

Syed Idrees Ahmad

Designation: Assistant Professor (Commerce)

Area of Specialization: Accounting, Taxation and Finance,
Marketing

College: SHMM Government Degree College, Anantnag (J&K).

Date of Appointment: 15th February, 2017

Research Interests: Marketing, Consumer Behaviour

Research Publications published in International / National Journals:

- “UNVEILING THE DIGITAL MARKETPLACE: A COMPREHENSIVE ANALYSIS OF THE PURCHASE DECISION-MAKING-PROCESS AMONG ONLINE CONSUMERS IN JAMMU AND KASHMIR” Research Paper published in Proceedings of Innovative Multidisciplinary Approaches to Global Challenges: Sustainability, Equity, and Ethics in an Interconnected World (IMASEE 2025), Advances in Social Science, Education and Humanities Research, DOI: 10.2991/978-2-38476-416-7_16 (ISBN: 978-2-38476-416-7).

Academic Qualifications:

Examination Passed	Institution	Year of Completion
UGC-NET	University Grants Commission	2013
M.Com	University of Kashmir	2009
B.Com	University of Kashmir	2005

Administrative Experience:

- Associated with College Purchase Committee
- Associated with College Development Committee
- Associated with College Library
- Associated with Anti-ragging Committee

- Associated with LFE Monitoring Committee
- Associated with College Discipline Committee