



# DR. S. MD. SHAKIR ALI

ASSOCIATE PROFESSOR | 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)



A dynamic professional with over 26 years of experience, I bring a unique blend of academic and entrepreneurial expertise in digital business, marketing, and media. With 11+ years as an associate professor, senior faculty, and subject matter expert, and 15+ years as a serial entrepreneur, I specialize in aligning academic programs with real-world industry needs. I've contributed extensively to curriculum development, startup ecosystem building, and innovation hubs while mentoring students and startups alike. Currently associated with a university as an associate professor in India; earlier with a college affiliated with Osmania University, India, and previously with Lithan Academy, Singapore, I also consult for companies across India, the US, and the UK. A frequent speaker at national and international forums, I'm actively involved in digital transformation initiatives for MSMEs, startup mentorship (Apprify, Irtiq, Oathkart, MeanBuy.in), and enterprise strategy using BOT models. My work integrates people development, digital upskilling, and research to deliver globally relevant, future-ready education.



## ACADEMIC & TEACHING EXPERIENCE

### Aditya University; Kakinada (A.P) India

Jan' 2026 - Present

Associate Professor – Marketing & Digital Business

#### Key Roles & Responsibilities

- As an **Associate Professor of Marketing & Digital Business** at **Aditya University**, I am responsible for delivering **effective teaching** in the areas of **Marketing, Digital Marketing, E-commerce, and Digital Strategy**, ensuring strong academic and industry alignment.
- I contribute to **curriculum development, academic planning, and student mentoring**, integrating **industry-oriented practices and emerging digital tools** into classroom delivery.
- I **supervise and mentor Research Scholars (Ph.D. and PG students)** by guiding them in **research design, methodology, publication, and ethical research practices**.
- I also support **academic administration, research initiatives, industry interaction, and quality assurance activities** of the department.

### Aurora's PG College, Hyderabad

Sept 2024 – Nov 2025

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**.

## RESEARCH INTERESTS

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

### 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.

### Lithan Academy (eduCLaaS Pte Ltd), Singapore

Mentor & Senior Faculty – Digital Business      June 2022 – Dec 2025  
(Hybrid/Remote)

an EdTech company and knowledge partner for various Southeast Asian universities, providing UG and PG programs in digital businesses.

### Mentor & Senior Lecturer—Department of Digital Business

- Responsible for conducting Flipped Class, Additional Practice, Assignment Coordination, Projects, and Assessments for bachelor' & master' learners. Students from Singapore, Malaysia, Indonesia, the Philippines, Vietnam, Bangladesh, India, and other Southeast Asian countries.

### Area of Teaching

- Digital Marketing, Sales & Communication, Social Media Marketing, SEO, Google Paid Ads, Marketing Analytics, Omni-Marketing Campaign, Solution Marketing & Sales, Entrepreneurship, Innovation in Business, Technical & Digital Business Models, Agile Management, Setting Up of Digital Business, Student Monitoring, Assessments & Other Digital Business-Related Topics.

### 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, Agile Management, and Mentored & Guided for Industry Projects.

## RESEARCH INTERESTS

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

**Associated Universities/Colleges**—as Subject Matter Expert of Marketing & Digital Business

- 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, Wawasan Open University; Sri Lanka: Java Institute of Southern Campus; and Bangladesh: Brahmanbaria Government College

### **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 Rasoni 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

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**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

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



## RESEARCH & PUBLICATIONS

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- ABDC: 11 papers
- Scopus: 15
- 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>

## 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 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/](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](http://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://nanontp.com/index.php/nano/article/view/4641>)
- 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>)
- 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](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](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](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.)
- 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)



## REFERENCES

### Dr. Mustafizul Haque

Assistant Professor, Department of Management

Lalit Narayan Mishra Institute of Economic Development and Social Change

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- Patna – 800028, Bihar, India
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### Dr. Bibi Ishrat Jahan

Professor & Head, Department of Economics

Karamat Hussain PG College for Women

- Nishatganj, Lucknow, Uttar Pradesh, India
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### Dr. Syed Khaja Safiuddin

Associate Professor, Department of Management and Commerce

Maulana Azad National Urdu University

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- ☎ Phone: +91-9849847434

### Dr. Mohd Kamil

Post-Doctoral Scientist

Seattle Children's Hospital

- Seattle, Washington, United States
- ✉ Email: mohdkamil54@gmail.com
- ☎ Phone: +1-206-355-5985

- 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 Raison 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

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### 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

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- 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](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

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### 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.



**ISL Engineering College, Hyderabad**

- Signed MoU with ISL College to conduct a joint program of digital marketing for their MBA & BTech computer science students. Digitize 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. Digitize 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.

**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, Rasoni 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/](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

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**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.