

Dr. SHAISTA ANAYAT

Ph.D. in Business studies

Post-Doctoral Fellow, Marketing Area- IIM Amritsar

Certified Peer Reviewer at Publons(Web of Science)-ID(AEB-6268-2022)

Ad-hoc Reviewer (IGI Global Publications)

I am in a research field from last 5 years working towards elucidating the impact of Industry 4.0 on the Indian markets, businesses, working environment, and economy as a whole. My area of interest is human-computer interaction, consumer behavior towards new age technologies, consumer decision making in the era of new age technologies, and impact of 4.0 technologies on marketing.

I have presented my work at number of national and international conferences organised by reputed institutes including IIMA, IIM Indore, IIM Nagpur, NIT Sgr. etc.

Contact:

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LANGUAGES:

English

Urdu

Kashmiri

Hindi(Speaking)

Industry Experience

PR HEAD at Ladisha TechLabs.com/ July, 2017-August 2019.

I have rendered my services as PR head in a start-up Ladisha TechLabs for 2 years; I was dealing with educational institutions where a recent tech. adoption for teaching or learning had started. My job role also included training of educational institutions to use our AI based educational system.

Academic Experience (March 2023-Januaray 2024)

I have worked as an assistant professor in SOM in the Model Institute of Engineering and Technology (MIET) Jammu.

EDUCATION

Ph.D. in Business Studies

Central University of Jammu-181143
2023

MBA (Marketing and Finance)

University of Kashmir-190006
2017

B.Com

University of Kashmir-190006
2014

Certifications

Peer Reviewer (Taylor & Francis Group)

Honours

Best Paper Award at NIT Srinagar

SKILLS

Teaching, presentation skills, SmartPLS (PLS-SEM), Data Collection, Scale Development, Data Analysis, Sentiment Analysis, Bibliometric Analysis, Web Mining, Office-word, Excel, PowerPoint.

RESEARCH TOPIC FOR Ph.D.

“Consumer Adoption of Artificial Intelligence (AI) Technology Based Products: A Study of Indian and US Markets”

Research Papers /Book Chapters Accepted/Published/Under review

Date	Title	Author	Journal
31 st May 2023 Published	<i>Examining the context-specific reasons and adoption of artificial intelligence-based voice assistants: A behavioral reasoning theory approach</i>	Shaista Anayat, Gowhar Rasool, and Anjali Pathania	International Journal of Consumer Studies (ABDC- A)
15 July 2022 Published	<i>Artificial Intelligence Marketing(AIM): Connecting – the-Dots using Bibliometrics</i>	Shaista Anayat and Gowhar Rasool	Journal of Marketing Theory and Practice-(ABDC-B)
Under Review	<i>Artificial Intelligence at the Crossroads of Culture: A Comparative Analysis of Artificial Intelligence Adoption in Developed and Developing Nations</i>	Gowhar Rasool, Shaista Anayat, and Anjali Pathania	Technological Forecasting and Social Change (ABDC- A)
April 2023 Published	<i>Human Resource Management after Industry 4.0 Artificial Intelligence and Human Resource Management:</i>	Shaista Anayat	IGI Global

Research Paper Presentations in Conferences

Date	Title	Conference	Institute
7-8 August 2023	<i>Hey Alexa! Buy me a pizza: Impact of anthropomorphised voice assistants on consumer decision making”</i>	3 rd International Conference on Contemporary Business Trends	NIT Srinagar
8-Jan. 2023	<i>Consumer adoption of artificial intelligence technology based products: A study of Indian and US markets</i>	ICODO 2023	IIM Ahmedabad
8-Jan.2023	<i>Unravelling consumer attitude formation through eWOM: A mixed-method approach for consumer behavior towards anthropomorphic AI-based products</i>	ICODO 2023	IIM Ahmedabad
11-Nov 2022	<i>Consumer Reasoning Process and Adoption Behavior towards AI-based voice assistants: A Multi-Group Perspective</i>	ICODO Doctoral Workshop	IIM Ahmedabad
11-Nov 2022	<i>Artificial Intelligence in Human Resource Management: A Bibliographic Perspective</i>	ICODO Doctoral Workshop	IIM Ahmedabad
03-05 June 2022	<i>AI-based Voice assistants and Consumer Adoption Behaviour: A Behavioural Reasoning Theory Perspective</i>	Conference on Excellence in Research and Education	IIM Indore
21-22 May 2022	<i>Artificial Intelligence- Marketing Research Trends and a Path Forward</i>	2 nd International Conference on Contemporary Business Trends	NIT Srinagar
15-17 March 2022	<i>Impact of Artificial Intelligence on</i>	21st Science Council of Asia	ICSSR New

	<i>Consumer Behavior: A Paradigm Shift in Applied Social Sciences</i>	Conference	Delhi
27-30 Dec. 2021	<i>The New AIHR- Blending Artificial Intelligence and Human Resource Management</i>	Strategic Management Forum Annual Conference 2021	IIM Nagpur

Workshops and Webinars Attended

Date	Title of Workshop/Conference/ Webinar	Type	Institute
24-26 Sep. 2022	<i>3days workshop on “Basic Statistical Analysis and its Interpretation using SPSS”</i>	Workshop	Global Institute of Statistical Solutions
22-Sep. 2022	<i>“Handy Tips on how to write the findings and discussion of your manuscript”</i>	Workshop	Sabaragamuwa University of Sri Lanka, Emerald Publishing, Gulf Medical University.
12-14th Sep. 2022	<i>3 Days workshop on SMARTPLS- (SEM)</i>	Workshop	Central University of Jammu
1-12 th Sep 2022	<i>12days’ workshop on “academic leadership for sustainable development programme - 2022 ”</i>	Workshop	Atmiya University, India Educational Alliance for Sustainable Development (EASD)
06-08 May 2022	<i>Workshop on Structural Equational Modelling and Confirmatory Factor Analysis Using AMOS</i>	Workshop	Inspire Softech Solutions
30 April 2022	<i>National Conference on Recent Studies in Applied Sciences</i>	Conference	New Arts, Commerce, and Science College, Parner
12 Feb. 2022	<i>International Webinar on “Is the Economy Moving Forward”</i>	Webinar	Firebird Institute of Research in Management, Tamil Nadu
14 Jan. 2022	<i>How to Avoid Publishing in Predatory Journals?</i>	Webinar	Amity University Gwalior
21-22 April. 2021	<i>Research Methodology Workshop</i>	Workshop	IIM Bodhgaya
17 Dec. 2021	<i>Effective research planning and execution using Scopus and</i>	Webinar	University of Jammu

Science Direct.

6 June 2020	<i>International Webinar on “Artificial Intelligence”</i>	Webinar	Alpha Arts and Science College, Tamil Nadu
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Resource Person/ Trainee

Date	Workshop	Institute
29 -31 st October 2022	<i>3 Days Workshop on Structural Equation Modelling (SEM) using SmartPLS4</i>	Inspire Softech Solutions
30 th Jan-5 th Feb. 2023	<i>7 days National Level Online Faculty Development Program on Essentials of Data Science & PLS-SEM using SmartPLS4</i>	Inspire Softech Solutions
1 March 2023	<i>Data Analysis with SPSS and SMARTPLS4</i>	S.I.V.E.T College Chennai

Courses and Projects Done

Date	Name	Affiliation
30 June 2022	<i>Theorising and Research Methods in Management Research</i>	Centre For Industrial Revolution and Innovation
7 Feb. 2022	<i>How and Where to get Ideas for Publication</i>	Centre For Industrial Revolution and Innovation
30 Jan. 2022	<i>How To Catch Fake, Cloned, Predatory Journals in Academics</i>	Centre For Industrial Revolution and Innovation
March-May 2016	<i>Assessment of Working Capital Needs with Special Reference to J&K Bank Ltd.</i>	J&K Bank Headquarters, Srinagar, Kashmir.
20 July 2015	<i>1 year Diploma in Computer Application</i>	All India Computer Saksharta Mission(AICSM)
