



Dr. Zunaith Ahmed

Assistant Professor

Department of Management.

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Time at UoN: Since 2007

Marital Status: ...

Dr. M.S.Zunaith Ahmed Assistant Professor, Dr. Zunaith Ahmed completed his Ph.D from university of Madras. He has an M.B.A in Marketing from Vellore Institute of Technology and an M.Phil in Management from Alagappa University. Has been teaching Management courses for UG and PG students for over 22 years. Research interest includes Retail marketing, consumer behavior.

Scientific IDs:

[Google Scholar](#)

Academic Qualifications

PhD, University of Madras, 2012

M.Phil, Alagappa University, 2006

M.B.A, University of Madras, 1996

B.Sc, University of Madras, 1994

Teaching Activities

Marketing Management, Consumer Behavior, International Business Management, Entrepreneurship, Introduction to Management

Research Activities

- Research Interests

Retail Marketing, Consumer Behavior & Entrepreneurship

- Conference Presentations

Dr. Zunaith Ahmed (2023) ,Internet of Things, AICTE Sponsored 11th International Conference on Advanced Science and Engineering Research (ICASER2023), , Al Ameen Engineering College Erode , 13/05/2023

Key Findings from Oman Global Entrepreneurship Monitor Report (Oman Gem Report 2019)., First International Conference on Research and Innovation in support of Economic and Digital Transformation in Oman: Achieving Vision 2040. SQU, October 2020., Sultan Qaboos University, 20/10/2020

presented a paper on Factors impacting visitors experience in visitor attractions organized by College of Applied Science, Sohar on May 5th 2008, 02/05/2008

Impact of Social Media Marketing, Innovation, and Effective Management on SMEs Performance: A conceptual study, International Conference on Global Economic Revolutions: The Era of the Digital Economy: "Big Data Governance and Business Analytics for Sustainability, University City of Sharjah, 27-28 Feb 2023

- Publications

Article:

1. 2024 Sustainable Marketing Strategies and Financial Performance: A bibliometric Analysis with Web of Science database , Sadriwala, K. F., Ahmed, Z., Pradhan, B. L., & Sadriwala, M. F. (2024). Sustainable Marketing Strategies and Financial Performance: A bibliometric Analysis with Web of Science database. Morgan Journal of Interdisciplinary

Research Studies, 1(1), 32–45. <https://doi.org/10.3126/mjirs.v1i1.63314>

2. 2022 [Al Shukaili, A. M., Al Kindi, K., Kassim, N. M., Ahmed, Z., & Al Hosni, K. \(2022\). Can government financial support enhance job creations: insights from Oman. Journal of Science and Technology Policy Management. \(Scopus H-Index16, Scimago Journal Rank \[SJR\]: 0,47\)](#)

3. 2021 [Zunaith Ahmed\(2021\) Understanding the Global E-commerce growth -A review, International Journal of Business and Management Invention \(IJBMI\),Vol10,Issue11,pp50-53](#)

4. 2019 ``Store Choice Behavior: A comparative study” in International Journal of Engineering & Technology (IJET) 2019 Volume 7, Iss:3.10

5. 2018 2018 Kaneez, Zunith, Boumedyen (2018) “Innovative Entrepreneurial Self-Efficacy and Career Choice”, Inter-national Journal of Contemporary Research in Humanities and Social Sciences , Vol. 7, No. 1, pp.19-32, 2018

Book Section:

1. 2024 Al-Hooti, Z., Alawi, A.A., Ahmed, Z., Al-Busaidi, T. (2024). Impact of Social Media Marketing, Innovation, and Effective Management on SMEs Performance: A Conceptual Study. In: M. A. Musleh Al-Sartawi, A., Helmy Abd Wahab, M., Hussainey, K. (eds) Global Economic Revolutions: Big Data Governance and Business Analytics for Sustainability. ICGER 2023. Communications in Computer and Information Science, vol 1999. Springer, Cham. https://doi.org/10.1007/978-3-031-50518-8_17

Faculty Administrative Experience

2014 - Present: Program Coordinator Business Administration - University of Nizwa

2014 - Present: Assistant Professor - University of Nizwa

2007 - 2014: Lecturer - University of Nizwa

Membership in Professional Bodies

2019-Present: Team Member at Oman Global Entrepreneurship Monitor (Oman GEM Report)

Award and Recognitions

2018 Best Paper Award, in National Symposium NSBE 2018 at Ibri College of Technology, Ibri, Oman. Paper title “Innovative Entrepreneurial Self Efficacy and Career Choice”; on 10th May 2018.

2016 Certified Entrepreneurship Educator Program (2015-2016) organized by Ministry of Higher Education, Oman and SME Development Fund, Oman

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