

Zillur Rahman

Professor

DoMS, IIT Roorkee (https://www.iitr.ac.in/~DM/Zillur_Rahman#)
Roorkee, Uttarakhand

PROFESSIONAL EXPERIENCE

Professor	12/2018 - Present
Department of Management Studies, IIT Roorkee	Roorkee, Uttarakhand
Head of Department	03/2016 - 03/2019
Department of Management Studies, IIT Roorkee	Roorkee, Uttarakhand
Associate Professor	09/2009 - 12/2018
Department of Management Studies, IIT Roorkee	Roorkee, Uttarakhand
Assistant Professor	12/1999 - 09/2009
Department of Management Studies, IIT Roorkee	Roorkee, Uttarakhand
Lecturer	04/1996 - 12/1999
Faculty of Management Studies and Research, Aligarh Muslim University	Aligarh, Uttar Pradesh

EDUCATION

PhD in Business Administration	1996
Faculty of Management Studies and Research, Aligarh Muslim University	Aligarh, Uttar Pradesh
MBA in Marketing	1992
Faculty of Management Studies and Research, Aligarh Muslim University	Aligarh, Uttar Pradesh
M.Sc. in Mathematics	1990
Aligarh Muslim University	Aligarh, Uttar Pradesh
B.Sc. Hons in Mathematics	1989
Aligarh Muslim University	Aligarh, Uttar Pradesh

BOOKS CO-AUTHORED

Product and Brand Management (Forthcoming)	
Wiley	
<i>Jamidul Islam, Varisha Rehman, Arti D Kalro, Zillur Rahman</i>	
Sales and Distribution Management, 2ed, An Indian Adaptation	2024
Wiley	
<i>Joe F. Hair Jr., Rolph. E. Anderson, Rajiv Mehta, Barry. J. Babin, Arun K. Kaushik, Zillur Rahman</i>	
ISBN: 978-93-5746-951-7	



METRICS

☆ Google Scholar
Citations 20672
h-index 78
i10-index 164
(as of 24/05/2024)
💡 Scopus
Citations 7480
Documents 141
h-index 53
(as of 24/05/2024)

COURSES TAUGHT

Regular Courses

(https://www.iitr.ac.in/~DM/Zillur_Rahman#teachingengagements)

- Marketing Management ·
- Marketing Strategy ·
- Consumer Behaviour Analysis ·
- International Marketing ·
- Services Marketing · AI in Marketing

NPTEL Courses

(<https://onlinecourses.nptel.ac.in/>) ·

- Global Marketing Management ·
- Services Marketing: Integrating People, Technology, Strategy
- Introduction to Marketing Essentials ·
- AI in Marketing ·
- Organization Theory/Structure & Design

PUBLICATION PROFILE

🌐 Scopus ID:15760954200
https://www.scopus.com/authid/detail.uri?authorId=15760954200
🔍 Google Scholar
https://scholar.google.co.in/citations?user=9nWkKXAAAAAJ&hl=en
👤 ORCID iD
https://orcid.org/0000-0003-2785-0200

BOOKS CO-AUTHORED

Integrated Marketing Communication in Digital Age 2024

[Wiley](#)

Divesh Kumar, Varisha Rehman, Zillur Rahman

🔗 ISBN: 978-93-5746-609-7

Strategic Market Management, 11ed (An Indian Adaptation) 2021

[Wiley](#)

David A. Aaker, Christine Moorman, Jamidul Islam, Zillur Rahman

🔗 ISBN: 978-9354243387

Marketing Research, 6e 2020

[McGraw Hill](#)

GC Beri, Arun Kaushik, Zillur Rahman

🔗 ISBN: 978-9390177530


Consumer Behavior, 10e 2018


[Cengage](#)

Roger D. Blackwell, Paul W. Miniard, James F. Engel, Zillur Rahman

🔗 ISBN: 978-9386650870


PHD SUPERVISION/MENTORSHIP

 **Completed**
Successfully supervised 27 PhDs in the field of marketing.

 **Ongoing**
12 PhDs in the field of marketing in-progress.

AWARDS


 **Ranked as India's No. 3 and World No. 240 Business & Management scientist**
Earned continuously for 2022, 2023, and 2024
Research.com
<https://research.com/u/zillur-rahman>

 **Research.com Business and Management in India Leader Award**
Earned continuously for 2022, 2023, and 2024
<https://research.com/u/zillur-rahman>
<https://research.com/u/zillur-rahman>
<https://research.com/u/zillur-rahman>

 **Elsevier Reviewer Recognition Award**
2018
Journal of Retailing and Consumer Services- Certificate for Outstanding Contribution in Reviewing

 **Emerald Literati Awards for Excellence**
2018
Highly Commended Paper Award

 **High Scholarly Impact Award**
2018
Taylor & Francis

 **Commendable Faculty Award**
2018
Faculty Research Awards by Careers 360

CONTACT

Gmail

zillur.rahman@ms.iitr.ac.in
zrahman786@gmail.com









Linkedin

<https://www.linkedin.com/in/zrahman786/>

Mobile

9897052333

AWARDS

- | | |
|---|---|
|  <p>Emerald Literati Network Awards for Excellence
2017
Highly Commended Paper:
Management of Environmental
Quality: An International Journal</p> |  <p>Emerald Literati Network Awards for Excellence
2017
Highly Commended paper:
Management Research Review</p> |
|  <p>Emerald Literati Network Awards for Excellence
2016
Highly Commended Paper: Journal
of Modelling in Management</p> |  <p>Emerald/IAM South Asia
Management Research
Fund Award
2012
Highly Commended Runners Up</p> |
|  <p>Emerald/IAM South Asia
Management Research
Fund Award
2012
Highly Commended Runners Up</p> |  <p>Emerald/AIMA Indian
Management Research
Fund Award
2009
Highly Commended Award winner</p> |
|  <p>Emerald Literati Club 2004
Highly Commended
Award
2004
Emerald</p> |  <p>The ScienceDirect Top 25
Hottest Article
2004
International Journal of
Information Management</p> |

PROJECTS

Successfully completed more than 20 research and consultancy projects.

Details available at:

<https://iitr.ac.in/Departments/Management%20Studies%20Department/People/Faculty/100337.html#projects>