DR. S. MD. SHAKIR ALI

FACULTY | AUTHOR | DIGITAL BUSINESS SUBJECT MATTER EXPERT (SME)
SERIAL DIGITAL ENTREPRENEUR | STARTUP MENTOR | PUBLIC SPEAKER

CONTACT

📞 +91-9849256286

✉️ info@ShakirAli.in

📍 Hyderabad, India

LinkedIn Profile:
https://www.linkedin.com/in/shakiralidigitalmediatrainer/

COURSES TAUGHT

UG & PG Courses:

- Digital Marketing
- Advertising & Marketing
- Organizational Behavior
- Operations Management
- Retail & Brand Management
- Entrepreneurial Development

Digital Specializations:

- Social Media Strategy
- SEO & Google Ads
- CRM & Automation
- Entrepreneurship & Innovation
- Agile Digital Business Models

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Urdu (Basic)

DYNAMIC DIGITAL MARKETING LEADER | 26+ YEARS' EXPERIENCE IN ACADEMIA & ENTREPRENEURSHIP

A seasoned professional with over 26 years of experience spanning digital marketing, business strategy, and media communications, I bring a unique fusion of academic insight and entrepreneurial agility. With 11+ years as a senior faculty and subject matter expert in digital business and marketing, and 15+ years as a digital media entrepreneur, I specialize in aligning academic frameworks with evolving industry needs. My expertise includes digital transformation consulting, marketing analytics, content strategy, social media, SEO, and eCommerce innovation. I've mentored startups, built industry-aligned curricula, and delivered scalable digital marketing solutions for institutions and SMEs across India, the US, and the UK. Passionate about digital upskilling and future-ready education, I'm committed to delivering impactful, data-driven marketing strategies that empower businesses and learners alike.

ACADEMIC & TEACHING EXPERIENCE

Lithan Academy (eduCLaaS Pte Ltd), Singapore

Mentor & Senior Lecturer – Digital Business   June 2022 – Present

Delivery Model: Blended digital learning for Professional Diploma, UG, and PG programs (remote-first instruction with flexible on-campus sessions)

Key Roles & Responsibilities

Content Development & Validation

- Developed and enhanced instructional materials, including case studies, industry-aligned assessments, and hands-on exercises for all modules in Digital Business.
- **Topics** covered include generative AI in marketing, digital business transformation, marketing: social media strategy, SEO, Google Ads, analytics, and omnichannel communication. Sales: Solution Marketing & Sales, Business Innovation: Entrepreneurship, Agile Management, Digital Business Models
- Technology: Website Development, CRM Tools, Business Analytics
- Ensured every learning activity mapped to real-world competencies and measurable outcomes.
- Aligned curriculum with Singapore's Smart Nation initiative and Lifeskilling Program standards.

Delivery & Facilitation

- Conducted flipped-classroom sessions, lab simulations, project evaluations, and assessments for bachelor's and master's students across Southeast Asia.

RESEARCH INTERESTS

- Digital Marketing & Consumer Behavior
- Entrepreneurship & Innovation
- Marketing Analytics & CRM
- E-Commerce, Retail & Brand Management
- Education Technology & EdTech Strategy

- Facilitated live webinars and interactive workshops contextualized for local markets and regulatory environments.

Domains & Specializations

- Marketing & Communications: Digital Marketing, Social Media, SEO, Google Ads, Content Strategy, Digital Communication
- Analytics & Campaigns: Marketing Analytics, Omni-channel Campaigns, CRM Applications, Solution Sales
- Strategy & Innovation: Entrepreneurship, Business Model Design, Agile Management, Digital Business Setup
- Applied Practice: Capstone supervision, learner progress tracking, individual coaching, and outcome-based evaluations

Mentorship & Learner Support

- Delivered personalized mentoring in:
  - Capstone projects
  - Career mapping and portfolio development
  - Lifeskilling and SignPass certification preparation for mid-career professionals
- Boosted learner completion rates and satisfaction through continuous support.

Partnerships & Industry Engagement

- Served as Subject Matter Expert (SME) in Digital Business for partner institutions across Southeast Asia:
  - Vietnam: Vietnam National University, Bach Khoa University, FPT University, University of Nha Trang
  - Philippines: Baliuag University, University of Cebu, Global 1 OneTech, Luis Bernardo Memorial High School, Philippine Women's College
  - Indonesia: Institut Teknologi & Bisnis, Inovasi Teknologi Sektor Keuangan, Sekolah Tinggi Teknologi Bandung, Universitas Faletehan
  - Malaysia: Universiti Teknologi Malaysia, Wawasan Open University
  - Sri Lanka: Java Institute of Southern Campus
  - Bangladesh: Brahmanbaria Government College

Quality Assurance & Continuous Improvement

- Led bi-annual academic reviews with board members and industry collaborators.
- Incorporated learner feedback and market trends to update learning content and delivery methods.
- Piloted innovative delivery tools, including
  - Simulation labs
  - Real-time analytics dashboards
  - Outcome-driven learner engagement models

Aurora's PG College, Hyderabad
Sept 2024 – Present

Associate Professor—Dept. of Business Management

Areas of Teaching:
Develop and deliver post-graduate-level courses in core subjects such as Operations Management, marketing management, marketing engineering, advertising & retail marketing, organizational behavior, branding, digital marketing, strategic marketing, and entrepreneurship.

College NAAC Team:

- Contributed as a member of the NAAC College Team, playing a key role in the accreditation process.

- The efforts were focused on ensuring quality standards in education and institutional development, aligning with NAAC's guidelines.

Startup Mentorship and Support:

- Extend mentorship and support to MBA students interested in entrepreneurship and startup ventures, providing guidance on business ideation, market analysis, and strategic planning.

Entrepreneurship Education and Training:

- Encourage cross-disciplinary collaboration and teamwork by involving students from diverse academic backgrounds in entrepreneurial projects and initiatives.

Soft Skills Development:

- Design and deliver soft skills development programs tailored to the needs of MBA students, focusing on communication, leadership, teamwork, and problem-solving skills.
- Offer workshops, seminars, and coaching sessions to help students enhance their interpersonal skills, emotional intelligence, and professional demeanor.
- Provide opportunities for students to practice and apply their soft skills through team projects, presentations, and role-playing exercises in both academic and real-world contexts.

By integrating teaching responsibilities with mentorship, entrepreneurship education, soft skills development, and industry engagement, I have created a comprehensive learning experience that prepares students for success in both academic and professional endeavors.

Indian School of Digital Business (ISDB), Hyderabad

Principal & HoD – Digital Marketing   June 2016 – May 2022

An EdTech company and knowledge partner for various academic institutions and universities, providing certification, short-term, and long-term programs for UG and PG programs in digital businesses.

Responsible development of course curriculum, training modules, content, & complete industrial exposure. Managing a team of faculties for conducting flipped classes, additional practice, assignment coordination, projects, and certification courses in association with various universities, colleges, and skill development programs organized by private and government institutions under NSDC & Skill Development Initiatives.

Modules Covered

- Website Development, Digital Marketing, Social Media Marketing, Digital Communication, Content Marketing, Marketing Analytics & SEO, CRM Marketing & CRM Applications, Omni-marketing Campaign, Solution Marketing & Sales, Entrepreneurship and Innovation, and Mentored & Guided Industry Projects.

Highlights & Overview

- Trained more than 3000 professionals and hundreds of government officials under the Digital Marketing Training Center. Conducted training programs with NI-MSME under the Government of India Department of MSME for promotion & education of digital media for their business needs. Visiting faculty to various leading management, technology, and other institutes like GH Raisoni University; Chhindwara (MP), India; Skill Academy; Kolkata; National Institute of Micro, Small, and Medium Enterprises (ni-msme); Hyderabad; WLC College India Ltd., Hyderabad

eMerchant Academy, Hyderabad

Lead Faculty & Trainer – Digital Marketing   Jan 2013 – Mar 2016

an EdTech company and knowledge partner for various academic institutions and universities, government organizations, MSMEs, NI-MSMEs, and others providing certification, short-term, and long-term programs for UG and PG programs in digital businesses.

Responsibility

- Development of course curriculum, training modules, content, and complete industrial exposure. Managing a team of faculty for conducting flipped classes, additional practice, assignment coordination, projects, and certification courses in association with various universities, colleges, and skill development private and government initiatives. Complete branding, PR, media management, advertisements, business tie-ups, managing P&L accounts, & expanding franchises in various parts of the country.

Curriculum & Syllabus Drafting

- Involved with various MBA colleges & universities for setting up course curricula of various durations for certifications, diplomas, professional diplomas, PGs, and up to MBAs in digital marketing. I have drafted syllabi & curricula and have helped various academic institutions, private & deemed universities.

Startup Mentor

- Involved in training & mentoring young MBA graduates & youngsters for startups and nurturing their careers in digital avenues.

EDUCATION

Ph.D. in Management   2022
Mewar University
Rajasthan, India

MBA in Marketing   2013
Osmania University
Telangana, India

Postgraduate in IT & Management   1997
AIMA CME
New Delhi, India

B.A. (Hons.) in Economics   1995
Aligarh Muslim University
Uttar Pradesh, India

PROFESSIONAL CERTIFICATIONS

- Certificate in International Marketing – IIIT Bangalore
- Certified Digital Marketing Professional – Facebook & eCommerce
- Certificate in Branding & Marketing for Startups – IBMI Berlin
- Leadership Excellence – Harvard Square

SKILLS

- Digital Strategy, SEO, SEM, SMM, Branding
- Digital Transformation, Business Model Innovation
- Sales & Marketing, CRM, Campaign Management
- Entrepreneurship Development
- Academic Curriculum Design
- Leadership & People Management
- Agile & GTM Strategy
- Public Speaking, Soft Skills Training

RESEARCH & PUBLICATIONS

- ABDC: 11 papers
- Scopus: 12 (2 in publication)
- Springer: 5 (1 in publication)
- Other Intl/UGC Care: 10
- Book Chapters: 07
- Textbooks (ISBN): 06
- Patents: 02 (1 granted, 1 in process)

https://scholar.google.com/citations?user=ECeoMqMAAAAJ&hl=en

RESEARCH PAPER PUBLICATIONS

- Investigating The Challenges Involved in Cyber Threats for Transactions Over the Internet. Advances in Consumer Research, 2(4), 712–716. (2025) ISSN: 0098-9258. **ABDC** Listed. (https://acr-journal.com/article/investigating-the-challenges-involved-in-cyber-threats-for-transactions-over-the-internet-1190/)
- Market Trends and Financial Decision-Making: A Synergistic Approach. European Economic Letters (EEL), 15(1), 2688–2698. (2025) ISSN: 2323-5233. **ABDC** Listed. (https://doi.org/10.52783/eel.v15i1.2694 / https://www.eelet.org.uk/index.php/journal/article/view/2694)
- The Power of Social Influence in Consumer Choices and Marketing Management. Journal of Marketing & Social Research, 2(1), 319–329. (2025) ISSN: 3008-0711. **ABDC** Listed. (listed https://jmsr-online.com/article/the-power-of-social-influence-in-consumer-choices-and-marketing-management-47/)
- Artificial Intelligence in Marketing: From Algorithms to Consumer Insights. Journal of Marketing & Social Research, 2(1), 155–163. (2025) ISSN: 3008-0711. **ABDC** Listed. (https://jmsr-online.com/article/artificial-intelligence-in-marketing-from-algorithms-to-consumer-insights-27/)
- Global Trends in Digital Education: India's Path to Equitable and Inclusive Online Learning. South-Eastern European Journal of Public Health, 4629–4641. (2025) ISSN: 2197-5248. Scopus Listed. (www.seejph.com/index.php/seejph/article/view/4941 / https://doi.org/10.70135/seejph.vi.4941)
- Cognitive Biases in Digital Decision Making: How Consumers Navigate Information Overload (Consumer Behavior). Advances in Consumer Research, 2(1), 168–177. (2025) ISSN: 0098-9258. **ABDC** Listed. (https://acr-journal.com/article/cognitive-biases-in-digital-decision-making-how-consumers-navigate-information-overload-consumer-behavior--889/)
- Consumer Trust in Digital Brands: The Role of Transparency and Ethical Marketing. Advances in Consumer Research, 2(1), 106–114. (2025) ISSN: 0098-9258. **ABDC** Listed. (https://acr-journal.com/article/consumer-trust-in-digital-brands-the-role-of-transparency-and-ethical-marketing-882/)
- Predictive Modeling of Student Learning Outcomes through Cognitive and Emotional Skill Integration. International Research Journal of Multidisciplinary Studies, 6(1), 892–910. (2025) ISSN: 2582-631X. **Scopus** Indexed. (https://doi.org/10.47857/irjms.2025.v06i01.02895)

- Leveraging Artificial Intelligence for Talent Acquisition and Employee Retention in Human Resources. Journal of Innovation in Systems and Engineering Management, 4(1), 508–516. (2025) ISBN: 2468-4376. Scopus Indexed. (https://jisem-journal.com/index.php/journal/article/view/452)

- Investigating How Different Pricing Strategies Impact Consumer Perception and Purchase Behavior in Online Markets. Journal of Informatics Education and Research, 4(3). (2024) ISSN: 1526-4726. **ABDC** Listed. (https://jier.org/index.php/journal/article/view/1970)

- Industry 4.0-Driven Noninvasive Blood Group Estimation Integrating Image Processing, Machine Learning, and Smart Healthcare Solutions. Nanotechnology Perceptions, Vol 20 No.7 (2024), 3102–3119. **Scopus** Indexed. (https://nano-ntp.com/index.php/nano/article/view/4641)

- The Influence of Digitization on Talent Acquisition and Retention Strategies. Accountancy Business and the Public Interest. Special Issue: Trends in Management & HR. (2024) ISSN: 1745-7718. (https://abpi.uk/wp-content/uploads/2024/07/01SP2406.pdf)

- Examining the Role of Social Media, Online Reviews, and Influencers in Shaping Consumer Perceptions. Academy of Marketing Studies Journal, 28(S4), 1–11. (2024) **ABDC** Listed. (https://www.abacademies.org/articles/examining-the-role-of-social-media-online-reviews-and-influencers-in-shaping-consumer-perceptions.pdf)

- Impact of Consumer Awareness on UPI & Digital Transactions in Rural and Urban India and the Influencing Factors. International Journal of Management and Applied Science (**IJMAS**), 10(1), 161–168. (2024). (https://www.iraj.in/journal/journal_file/journal_pdf/14-976-1712208826161-168.pdf)

- Impact of Influencer Marketing on Consumer Behavior: An Analytical Study. Tuijin Jishu / Journal of Propulsion Technology, 44(4), 3160–3166. (2023) ISSN: 1001-4055. Scopus Indexed. (https://propulsiontechjournal.com/index.php/journal/article/view/1410/993; DOI: https://doi.org/10.52783/tjjpt.v44.i4.1410)

- An Empirical Study of Comparison Between Rural & Urban Consumer Behaviour. International Journal of Emerging Technologies and Innovative Research, 10(10), C739–C743. (2023) ISSN: 2349-5162. (http://doi.one/10.1729/Journal.36470 Google Scholar, Research Gate and other Indexed.)

- A Novel Framework for Harnessing AI for Evidence-Based Policymaking in E-Governance Using Smart Contracts. ICACIS 2023 – **Springer**, Germany, pp. 231–240. (2023) (https://link.springer.com/chapter/10.1007/978-3-031-45124-9_18 & DOI Url https://doi.org/10.1007/978-3-031-45124-9_18 published on 11th October 2023 page 231–240)

- Redefining Rural Markets: The Influence of Digital Media on Consumer Behavior in Rural India. International Journal of Science and Research Archive (**IJSRA**), 10(1), 404–410. (2023) (https://doi.org/10.30574/ijsra.2023.10.1.0760; Google Scholar and CrossRef Indexed.)

- The Role of Artificial Intelligence in Predicting Market Trends. European Economic Letters (EEL), 14(3), 1592–1602. (2024) ABDC Listed. (https://www.eelet.org.uk/index.php/journal/article/view/1928)
- Digital Entrepreneurship: A Tool Enhancing Innovative Capabilities of Start-ups. Journal of Innovation and Entrepreneurship. **Springer** Open. (Accepted, 2023)
- Internet of Things (IoT)-Based Defined Digital Marketing Strategies. International Journal of IT & Knowledge Management, 11(2), 189–200. (2018)
- An Empirical Evaluation on Influencing Factors of E-CRM for Banking Sectors Using AHP. International Journal of Management (**IJM**), 12(8), 14–21. (2021) (https://iaeme.com/Home/issue/IJM?Volume=12&Issue=8 ISSN Print: 0976-6502 and ISSN Online: 0976-6510)
- Digital Payments: Growth Challenges and Opportunities in Uttar Pradesh, India. **IJCBM**, 10(2), 186–192. (2017)
- Digital Payment for Rural India—Challenges and Opportunities. **IJMAS**, 3(6), 35–40. (2017)
- E-Commerce Success and Readiness in Rural India. EDOC-17, Rama University, Kanpur, pp. 111–115. ISBN: 978-93-86258-20-5

Google Scholar Link https://scholar.google.com/citations?user=ECeoMqMAAAAJ&hl=en

BOOK CHAPTER CONTRIBUTIONS

- Digital Adaptation in Agricultural Sector: Challenges and Prospects in Uttar Pradesh, India. CRC Press, Taylor & Francis Group. **Scopus** Indexed (Post Publication)
- The Intersection of Quantum Computing and Disaster Management. In: "The Rise of Quantum Computing in Industry 6.0 Towards Sustainability," **Springer**.
- Soft Computing Expertise in Industry 4.0 and 5.0. **Springer**. DOI
- The Influence of Digital Media on Consumer Behavior in Rural India. Contemporary Research in Business, Management, and Economics, Vol. 2, 128–141.
- Challenges and Opportunities for Digital Payments in Rural India. Contemporary Research in Business, Management, and Economics, Vol. 2, 165–178.
- Comparison between Rural and Urban Consumer Behavior: An Empirical Study. Contemporary Research in Business, Management, and Economics, Vol. 2, 142–153.
- A Novel Framework for Harnessing AI for Evidence-Based Policymaking. In: Advanced Communication and Intelligent Systems, ICACIS 2023. **Springer**.

ACADEMIC CONFERENCES

- Global Trends in Digital Education – National e-Conference, D Y Patil Vidyapeeth, Pune (Sep 2024)
- Impact of Digital Marketing on Youth's Purchasing Behavior – PAMIR-2 Conference. ISBN: 978-989-758-723-8. DOI
- Research on the Influence of Digital Marketing on Consumer Behaviour – Scopus Indexed (In Process)

- Impact of Consumer Awareness on UPI & Digital Transactions – IRAJ International Conference, Malappuram (Dec 2023)
- AI for Evidence-Based Policymaking in E-Governance – ICACIS 2023, Springer Indexed, Warsaw Management University, Poland (Jun 2023)
- Speaker – Horizon 2021 International Conference, GH Raisoni University (Aug 2021)
- Speaker – AIMA MSME Convention, FTAPCCI Hyderabad (Sep 2018)
- Participant – International Conference, University of Lucknow (Apr 2017)
- Paper Presentation – National Seminar, University of Lucknow (Jul 2017)

💼 PATENTS

1. **Granted**
- Patent Number: 2021103941
- Application Date: 2021-07-07
- Title: Internet of Things (IoT) Based Defined Digital Marketing Strategies, Approaches with AI-Based Programming
- Office: IP Australia (ipaustralia.gov.au)

2. **In Review**
- Application Number: 202221000868
- Application Date: 2022-01-06
- Title: Forecasting Management Information System
- Office: IP India Government (ipindiaservices.gov.in)

👤 BOOKS AUTHORED

- Author of Book "Digital Marketing for Common Man" available at Amazon https://www.amazon.in/Digital-Marketing-Common-Man-Shakir/dp/B09MHV7DVR/
- Main Author of Book for Management Curriculum "Digital Marketing - A Critical Platform for Brand Management" available as eBook on Google Play Book store https://play.google.com/store/books/details/Digital_Marketing_A_Critical_Platform_for_Brand_Ma?id=3iVAEAAAQBAJ
- Co-Author of Book for Management Curriculum "International Business: A Digital Perspective" Available at Amazon https://www.amazon.in/dp/9392591098
- Co-Author of Book for Management Curriculum "Neuromarketing: Impact on Consumer Behaviour" ISBN 9789391150402 available at Amazon https://www.amazon.in/dp/B09QWWM37P/
- Author the Book "Franchise 6.0: Digital Strategies for Growing Your Business" available at Amazon https://www.amazon.in/dp/B0DM1P7GNP

ACADEMIC-INDUSTRIAL PARTNERSHIP

IIM-Nagpur
- Signed a tri-party agreement with IIM Nagpur & NI-MSME Hyderabad (under the Ministry of MSME, Government of India) to promote & market their entrepreneurship professional program.

CREDO Kolkata
- Signed a tri-party agreement with CREDO & Peerless Skill Academy to promote & market their Fashion Designing & Clinical Research Associate Professional Programs.

Mewar University
- Signed MoU—with Mewar University to promote & market their professional program. Also, to conduct a joint program of digital marketing for their MBA & BTech computer science students. Digitoze the Knowledge Partner for Course Content & Delivery as a special module for their programs.

Engineering College, Hyderabad
- Signed MoU with ISL College to conduct a joint program of digital marketing for their MBA & BTech computer science students. Digitoze the Knowledge Partner for Course Content & Delivery as a special module for their programs.

GETCO IT & Services Limited (Department of L & D), Bangladesh
- Signed MoU with GETCO Bangladesh to conduct a joint program of digital skilling for various vocational institutions and MBA & BTech students. Digitoze the Knowledge Partner for Course Content & Delivery as a special module for their programs.

GH Raisoni University, Chhindwara (MP), India
- Signed MoU with GHRU to conduct a joint program of digital marketing for their MBA, BTech, and vocational courses as a knowledge partner for course content and delivery as a special module for their programs.
- Guest Faculty & Member of Research Advisory Committee (Honorary)

Peerless Skill Academy & Ramkrishna Math, Kolkata
- Faculty of Digital Marketing (Remote Part-Time) till May 2022

TSBL Chennai & Taylor's University Malaysia
- Signed MoU with TSBL, Chennai, to conduct a joint program with Taylor's University Malaysia on eCommerce, CyberLaw, Logistics Management & Digital Marketing. TSBL Chennai had their Singapore counterpart. As a joint initiative, we used to offer various programs and operate as a knowledge partner for course content & delivery as a special module for their regular & vocational programs.

Shiv Shivani Institute of Management, Hyderabad
- Signed MoU with Shiv Shivani Institute of Management to conduct a joint program of digital marketing as a knowledge partner for course content & delivery as a special module for their PGDM programs.

ISL

National Institute of Micro, Small, and Medium Enterprises (NI-MSME), Hyderabad

- Signed MoU to offer a Joint Certification Program for Digital Business, Marketing & Sales Automation.
- Guest Lecturer & Subject Matter Expert (on a project-to-project basis) since 2012
- Had been involved in training various courses related to Marketing, Brand Management, Cluster Marketing, digital marketing, and service marketing.
- Trainer for Marketing and Branding of Clusters for Government of India KVIC Officers
- Involved in training more than 100 Government officers for digitization
- Overall Trained more than 50 batches so far.
- Digital Marketing & Search Engine Marketing Executive Program by Ministry of MSME—As part of the Assistance to Training Institutions Scheme, I have been involved in mobilizing & training 240+ participants across the country.

MSME DI Balanagar; Government of India; Hyderabad

- Guest Faculty and Lead Trainer for Certification Program for Digital Marketing
- Trained more than 20 batches.
- Duration: 2012 to 2015

WLC College India Ltd., Hyderabad, at Leading B-Schools

- Visiting Faculty for Digital Marketing @ 2014 to 2015

During My tenure of 25+ Years, I was associated with few of business schools in India like WLCI; Ni- MSME (Govt of India for Skill Development for entrepreneurs), MSME Govt of India, MANUU, SSIM, PSA Kolkata, Raisoni University, BMU Gujrat, BIT Mesra, EAD IIT Kharagpur, Vignan's University AP, JSPM's ICOER Pune, Sasi Institute of Technology and Engineering Tadepalligudem, Aurora's Business College and more in Hyderabad & other states of India.

RESEARCH EDITORIAL TEAM MEMBER

- Editorial Team Member of the Journal of Lifestyle and SDGs Review (e-ISSN: 2965-730X) multidisciplinary journal, indexed by Scopus & Elsevier https://sdgsreview.org/LifestyleJournal/index
- Editorial Board Members for the Science Journal of Business and Management, USA; ISSN Online: 2331-0634; ISSN Print: 2331-0626 DOI: https://doi.org/10.11648/j.sjbm / http://www.sciencepg.com/journal/sjbm
- Editorial Board Member for International Journal of Advanced Engineering and Management Research (IJAEMR); by Alicon Publications; ISSN: 2456-3676 DOI: https://dx.doi.org/10.51505 / https://ijaemr.com/
- Reviewer and Editorial Board Member for International Journal for Innovative Research in Technology (IJIRT); UGC-approved Journal; ISSN: 2349-6002; https://ijirt.org/

AWARDS & HONORS

- Most Inspiring International Coach & Trainer for Digital Business by Eminent Research (Oct' 2023)
- "Company of the Year 2020 COVID Special" by The CEO Story; New Delhi
- "Global Quality Awards" by Actress Karishma Kapoor for "Quality Education and Digital Marketing Services" @ New Delhi
- "50 Best Digital Marketing Professionals of India" award at Mobile & Digital Marketing Summit @ Mumbai
- National award for Eminent Educationist by Indo-American (Indus) Foundation for Digital Marketing @ Hyderabad
- Digital Marketing Man of the Year 2012 by AICC @ Bangalore
- Rajeev Gandhi Arc of Excellence Award for the year by FFI @ Delhi
- Mother Teresa Excellence Award by ICSEP @ Hyderabad
- Best Digital Marketing Services provider in Andhra Pradesh by Brands Academy @ Bangalore
- Best Upcoming Digital Marketing Academy in Andhra Pradesh by Brands Academy @ Delhi
- Small Business Award by Franchise India Holdings Limited @ Mumbai

INDUSTRY EXPERIENCE

June 2016 – May 2022: Digitoze Consulting Services LLP, Hyderabad
Founder & CEO
Digital media strategies, campaign budgeting, team leadership, P&L responsibility, consulting for startups and SMEs, trainer for government and private institutions.

2006 – 2016: e-Merchant Digital Solutions Pvt Ltd, Hyderabad
Founder & CEO
Built 60+ member company; franchise model; global partners; INR 10+ million turnover; investor exit in 2016; mentoring SMEs and entrepreneurs.

2005 – 2006: SoftPro Systems Ltd, Hyderabad
Manager - SEO
Business lead generation, team management, alumni platforms branding.

2004 – 2005: Ybrant Technologies Inc, Hyderabad
Manager - Internet Marketing/SEO
Business generation, data mining, department management.

2002 – 2003: Ishir Infotech Pvt Ltd, Delhi
SEO Specialist
Handled US-based SEO projects, on-page/off-page optimization.

1997 – 2002:
Span International, New Delhi as Manager – eMarketing
India International House Ltd., New Delhi as Asst. Manager - Overseas Business
Apex Software, New Delhi as Senior Marketing Executive
Inet India Solutions Pvt. Ltd., New Delhi as Marketing Executive

Dr. S. Md. Shakir Ali

Committed to bridging academia and industry through research, innovation, and entrepreneurship-focused pedagogy.