

Marketing & Business faculty in Marketing, Digital Marketing & Analytics
17+ years of progressive experience in academia, research, and consulting
Permanent Resident in the USA

Key Achievements

Proactively worked on rejuvenating different administrative offices throughout academic career deploying performance-based KPIs and introducing best business practices

- Won a consulting project of developing a social business promotion handbook (**Spring 2021**)
- Introduced digital marketing and analytics courses in undergraduate and grad programs (**2019-2024**)
- Winner of 3-Minute Thesis (3MT) competition during the Ph.D. program (**Apr 2018**)
- Presented in eight seminars during the Ph.D. program – highest by any Ph.D. student (**2018-2019**)
- Awarded Graduate Research Scholarship (GRS) for Ph.D. (**Nov 2015**)
- 2nd position in MBA (**2005**), 7th in BS Engineering, 1st among civilian candidates (**2000**)

Areas of Expertise

- ✓ Marketing Analytics
- ✓ Data Analytics using Excel, R, SQL
- ✓ Digital Marketing
- ✓ Marketing for Startups
- ✓ Multivariate data analysis using Structural Equation Modeling (SEM)
- ✓ Recruitment Marketing
- ✓ Case teaching and writing
- ✓ Research Supervision & Research Writing
- ✓ Analytics-driven solutions for SMEs
- ✓ Quantitative research methods
- ✓ Career Coaching & Resume writing

Teaching Record (Selected Courses & Student Ratings)

Key Courses	Type	Level	Years
Principles of Marketing, Marketing	Core	Undergrad	2021, 2022, 2023, 2024
Digital Marketing	Elective	MBA, Undergrad	2010, 2011, 2022, 2023, 2024
Marketing Research	Elective	Undergrad	2024
Management	Core	Undergrad	2023, 2024
Marketing for Startups	Elective	Undergrad	2022, 2023
Marketing Analytics	Elective	MBA	2019, 2023
Consumer Behavior	Elective	Undergrad	2021
Marketing Management	Core	MBA, Undergrad	2010-2015, 2019-2022
Cases in Management	Core	MBA	2014-2015, 2019, 2020

Student Ratings:

Overall ratings: 4.00 – 4.80 (out of 5.0) & from 70% - 88%

Recent ratings (in Marketing and Management courses): 4.71 – 4.77 (Spring 2024), 4.32 – 4.71 (Fall 2023)

Research Summary (as of August 2024)

- 10 Journal articles
 - 2 indexed in SSCI (WoS/Impact factor)
 - 5 indexed in ESCI (Scopus)
 - 3 non-indexed
- 2 Book Chapters
- 6 Conference papers
- 3 Journal papers in different stages of authorship

Citations (Google Scholar):

Citations: 334
h-index: 07
i10-index: 06

Reviewer:

Active reviewer with around 30+ manuscripts reviewed from 2016 to 2023 in indexed peer-reviewed journals and top conferences

ACADEMIC EXPERIENCE

11 years (Full Time) + 3 years (Part Time)**Assistant Professor****Jul 2023 – Present****St Mary's College of Maryland, St Mary's City, MD***National Public Honors College*

- Assigned teaching of Marketing and management courses for undergrad business administration majors
- Launched Digital Marketing and Marketing Research courses
- Member of faculty search committee for two positions in AY 2023-24

Associate Director, Career Development**Jan 2023 – Jul 2023****Canisius College, Buffalo, NY***Career Development was part of Griff Center for student success and served students and alumni*

- Focused on Industry relations and outreach with sole responsibility for annual career fair
- Provided complete career coaching and mentoring to students and alumni from STEM background
- Proactively used and reinvigorated integration of online career development platform (Handshake)

Assistant Professor & Program Director, MBA**Sep 2021 – Dec 2022****Institute of Business Administration, IBA Karachi***IBA Karachi is Pakistan's top business school with a legacy of being a pioneering business school in the region**Academic responsibilities*

- Actively engaged in teaching marketing courses with additional visiting role in Spring 2023
- Secured high evaluations in all courses taught in Fall 2021 and Spring 2022
- Launched a new course: Marketing for Startups (Spring 2022), received rave reviews
- Project supervision for different Experiential Learning Projects (undergrad) and MBA projects

Administrative responsibilities

- Program leadership for MBA (Full-time and Part-time) as well as MBA Executive programs with responsibility of revamping the program in line with AACSB and local regulatory requirements
- Oversaw IBA Marketing Club (student society) as it rejuvenated post-COVID-19
- Member, Organizing Committee for 1st SBS International Conference at IBA Karachi

Assistant Professor & Director Admissions**Sep 2020 – Aug 2021****KSBL – Karachi School of Business & Leadership***KSBL is a trailblazing business school with a focus on graduate programs and executive education with strong industry linkages*

- Taught marketing and analytics courses
- Worked with the leadership on designing and structuring undergraduate programs
- Rejuvenated the admissions department using CRM based protocols for engaging prospective students; automated processes and looked after marketing activities of degree programs

Assistant Professor**Jul 2010 – Aug 2020****FAST School of Management (FSM), National University of Computer & Emerging Sciences***FSM is a constituent department of FAST-NU, Pakistan's leading private sector university - (On leave: Nov 2015 – Dec 2018)**Academic responsibilities*

- **Launched several new courses:** Marketing Analytics (Fall 2019), Business Analytics (Fall 2019), Cases in Management (Spring 2014), E-marketing (Fall 2010)
- Served as **cluster coordinator** for two clusters: *Marketing* (2014 & 2019) and *management* (2015)

Final Year Projects (FYPs) supervision & coordination

- Supervised several undergraduate and graduate FYPs on case studies and consumer research
- Spearheaded rejuvenation of FYP guidelines and coordinated all activities as FYP coordinator

Chair, Campus Purchase Committee (CPC) & In-charge, Career Services Office (CSO)

- Rejuvenated Career Services Office (CSO) by implementing target-based placements strategy
- Served in Campus Purchase Committee as Chair (2019) and Member (2015)
- Played a key role in the first accreditation of FAST School of Management, Lahore (Spring 2014)

Part-time: Tutoring and Academic Support**Nov 2015 – Dec 2018****Universiti Brunei Darussalam (UBD)***Universiti Brunei Darussalam (UBD) is a leading research university in ASEAN region with remarkably high rankings in Asia*

INDUSTRY EXPERIENCE

7 years (Full Time) & 6 years (Freelance)**Consultant (Freelance)****Aug 2011 – Ongoing***Resume Writer:*

- Certified Professional Resume Writer (CPRW) from Professional Association of Resume Writers & Career Coaches (PARW/CC), USA
- Developed 100+ resumes and other career docs for clients of diverse backgrounds

Marketing consultant:

- Provided advisory and professional consultancy to three different organizations in the areas of marketing, business development, recruitment, and organizational development

Regional Head**Oct 2008 – May 2010****Naseeb Networks Inc. (Rozee.pk)**

- Led the sales operations for two regions (North and Central) with sales operations' P/L responsibilities
- Consistently achieved the highest sales figures in the country while also working on new ventures

Head of R&D/HR**Mar 2006 – Oct 2008****Eden Housing Limited**

- Launched marketing campaigns (budget: approx. PKR 225 Mn.) for six real estate projects
- Served as a member of strategic projects team; worked on feasibilities of multi-Billion (PKR) projects
- Led HR and Recruitment function, reorganized HR and recruitment functions

Sales Engineer**May 2005 – Mar 2006****Kirby Building Systems – Kuwait**

- Served in Pakistan sales office looking after sales and marketing of Pre-Engineered Buildings (PEBs)
- First Pakistani engineer to secure a multi-million-dollar project with a leading industrial client

Pre-MBA Experience**Oct 2000 – Aug 2003****Different Engineering organizations**

- Achieved project targets in various project management, field supervision and consulting roles
- Conducted engineering design and software-based structural analysis

Internships**2000 & 2004***Citibank NA Pakistan* – Summer 2004 – part of MBA Program*Frontier Works Organization* – Summer 2000 – part of BS Engineering Program

SEMINARS AND WORKSHOPS

- Conceived and delivered a certificate workshop on Tableau as part of the undergraduate course of Business Analytics, **Oct 2019**
- Conducted a Graduate workshop on tools and applications for improving research productivity under the aegis of FAST School of Management, **March 2019**
- Co-initiated and conducted a workshop on Structural Equation Modeling (SEM) under the aegis of UBD School of Business and Economics, **May 2018**
- Conducted several career counseling seminars in Brunei Darussalam and Pakistan
- Presented in 3 faculty seminars (**Spring 2017, Fall 2017 and Spring 2018**) at UBD School of Business and Economics on Muslim consumer research and Structural Equation Modeling (SEM)
- Presented (on invitation) in 3 faculty seminars (**Fall 2016, Fall 2017 and Spring 2018**) at UBD SOASCIS (Center for Islamic Studies) on Muslim consumer dynamics and Islamic history
- Presented working paper on Islamic fashion marketing in Workshop on Muslim Economy and Consumption under the aegis of the Institute of Asian Studies (IAS), UBD, **Jan 2017**

RESEARCH PUBLICATIONS & AUTHORSHIP**Journal articles**

1. Crisis management in the hospitality sector SMEs in Pakistan during COVID-19, International Journal of Hospitality Management, 2021, Elsevier (2nd author); **SSCI & Scopus, Impact Factor: 9.237**
2. Purchase Intention for Green Brands among Pakistani Millennials, Social Responsibility Journal, 2021, Emerald (1st author); **ESCI & Scopus, ABDC 'B'**
3. The perceptions of SME retailers towards the usage of Soc. Media Mktg amid COVID-19 crisis, Journal of Entrepreneurship in Emerging Economies, 2021, Emerald (1st author); **ESCI & Scopus, ABDC 'B'**
4. *Kaarvan Crafts Foundation*, case study, Emerald Emerging Markets Case Study collection (EEMCS), Oct 2020 (2nd author); **Scopus**
5. Muslim millennials' attitudes toward fashion advertising, International Journal of Advertising, Vol. 38, Iss. 5, 2019, Taylor & Francis (1st author); **SSCI (Impact factor: 4.620), ABDC 'A'**
6. Measuring Religiosity among Muslim Consumers: Observations and Recommendations, Journal of Islamic Marketing, Vol. 10, Iss. 2, 2019, Emerald (1st author); **ESCI & Scopus, ABDC 'C'**
7. *Attitudes toward advertising in Brunei Darussalam*, Journal of Business & Economic Analysis (JBEA), Vol. 1, Iss. 1, 2018, Universiti Brunei Darussalam (1st author)
8. *Muslim consumers' attitudes toward fashion advertising: a conceptual framework*, International Journal of Islamic Marketing and Branding, Vol. 3, Iss. 3, 2018, Inderscience (1st author)
9. *Modest, modern, and diverse: a review of marketing communication visuals of Islamic fashion brands*, International Journal of Islamic Marketing and Branding, Vol. 3, Iss. 2, 2018, Inderscience (1st author)
10. *Web portals division in quandary*, case study, Emerald Emerging Markets Case Study collection (EEMCS), Oct 2013 (Sole author); **Scopus**

Book Chapters

1. *Modesty in marketing communications of Islamic fashion in ASEAN*, in Muslim Piety as Economy: Markets, Meaning and Morality in Southeast Asia, 2019, Routledge (1st author)
2. *Exploring Muslim Millennials' Perception....*, in The Routledge Handbook of Halal Hospitality and Islamic Tourism, ed. C. Michael Hall and Girish Prayag, 2019, Routledge (1st author)

Conference papers

1. *Shukr: Success story of an Islamic fashion brand*, 2nd Islamic Business Management Conference (IBMC 2018), Jul 2018, Kuala Lumpur, Malaysia (1st author)
2. *Attitudes toward advertising in Brunei Darussalam*, International Conference on Business, Economics and Finance (ICBEF), Aug 2017, Universiti Brunei Darussalam (1st author)
3. *Attitudes toward advertising – a critical review*, 7th International Borneo Business Conference (IBBC), Sep 2016, Universiti Malaysia Sabah, Kota Kinabalu, Malaysia (1st author)
4. *Non-traditional teaching cases: options and opportunities*, 7th International Borneo Business Conference (IBBC), Sep 2016, Universiti Malaysia Sabah, Kota Kinabalu, Malaysia (Sole author)
5. *Competitive positioning strategies for Pakistani Engineering Academia*, 5th World Engineering Congress (WEC), Sep 2013, Islamabad, Pakistan (Sole author)
6. *Eden Housing Limited*, International Case Conference, May 2011, Lahore, Pakistan (Sole author)

Editorship and Peer reviewing

- Assistant Editor, *Journal of Business & Economic Analysis (JBEA)* – the official journal of UBDSBE
- Reviewer for different business and marketing journals including *Journal of Islamic Marketing*, *International Journal of Islamic Marketing & Branding*, *The Case Journal*, *Journal of Marketing Communications*, *PLOS One*, *Technology Analysis & Strategic Management*, *Spanish Journal of Marketing – ESIC*, *South Asian Journal of Marketing*
- Reviewer for a number of conferences by American Marketing Association (AMA), Academy of Management (AOM), and National Case Writer Association of North America (NACRA)

Professional articles

12 articles in *Aurora*, a professional magazine on topics related to advertising relevance, radio advertising, recruitment marketing, political marketing, and success stories of selected brands

EDUCATION

PhD in Management Universiti Brunei Darussalam (UBD) Mar 2019

UBD is a top-ranking university with QS World ranking: 387 / QS Asia ranking: 72 (as of 2024)

UBD School of Business and Economics got AACSB accreditation in 2024

PhD Concentration/Area of research: Marketing, Consumer Research, Islamic Marketing

Thesis: "Muslim millennials' attitudes toward fashion advertising"

- Awarded fully funded, Graduate Research Scholarship (GRS) by Universiti Brunei Darussalam
- Completed proposal defense, data collection, and analysis before the stipulated time
- Gained extensive experience and understanding of multivariate analysis particularly Structural Equation Modeling (SEM), SPSS, and other research-related software like Mendeley

MBA Institute of Business Administration (IBA Karachi) May 2005

IBA Karachi is Pakistan's top business school with a legacy of being a pioneering business school in the region

- Marketing majors, 2nd highest CGPA in class (3.61/4.00)
- Key project: Business case study on Wazir Ali Industries
- Key courses: Marketing Management, Brand Management, Advertising, Methods in Business Research, Sales Management, Business Math and Statistics

BSc Engineering (Civil) National Univ. of Sciences & Tech (NUST) Oct 2000

NUST is one of the highest ranked universities in the country with a legacy of key engineering programs

- Overall score: 71.8%; highest among civilian candidates
- Final Year Project: Traffic Analysis of Risalpur Cantt. (Team Lead)
- Key courses: Numerical Analysis, Engineering Drawing, Structural Analysis, Project Management

TRAININGS ATTENDED (SELECTED)

Online Courses (MOOCs)

Completed several MOOCs in the domain of Data Analytics for Business, offered by top universities like University of Pennsylvania, Duke University, University of London, and University of Virginia

- Data Visualization with Tableau
(Specialization of 5 MOOCs)
- Advanced Business Analytics
(4 out of 5 MOOCs in a specialization completed)
- Virtual Teacher
(4 out of 5 MOOCs in a specialization completed)
- Customer Analytics
- Intro. to Data Analytics for Business
- Data Visualization
- Machine Learning for all
- Understanding Your Data: Analytical Tools
- Framework for Data Collection and Analysis

Workshops attended

- Student Support Services under a Higher Ed support project of US-AID, Pakistan, **Aug 2022**
- "Assurance of Learning (AOL)" under AACSB accreditation process, **Jan 2022**
- "Advanced PLS-SEM" Universiti Sains Malaysia, Penang, Malaysia, **Sep 2017**
- "SEM using AMOS, Level 2" Malaysian Postgraduate Workshop Series, **Nov 2016**
- "Case Teaching (Enhancing Learning Through Immediate Application)" UBD, **May 2016**

SKILLS

- Multivariate analysis and Structural Equation Modeling using **IBM SPSS, AMOS, SmartPLS**
 - Email Marketing management, Display and programmatic advertising
 - Data Analytics and Visualization using Power BI, Google Studio, and Tableau
 - Continuously learning new techniques and software related to analytics and quantitative techniques
- Languages: English** (Fluent) with TOEFL scores: 113/120 (2014) and 107/120 (2012) | **Urdu** (Native)

MEMBERSHIPS

- American Marketing Association (AMA)
- Academy of Marketing Science (AMS)
- Insights Association (IA)