



Dr. Mohammed Usman

Assistant Professor

Department of Management.

College of Economics, Management and Information Systems

University of Nizwa, Sultanate of Oman

Telephone: (+968)25446221

Extension: 221

eMail: usman@unizwa.edu.om

Office Location: 11-H-9.....

Fax: (+968)25446213

Time at UoN: Since 2004

Marital Status:

Dr. Mohammed Usman's work experience spans three decades in academics and Industry. He teaches Marketing Management, Digital Marketing Services Marketing, and Business Environment and Policies. Research interests include advertising ethics, human resources, and international marketing Management. He has a Ph.D. in Commerce from the University of Mysore, an M.B.A. from Monash University, Australia, and a Post Graduate Diploma in Systems Analysis and Design from the National Institute of Information Technology.

Scientific IDs:

[Google Scholar](#)

[Research Gate](#)

Academic Qualifications

Commerce - Marketing , University of Mysore , 2103, An Evaluation of Television

Adevrtising Ethcis : A case study of Bangalore District

Masters In Business Administration , Monash University , 2001, Challenges in overcoming cultural barriers in International Business

Post Graduate in Systems Analysis and Design , National Institute of Information Technology , 1995

Bachelor in Commerce , Bangalore University , 1991

Teaching Activities

Strategic Management

Marketing Management

Organizational Behavior

Consumer Behavior

Human Resource Management

Management and Technology

International Business Management

Total Quality Management

Research Activities

- *Research Interests*

Marketing

Supply Chain Management

Digital Marketing

Sustainable Development

- *Conference Presentations*

Infrastructural and Sustainable Development: Issues and Challenges,, Conference on Sustainability and Environment, , University of Mysore,India, 19/01/2019-201/01/2019

Perception of Omani SME's towards Islamic banking., Perception of Omani SME's towards Islamic banking., New York , USA , 28/05/2019-01/06/2019

New Era in Supply Chain Management, Conference on Innovative Research in Supply Chain

Management, Dubai, UAE, 29/08/2018

The Relationship between Service Quality Dimensions, Customer Satisfaction and Loyalty in Airlines Setting: The Case of Oman Air Faculty. , International Conference on Customer Relationship Management, College of Banking, Banking and Financial Studies, Oman, 31/05/2018

Fish supply Chain in Oman, International Academic Conference on Social Sciences, University of Poznan, Poland., 22/06/2017-23/06/2017

Fish Price Variations in Oman and Their Impacts on Market Development Policies: A Comprehensive Analysis of Spatial Price Fluctuations, 5th International Academic Conference on Social Sciences, University of Barcelona, Spain, 07/08/2017-08/08/2017

- Publications

Article:

1. 2023 [Leading Strategies for Organizational Adaptation and Growth in Digital Transformation in Marketing.](#), [[3] Usman, M., Sheoliha, N., Prabhakar, P. V., Mishra, A. B., & Dondapati, A. (2023). Leading Strategies for Organizational Adaptation and Growth in Digital Transformation in Marketing. Journal of Informatics Education and Research, 3(1). . (Scopus Q3) H-Index 3
2. 2023 [Quality of Strategic Business Management in Future Growth in IT Sector.](#), [1] Mohammed Usman, Dr. Indrajit Goswami, K. N. Jahn timer, Dr. Sreeanandan, Dr. Priyambada Purohit and Charu Goyal (2023). Quality of Strategic Business Management in Future Growth in IT Sector. Korea Review of International Studies, pp 25-32 vol16, ISSN : 1226-4741, ADBC- C
3. 2022 Exploring the Effectiveness of Business Management and Artificial Intelligence in Direct Marketing, [4] V.R Shriram, Shyni Carmel Mary, Mohammed Usman Yasmeen Sultana, Shushma Jaiswal (2022) ``Exploring the Effectiveness of Business Management and Artificial Intelligence in Direct Marketing`` Korea Review of International Studies, Vol 15 Issue 3 Pp 32-41 ISSN 1226-4741 H Index 67 (ABDC 'C')
4. 2022 [Total Quality Management Implementation in Oil and Gas Sector Organisations](#), [2] Adil Al Busaidi, Mohammed Usman, Norizan Bint Mohd Kassim (2022) Total Quality Management Implementation in Oil and Gas Sector Organisations-A Case Study from the Sultanate of Oman, Journal of Positive School Psychology Vol. 6, No. 4, 6756 – 6771 (Scopus Q2) H Index 5
5. 2021 [Economic Considerations of Legal Delimitation](#), [9] Miah, Mohammad D., Mohammed Usman, and Yasushi Suzuki. Economic Considerations of Legal Delimitation:

Evidence from Judicial Verdicts in Bangladesh Courts (Volume 13), Issue 3 (2021)

Institutions and Economics, University of Malaya, DOI:

<https://doi.org/10.22452/IJIE.vol13no3.5>, (Scopus Q4) H-Index 9

6. 2021 [Carbon Emissions and Firm Performance: Evidence from Financial and Non-Financial Firms from Selected Emerging Economies](#), [8] Miah, Mohammad D., Rashedul Hasan, and Mohammed Usman. (2021). ``Carbon Emissions and Firm Performance: Evidence from Financial and Non-Financial Firms from Selected Emerging Economies`` Sustainability 13, no. 23: 1328. (Scopus Q1) H Index 85
<https://doi.org/10.3390/su13231328>

7. 2021 [How Does the Country-of-Origin Influence Consumer Purchase Decisions?](#), [7] Al-Abri, E, Usman, M, and Mondal, S. (2021) How Does the Country-of-Origin Influence Consumer Purchase Decisions? Evidence from Oman. Review of International Geographical Education (RIGEO), 11(11), 178- 193.<https://doi.org/10.48047/rigeo>. (Scopus Q3) H-Index 4
ISSN: 2146-0353

8. 2021 Investigating The Use Of Performance Management On Customer Service And Their Impact On E-Commerce To Gain Competitive Advantage, [6] N. Sharma, M. Usman, S.M. Jayadeva, R Saholitia and H.K. Channi (2021) ``Investigating The Use Of Performance Management On Customer Service And Their Impact On E-Commerce To Gain Competitive Advantage`` Vidyabharati International Interdisciplinary Research Journal, pp 2342 -49, ISSN: 2319-4979

9. 2021 [Research on logistics management layout optimization and real-time application based on nonlinear programming.](#), [5] Zhang, Y., Kou, X., Song, Z., Fan, Y., Usman, M. & Jagota, V. (2021). Research on logistics management layout optimization and real-time application based on nonlinear programming. Nonlinear Engineering, 10(1), 526-534.
<https://doi.org/10.1515/nleng-2021-0043> (Scopus Q2) H Index 15

10. 2020 [A study of Perception and Engagement as a response of Consumers towards ads on Facebook and Google search engine. Archives of Business Research](#), [10] Usman, M. (2020). A study of Perception and Engagement as a response of Consumers towards ads on Facebook and Google search engine. Archives of Business Research, 8(10), 102-112.
<https://doi.org/10.14738/abr.810.9252>. (Scopus)H-Index 4

11. 2019 [Does constant advertising change consumer attitude?](#), [16] Usman, M. (2019). ``Does constant advertising change consumer attitude?`` Journal of Business and Retail Management Research (JBRMR), Vol. 13 (4) 1-11. (Scopus Q4) H-Index-15

12. 2019 [A Study on Impact of Financial Stress on Students` Index Academics](#), [13] Usman, M. and Banu. A. (2019), ``A Study on Impact of Financial Stress on Students` Index Academics`` , Journal of Business and Economic Policy, Vol. 6(1), 58-64. ISSN 2375-0766

(Print), 2375-0774 (Online) DOI: <https://doi.org/30845 /abr.810.2019>

13. 2019 [Does Advertising Affect Gender Perception?](#), [12] Usman, M. (2019), ``Does Advertising Affect Gender Perception?`` International Journal of Engineering & Technology, Vol. 8. (3)15-20, <https://doi.org/10.14738/abr.810.2020>. (Scopus Q3) H Index - -21,
14. 2017 Challenges faced in Fish Supply Chain in the Sultanate of Oman., Logistics Facing Challenges of Food Security and Environmental Protection, [19] Omezzine, A., Al-Jabri, O., Usman and M., Younis, M. (2017) ``Challenges faced in Fish Supply Chain in the Sultanate of Oman., Logistics Facing Challenges of Food Security and Environmental Protection``. Journal of International Food & Agribusiness Marketing, Vol. 10. (2).53-69.
15. 2017 An Empirical Study of Viewers Behavior during Television Commercial Breaks, [18] Usman, M.(2017). ``An Empirical Study of Viewers Behavior during Television Commercial Breaks: A Case Study of Bangalore District``. Intercontinental Journal of Marketing Research Review, Vol. 3. (2).21-27. (Scopus Q4) H-Index-6.
16. 2012 Television Advertising Ethics: A Study of Gender-Based Differences in Bangalore Urban District, [24] Usman, M. and Nanjegowda K.N. (2012). Television Advertising Ethics: A Study of Gender-Based Differences in Bangalore Urban District. Journal of Social Change and Development. Vol. 3 (2) 45-64
17. 2012 Marketing Co-operatives and Attitude of Coconut Growers: A Case Study in Kerala State in India``. Advances In Management, [23] Ayoob, C. P., Usman, M., and Suresh, A. (2012). ``Marketing Co-operatives and Attitude of Coconut Growers: A Case Study in Kerala State in India``. Advances In Management, 2012, Vol. 5(1). 42-49. Scopus Q4) H-Index-64
18. 2011 [Attitude towards Television Advertising: A Study of Bangalore Urban District``.](#), [25] Usman, M. and Nanjegowda, K.N. (2011).`` Attitude towards Television Advertising: A Study of Bangalore Urban District``.Journal of Social Change and Development. Oct 2011. Vol. 2 (9). 23-31 <https://EconPapers.repec.org/RePEc:mgn:journl:v:5:y:2012:i:1:a:5>

Faculty Administrative Experience

2024 - Present: Program Coordinator - Operations Management

2022 - 2024: Program Coordinator , MBA

2017 - 2023: Head of Department - Management Department , College of Economics , Management and Information Systems University of Nizwa

Streamlined Degree Plans for majors in the Management Department, Introduced new teaching Methodology for MBA students ,

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Ref.: <https://www.unizwa.edu.om/staff/cemis/usman>