill Education (P) Ltd. New Delhi, 2012, 1st Edition, (ISBN-13:978-1259000286-5). Dr. Khan has been faculty counselor for TATA McGraw Hills Pilot Project manaEDGE for Marketing Management -a holistic learning solution with fully integrated teaching, learning and assessment resources on a digital platform.

Currently, he is teaching Consumer Behaviour, Marketing Management, Advertising & Brand Management, Internet Marketing, Rural and Social Marketing and Management of International Business.

He is awarded by **President of India** Award (Rashtrapati Puruskar).