

## Faculty Profile

Name: **Makhmoor Bashir**

Designation: Assistant Professor

Teaching Areas: Strategic Management  
Global Strategic Management  
Business Research Methods

Research Interests: Business Model Innovation  
Competitive Advantage  
Technological Innovations  
Sports Marketing

Education: PhD (Strategic Management), Mittal school of Business, LPU, 2017  
MBA (Strategic Management), Graduate School of Management, Kula-Lumpur, Malaysia, IIUM, 2012.  
B.B.A., Islamic University of Science & Technology, 2010.



### Professional Experience (3 Years)

1. Since 18<sup>th</sup> Dec 2017: Assistant Professor, IFHE, IBS Hyderabad.
2. Dec 2016-Dec 2017: Assistant Professor, Asian Business School, Noida, U.P.
3. Aug 2013-April 2015: Lecturer, Mittal School of Business, Lovely Professional University, Jalandhar.

### Research/Selected Publications

1. Bhat, S., & Bashir, R. (2017), "ICT orientation: Scale Development & Validation", Education & Information Technologies, (Springer Publications)(INDEXED IN THOMPSON REUTERS & SCOPUS).
2. Bashir, M., & Verma, R. (2017), "Why Business Model Innovation is the New Competitive Advantage", IUP Journal of Business Strategy, vol. 14, No.1 (EBSCO & PROQUEST).
3. Bashir, M., & Verma, R. & Ganaie, M. (2017), "Xiaomi's Disruptive Business Model Innovation: Is it built to Last", Case Study published by Case Center (UK). Case Reference No. 317-0041-1.
4. Bashir, M., Yousaf, A., & Verma, R. (2015). "Disruptive Business Model Innovation: How a Tech Firm is changing a Traditional Taxi Industry", Indian Journal of Marketing, Vol.46, No.4, pp. 49-59. (INDEXED IN SCOPUS).
5. Yousaf, A., Bashir, M., & Amin, I. (2015), "Youth Motivations to Watch Sports: Exploring Cross-Nationality & Cross Gender Differences", Management & Marketing. Challenges for the Knowledge Society, Vol. 10, No. 4, pp. 330-340 (INDEXED IN SCOPUS)