- Faculty Profile

Name	Dr. Irfan Siddiqui
Qualification	Ph.D. (Statistics), M.B.A.(Marketing), M.Sc. (Statistics)
Experience	Teaching- 24 Yrs., Industry- 2 Yrs.
Date of Joining STES	27 August 2009
email id	irfansiddiqui.skncoe@sinhgad.edu
No. of students guided	Ph D – 03 students currently undergoing Ph.D.; MBA – 155 students
Publications	https://scholar.google.com/citations?user=GuSmZVEAAAAJ&hl=en&authuser=1
Patent granted/published	Design No.: 388776-001 Date of Registration: 21/06/2023 Machine learning-based humanoid device for object identification.
Patents Granted/Published	One patent filed on 'Identify your target customers for different marketing strategies using AI' dated 10/12/2021
Consultancy Projects	Identified Target Clients for the client, Decipher Market Research, Duration 7 Months (21/10/2021 to 24/05/2022), Through Market Research skills Target Clients were identified and communicated.
Research Work	Published more than 20 Papers in Journals of National and International Repute
Resource Person to Industry/Academia	External Review Member of MIT ADT University hosted the prestigious 6th National Conference on Innovative Global Technology Trends on 21st, 22nd, and 23rd March 2024
Subjects Taught	• Business Research Methods • Qualitative Research Methods • Decision Science • Strategic Management • Services Marketing • Marketing Research