

**Dr. Athar Qureshi**

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**Educational Qualification:**

Masters in Marketing Management (CRKIMR- Mumbai University),

Post Graduate Diploma in Health Promotion (PFHI),

Bachelors in Homeopathic Medicine & Surgery (RGUHS, Bangalore)

**Experience [ Industry and Academics]**

Industry- 16 years 09 months

Academics- 01 year 07 months

**Research**

Interested and conducted research in areas such as Consumer Behaviour, Sustainability, Social Responsibility, Social Enterprises, Commerce & Trade, Business Ethics etc.

**MDPs and Consultancy**

Has done consultancies, assignments and worked with International Agencies such as USAID, DFID-NFI, ILO, The World Bank and UNICEF. Expertise in training Social Development Sector Organization in Project Proposal Development, Monitoring & Evaluation, Social Marketing, Developing Sustainable CSR Projects and Social Research. Consultancies around Marketing, Consumer Research, Sales are of interest.

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**For the Research & Development- List in APA Style**

Qureshi Athar, Bhakay Jayashree, Kamat Sachin. (2020). *A Case Study of the Practices followed by Enrich Salons and Academy as part of the Beauty and Grooming Industry during the COIVID 19 Pandemic*. CRKIMR-QUEST, Vol. XI Issue II.

Patil Madhumita, Qureshi Athar. (2021). *An Overview of the Industry Initiatives to mitigate the Global Water Crisis*. CIMR: Journal of Management Research, Vol. XII Issue I.

Qureshi Athar, Bhakay Jayashree (2021). *A Review of Changing Product Design in Cosmetic Industry, a Step towards Water Conservation*. CIMR: Journal of Management Research, Vol. XII Issue II.

Qureshi Athar, Bhakay Jayashree (2021). *Review Of Textile Trade Between India, It's Neighbours And The ASEAN Countries*. International Journal of Creative Research Thoughts, Vol. IX. Issue VI.