

Asiya A

📍 Mysore, Karnataka | ✉️ Asiyaabubakar313@gmail.com



PROFILE SUMMARY

Asiya A is a Retail Management Expert, Academic Mentor, and Research Scholar, currently pursuing a PhD in Retail Management with a focus on Impact of AI on Retail Markets at JSS CMS, Mysore.

ACADEMIC & RESEARCH INTERESTS

- Retail Management & Supply Chain Efficiency
- Consumer Psychology & Behavioural Analytics
- Strategic Business Planning & Entrepreneurship
- Artificial Intelligence & Digital Transformation in Retail
- Economic Policy & Business Forecasting
- Data-Driven Decision Making & Performance Optimization

TEACHING EXPERIENCE

Guest Lecturer | Yuvraja's College, Mysore (2023 – Present)

Taught Undergraduate & Postgraduate Courses in Business & Management Studies.

Guest Lecturer | JSS CMS, Mysore (2022 – 2023)

Taught Advanced Retail & Business Management Courses...

RESEARCH & CONFERENCES

- National Conference: Presented research on the Impact of AI in the Home-Sharing Sector...
- International Conference: Presented paper on Employee Engagement Strategies...

INDUSTRY EXPERIENCE

Training Specialist | Happy 7 Days Hypermarket (2022)

Designed and led corporate training programs...

Public Relations & Brand Management (2018 – 2020)

Led strategic marketing and brand positioning initiatives...

AWARDS & RECOGNITION

- Best Paper Award – MP Birla Institute of Management, Bangalore
- Best Table Topic Speaker – Toastmasters Club, JSS University
- 1st Place in Entrepreneurship Development Planning (EDP) – JSS CMS
- Best All-Rounder & Cultural Secretary – KVGCE
- Represented VTU in Javelin Throw | Cricket All-Rounder

CERTIFICATIONS

- Luxury Brand Management & High-Value Customer Experience
- Advanced Retail Analytics & Consumer Intelligence
- ERP & Supply Chain Digitalization
- Certified Freelance Artist (Visual & Creative Expression in Business)
- Strategic Business Consulting & Leadership Development

PERSONAL INTERESTS

- Freelance Artist & Award-Winning Painter – Passionate about visual storytelling...
- Sports & Athletics Enthusiast – Recognized all-rounder in cricket and represented VTU in Javelin Throw...

LANGUAGES

Kannada | English | Hindi | Malayalam | Tamil| Telugu| Urdu| Beary| Tulu| Arabic| Kodava