

Name of the Research Scholar
Designation (PhD Research Scholar)
Name of the Department
Emai ID: yasin.sohail@gmail.com
ORCID ID:
LinkedIn ID:

Photo of the Research Scholar



| | | |
|-------|---|--|
| 1 | Name of the PhD Research Scholar | Sohail Yasin Ahmad |
| 2 | Contact Details (with mail ID)) | Mob:9113757615/, yasin.sohail@gmail.com |
| 3 | PhD Registration Number | 16/2022/Management |
| 4 | Name of the Nodal Centre & Address | PG Department of Business Administration |
| 5 | Name of the Supervisor(s) | Prof. P.C. Tripathy |
| 6 | Details of the Funding Agency | N.A |
| 7 | Title of the Research Work | “Behaviour of Customers Towards Online Food Delivery Through Online Food Delivery Apps: A Study in Selected Cities of Jharkhand State”. |
| 8 | Brief Abstract of the Research Work(250 Words) | <p>Mobile technologies in the form of smartphones have become very common and many consumers use mobile phones to find information about products, make price comparisons, and view product reviews. High speed internet and increased diffusion of smartphones have aided the firm to deliver their information to customer more quickly and efficiently more than ever, letting customer to use various information services free from constraint of space and time.</p> <p>Mobile Food Delivery Apps (MFDAs) are the mobile applications which work as innovative and convenient channel to reach restaurants virtually, navigate food menus, place orders, make payments and receive order without any physical interaction with restaurant personnel. Changes in people's dinning culture are greatly affected by increasing use of smartphones and MFDAs and these changes are the most innovative in case of modern restaurant market</p> <p>The online business in general and online food delivery through mobile apps in particular are expanding in the market day by day. As there is a promising future of this business, therefore, the outcome of the proposed research work may be useful for the stakeholders like corporate houses and academic researchers.</p> |
| 9 | Progress of Research Work(Stage) | Literature Review is done and started to work for developing questionnaire. |
| 10 | Research Experience | 2 Years |
| 11 | Teaching Experience | 13 Years |
| 12 | Corporate Experience | 3.5 Years |
| 13(A) | Journal Publication | |

| Year | Author | Co-Author | Title | Name of the Journal | Publisher | Volume/Issue |
|-------|---|--------------------|---|--|-----------------------------|----------------------------------|
| 2012 | Megha | Sohail Y Ahmad | Study of employee branding and its impact on organization's success | ASM's International E-Journal of Ongoing Research in Management and IT | | e - ISSN-2320-0065 |
| 2013 | Sohail Y Ahmad | | Effect of social CRM on customer engagement and customer opinion | ASM's International E-Journal of Ongoing Research in Management and IT | | ISBN: 978-93-5158008-9 |
| 2014 | Sohail Y Ahmad | Sachin Thool | Green marketing: A tool for Customer engagement and customer loyalty | SIBAR conclave journal of Management | SIBAR journal of Management | Vol 2 ISSN No. 2347-4173 |
| 2015 | Sohail Y Ahmad | Dr. Bijay Kushwaha | The factors influencing consumer buying decision of electronic products | <i>Management Dynamics,</i> | | 15(1), December, ISSN: 0972-5067 |
| 13(B) | Magazine Publication | | | | | |
| | | | | | | |
| | | | | | | |
| 13(C) | Book Chapter Publication | | | | | |
| | | | | | | |
| | | | | | | |
| 13(D) | Book Publication | | | | | |
| | | | | | | |
| | | | | | | |
| 13(E) | Conference Proceedings Publication | | | | | |
| | | | | | | |
| | | | | | | |
| 13(F) | Case Publication (with Teaching Notes) | | | | | |
| | | | | | | |
| | | | | | | |
| 13(G) | Conference Presentations | | | | | |
| | | | | | | |
| | | | | | | |
| 14 | FDPs attended | | | | | |
| 2012 | 2 | | | | | |
| 2016 | 2 | | | | | |
| 2019 | 1 | | | | | |
| 2022 | 2 | | | | | |

| | | | | | | | |
|------|--|--|--|--|--|--|--|
| 2023 | 1 | | | | | | |
| 15 | Professional Associations & Recognition | | | | | | |
| | | | | | | | |
| | | | | | | | |