

DR. M. JAMAL MOHAMED ZUBAIR

Ph.D. in Business Administration | MBA – Marketing

Professor of Marketing - Firebird Institute of Research in Management

Business Consultant | Startup Mentor | Entrepreneurship & Innovation | Institutional Development | Marketing
zubair.mjm@firebird.ac.in

PROFESSIONAL SUMMARY

Academic and business consulting professional with 17+ years of experience in teaching, management, marketing, entrepreneurship, innovation, institutional development and business consulting. Experienced in business strategy, startup mentoring, incubation, industry interaction, business development and experiential learning. External Startup Mentor and Evaluator for the Young Innovator Program (YIP), Kerala Development and Innovation Strategic Council (KDISC).

CORE EXPERTISE

- Business Consulting & Strategy
- Startup Mentoring & Entrepreneurship
- Innovation & Business Incubation
- Marketing & Business Development
- Institutional Development
- Industry–Academia Connect
- Management Education
- Training, FDPs & Startup Boot Camps
- Research & Academic Administration

PROFESSIONAL EXPERIENCE

Professor | Firebird Institute of Management

17.08.2026 – Present

- Teaching and mentoring in Management Education
- Entrepreneurship, Innovation and Startup Mentoring
- Industry interaction and experiential learning
- Supporting academic and institutional development initiatives

Business Consultant | Independent Consulting

Nov 2022 – 01.08.2026

- Provided business consulting and strategic advisory services
- Supported startups and organizations in business planning, marketing and growth strategies
- Advised entrepreneurs on business models, market opportunities and development plans
- Mentored startups in innovation, incubation and entrepreneurship
- Facilitated industry connections, training programs and entrepreneurship initiatives

Consulting Professor – Innovation and Incubation | Firebird Institute of Research in Management

Mar 2022 – Nov 2022

- Innovation and entrepreneurship activities
- Startup and incubation initiatives
- Management education and mentoring

Professor | LEAD College of Management

Jan 2021 – Mar 2022

- Management education and academic activities

Startup Incubation Consultant | Consultancy

Jan 2020 – Dec 2020

- Startup incubation and entrepreneurship support

Professor & HOD – Management Studies | ICET College of Engineering

Jan 2019 – Nov 2019

Assistant Professor – Senior Grade | Crescent Business School, Crescent University

Dec 2010 – Jul 2018

Lecturer & HOD – Business Administration | S.A. College

Jul 2006 – Aug 2009

Lecturer – Management Studies | Francis Xavier Engineering College

Jul 2005 – Jun 2006

Faculty – Management Studies | Sikkim Manipal University Study Centre, Tirunelveli

Apr 2004 – Mar 2005

ENTREPRENEURSHIP & STARTUP PROFILE

- External Startup Mentor and Evaluator – Young Innovator Program, KDISC
- Singapore Polytechnic Certified Entrepreneurship Mentor
- Business Consultant and Startup Mentor for entrepreneurs and startup companies
- Advisor – Institute Innovation Council, Rane Technical Campus
- Resource Person for Startup Boot Camps, Entrepreneurship Workshops and FDPs
- Experience in entrepreneurship development, business models and startup strategy

EDUCATION

- Ph.D. – Business Administration, 2014, Manonmaniam Sundaranar University
- MBA – Marketing Management, 2001, Sri Sankara School of Management & Computer Science, Bharathidasan University
- B.Sc. – Zoology, 1999, Manonmaniam Sundaranar University
- FDPM – IIM Ahmedabad
- Alumnus – IIM Ahmedabad

INDUSTRY EXPERIENCE

- PepsiCo India – Presell Representative, Sales & Distribution
- Sanurga & Company – Territory Coordinator, Sales & Distribution
- Golden Sun Dairy, Chennai – Executive Sales

RESEARCH & PUBLICATIONS

Published research in areas including:

- Marketing and consumer behaviour
- Smartphone choice and technology
- Service quality and patient satisfaction
- Customer buying behaviour
- Competency mapping
- Rural consumer behaviour
- Social networking and consumer behaviour

Book:

Contemporary Strategic Management – Creating World Class Organisation, Ane Books Private Limited.

ACADEMIC & INSTITUTIONAL CONTRIBUTIONS

- NAAC / NBA accreditation coordination
- Board of Studies and academic administration
- Faculty Development Program coordination
- Research supervision and mentoring
- Industry–Institute interaction
- Training and entrepreneurship development programs

SELECTED TRAINING & RESOURCE PERSON EXPERIENCE

- Startup Boot Camp – Entrepreneurship & Innovation as a Career Opportunity
- Lean Canvas Business Model for Startups
- Action Plans for Entrepreneurs
- Marketing Strategy and Business Development
- Value Management – Ford Motors Career Development Program

LANGUAGES

- English: Excellent
- Tamil: Excellent
- Arabic: Read
- Hindi: Speak