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Dr. Abbokar Siddiq is an Associate Professor and the Coordinator of the department of PG Studies in Commerce, and the department of MBA, University College, Mangalore. He has also served at Field Marshall K.M. Cariappa College, Madikeri, AIMS Institute of Management, Bhatkal and Badria College, Mangalore. He has a teaching experience of about 23 years. He taught the students of Post-graduate and undergraduate programmes. He did M.Com. from Mangalore University with First Class in the year 1995 and later awarded with the Ph.D. degree from the same University for his research work on “The Role of Voluntary Consumer Organisations in Consumer Protection - A Study in Dakshina Kannada and Udupi districts”. He is also an M.B.A. with specialization in Marketing. He is also serving as the Co-ordinator of B.Com Correspondence Course of Mangalore University. He has been recognized as Ph.D. guide by the Mangalore University and he is guiding 10 Ph.D. Scholars at present. He has been awarded with “National Citizenship Gold Medal Award” by GEPR, New Delhi for Individual Achievement in the field of Consumer Protection. He has organised several International and National Conferences and Workshops. He has presented papers on consumer related issues in National and International Conferences including presentations in Malaysia, Bahrain, Singapore and Dubai, several of them won Best Paper Awards. He has

also served as Resource Person and Moderator in many National and International conferences and is also giving training on Soft skills. He has written research papers on several reputed ISBN and ISSN journals and edited books. He has also authored books on Sales Management, Research Methodology, Marketing Research, Advertising and Salesmanship and Modern Marketing. He is also a member of Editorial Board of SIJM, an International Journal of Management. He has undertaken the Research projects sponsored by UGC and Department of Food and Civil Supplies, Govt. of India. He has served as Treasurer, Secretary and Vice President of Forum of Business Management Teachers, Mangalore University. He is a Member of International Association of Academicians and Researchers, Singapore. He is also a member of Consumer Education and Research Centre, Ahmadabad and is serving in several other academic bodies of Mangalore University.