



Dr. Neshat Qamar

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Professional Summary:

Experienced and accomplished Assistant Professor of Human Resource Management with 12 years of expertise. Strong background in HR strategies, talent management, and employee development. Demonstrated success in delivering engaging instruction and mentoring students. A published researcher in reputable academic journals. Committed to fostering inclusive learning environments and preparing students for successful careers in HR.

Skills and Certifications:

- Certified Corporate Trainer and Facilitator
- Certified Life Coach
- Soft Skills Trainer Certification
- POSH Trainer Certification
- Strong knowledge and expertise in field of Management and Research.
- Excellent communication and interpersonal skills.
- Ability to effectively convey complex concepts to students.
- Ability to work collaboratively and independently.

Employment History:

- Assistant Professor, Cimage Professional College, Patna: 2023-2024
- Assistant Professor, International School of Management, Patna: 2022-2023
- Visiting Faculty, College of Commerce, Arts & Science, Patna: 2014-2022
- Visiting Faculty, Arcade Business College, Patna: 2015-2018
- Visiting Faculty, Usha Martin Academy, Patna: 2013-2018
- Visiting Faculty, Maulana Mazharul Haque Arabic and Persian University, Patna: 2013-2019

Education:

- Ph. D, Magadh University, Patna 2009-2012
- MBA, Magadh University, Patna 2002-2004
- B.Ed. Magadh University, Patna 2005-2006

Research work and Publications:

- Dr. Neshat Qamar, “Data-Driven Strategies in Digital Marketing: Evaluating Performance Metrics in the Indian Market”. In Proceedings of the International Conference on Paradigms of Communication, Computing and Data Analytics (PCCDA 2025) (pp. 61–73). Springer. https://doi.org/10.1007/978-981-96-6847-2_5
- Dr. Neshat Qamar, “Comparative Analysis of Indian Legal Text Documents Using Large Language Models”, Springer Singapore, The Fifth Congress on Intelligent Systems (CIS 2024), June 8th, 2025, International Conference, pp. 323–3334, ISBN: 978-981-96-2696-0 (Print) / 978-981-96-2697-7 (Online), DOI: https://doi.org/10.1007/978-981-96-2697-7_24
- Dr. Neshat Qamar, “Exploring Machine Learning's Impact on Digital Marketing”, IEEE, The 15th International IEE Conference on Computing, Communication and Networking Technologies (ICCCNT), June 24th-28th, 2024, IIT-Mandi, India
- Dr. Neshat Qamar, "A Study of Perks and Rewards System as a Motivational Tool for Employees' High Growth & Excellent Performance," *Samdarshi*”, vol. 16, no. 4, pp. 5079, September. 2023.
- Dr. Neshat Qamar, “Brief Analysis: Recent Trends and Applications of Big Data in Human Resources Management” Journal of Data Acquisition and Processing, Volume 38(2), Page 3751-3758, 2023, Doi: 10.5281/zenodo.777299
- Dr. Neshat Qamar, “Role of Data Science Professionals in Human Resource Management System” Journal of Data Acquisition and Processing, Volume 38(2), Page 3743-3750, 2023, Doi: 10.5281/zenodo.777292
- Dr. Neshat Qamar, “The Impact of Machine Learning on Human Resource Management Practice “, Neuro Quantology, November 2022, Volume 20, Issue 13, Page 2424-2429, Doi: 10.14704/Nq.2022.20.13. Nq88301(Scopus 2022)
- Dr. Neshat Qamar, “The Impact of Artificial Intelligence in Human Resource Decision Making Processes” Journal of Pharmaceutical Negative Results, Volume 13, Special Issue7, 2022, Doi: 10.47750/Pnr.2022.13. S07.777(Scopus 2022)
- Dr. Neshat Qamar, “Study and Analysis of Work Ethics Influence on Employee Performance in the Organizations” *Ilkogretim Online- Elementary Education Online*, Volume 20 (Issue3), 2021, Doi: 10.17051/ilkonline.2021.03.473
- Motivation – A Journey Towards Managerial Excellence.(Published in Research Journal of Arts, Management & Social Sciences – ISSN 0975-4083, September 2014, Vol. XI)

- Managerial Excellence- A Commitment in Private Sector (Published in journal Third World Impact – ISSN 2231-5020, April – June 2014, Vol. XXV)

Book Chapter Publication:

- Winning Strategies: How Top Brands Leverage AI & ML to Deliver Exceptional Customer Experiences in Digital Marketing, ISBN-13 979-8896731993, Publisher: NotionPress, Publication Date: 24-12-2024.

PART 3: IGNITING ENGAGEMENT & CONVERSIONS

Chapter 7: Content that Captivates: AI-Driven Content Creation for Maximum Impact

Chapter 8: Targeting with Precision: Leveraging AI & ML for Effective Advertising

Chapter 9: Frictionless Funnels: Optimizing Customer Journeys with AI & ML

Copyright Registered:

- The Power of Recommendation: Machine Learning Algorithms for Personalized Omnichannel from Copyrights Office, Department for Promotion of Industry & Internal Trade, Ministry of Commerce & Industry, Government of India, Diary Number: 21233/2024-CO/L
- Combating Greenwashing with AI: Algorithmic Detection of Unsustainable Marketing Practices in Artificial Reality or Virtual Reality from Copyrights Office, Department for Promotion of Industry & Internal Trade, Ministry of Commerce & Industry, Government of India. Diary Number: 21236/2024-CO/L

Paper Presentation:

- “Impact of Globalization on Rural Education”
- “Managerial Excellence in Private Sector”
- National Student Conclave 2014- “Challenges of New Millennium”, BIT – ADMERIT (05 – 06 April 2014)
- Presented paper on “Brief Analysis: Mind the Gap Between Employer and Employee Wellbeing Support and Expectations.” Held on 29th of April 2023 at International School of Management, Patna.

Seminar:

- Attended a National Level Seminar sponsored by UGC on “Impact of Globalization on Education”, 24th and 25th March 2012
- Attended and successfully completed Research Scholars Orientation Course Conducted by “The Centre for Study and Research”, Hyderabad on 6th & 7th September 2014 at AN Sinha Institute of Social Studies, Patna

Faculty Development Programs:

- Attended six days (19th September to 25th September 2025) on the topic Innovation, Creativity and Emerging Trends in Teaching and Research
- Attended the Faculty Knowledge Sharing Program organized by IBS Kolkata on “Enrichment of Teaching Ability Through Online Mode” held on 12th of July 2020 at Patna
- Participated in Webinar on “Post Impact of Covid-19 on HR Functioning” organized by The Human Resource Management, International School of Management, Patna on 02nd May 2020.
- Participated in a Faculty Knowledge Sharing Program on “Academic Leadership – The Keystone for Excellence in Professional Education & Modern Techniques of Andragogy” organized by IBS Kolkata at Hotel Clark’s Inn, Patna on August 10,2019
- Attended a Faculty Development Programme on “Collaborative Teaching Method” organized by IBS Kolkata at Hotel Clark’s Inn, Patna on July 28, 2018
- Attended a Faculty Development Programme on “Effective Classroom Management & Game Theory” organized by IBS Kolkata at Hotel Clark’s Inn, Patna on 13th August, 2016