

M TALHA SALAM, PhD, MBA, CPRW

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Marketing educator and researcher with over 15 years of combined academic and industry experience across the U.S., South Asia, and Southeast Asia

*Experienced in leading **program rejuvenation**, launching **innovative courses**, and integrating emerging technologies for impactful teaching and student outcomes*

*Research focused on the intersection of marketing and technology, with contributions in **Digital Marketing**, **Marketing Analytics**, and **GenAI***

More than seven years of full-time industry experience in sales, marketing, and recruitment complemented by ongoing marketing and strategy consulting

***Certified Professional Resume Writer (CPRW)** with career coaching experience in Higher Education especially for Business students*

Career Highlights

- Consistently earned strong student feedback: 4.30–4.87 out of 5.0 **(2023-2025)**
- Launched several new courses in Digital Marketing, Analytics, Case method, and Marketing for Startups **(2010–2024)**
- Strong publication record with 10 peer-reviewed journal articles and case studies, 425+ citations in Digital Marketing consumer behavior, marketing management, and strategy
- Directed rejuvenation of country's top MBA programs towards academic excellence and regulatory compliance **(2021)**
- Integrated technology and launched different digital marketing-oriented admissions and marketing campaigns – enhancing applicant engagement and efficiency **(2015, 2020)**
- Won 1st Place in Universiti Brunei Darussalam's 3-Minute Thesis (3MT) Competition **(2018)**
- 2nd highest CGPA in MBA from country's leading business school **(2005)**

Areas of Expertise

- | | |
|--------------------------------------|-----------------------------|
| • Marketing Analytics | • Consumer Insights |
| • Digital Marketing | • Marketing for Startups |
| • Generative AI in Marketing | • Case teaching and writing |
| • Prompt Engineering | • Research Writing |
| • LLMs and Custom GPTs | • Career Docs (Resumes/CVs) |
| • Multivariate data analysis | • Career Coaching |
| • Structural Equation Modeling (SEM) | |

Skills

- Continuously learning new techniques and software related to marketing and research
- Advanced Prompt Engineering and use of **Generative AI** applications for marketing and business
 - **Data Analytics** and **Visualization** using **Power BI** and **Tableau**
 - **Multivariate analysis** and **Structural Equation Modeling (SEM)** using **SPSS**, **AMOS**, **SmartPLS**
 - Email Marketing management, Display and programmatic advertising

Languages: English (Fluent) with TOEFL scores of 107 and 113 | Urdu (Native)

Education

PhD Management (Concentration: Marketing)

School of Business and Economics, Universiti Brunei Darussalam (UBD) | Mar 2019

UBD: QS World ranking: 385 / Asia ranking: 78 (as of 2025) | UBDSBE got AACSB accreditation in 2024

Concentration/Area of research: Marketing and Consumer Research

Thesis: "Muslim millennials' attitudes toward fashion advertising"

- Completed proposal defense, data collection, and analysis before the stipulated time
- 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)**
- 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

- Marketing majors, 2nd highest CGPA in class (3.61/4.00)

Bachelor of Engineering (Civil)

National University of Sciences & Tech (NUST) | Oct 2000

- Overall score: 71.8%; highest among civilian candidates

Professional Development: Courses & Workshops attended (selected)

Online Courses (MOOCs)

Completed several MOOCs in the domain of Generative AI, Digital Marketing and Business Analytics offered by Vanderbilt University, University of Pennsylvania, Duke University, University of London, and University of Virginia, Google, and IBM

- Generative AI (courses and **specializations** for educators, custom GPTs, Data analysis)
- Data Visualization with Tableau (**Specialization** of 5 MOOCs)
- Google Digital Marketing & E-commerce (**Professional Certificate** offered through Coursera)
- Advanced Business Analytics (4 out of 5 MOOCs in a **specialization** completed)
- Generative AI (introduction and applications)
- Customer Analytics
- Introduction to Data Analytics for Business
- Data Visualization
- Machine Learning for all
- Framework for Data Collection and Analysis

Workshops attended

- Different workshops on teaching and learning under faculty orientation, USA, **Aug 2023-Apr 2024**
- 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**

Academic Experience

Highlights in Teaching & Academic Administration

Experience: 11.5 (Full-Time) and 3.5 Years (Visiting/Part-Time)

- Launched Digital Marketing, Analytics, and Marketing courses in different institutions **(2010-2024)**
- Extensive experience in project supervision for different Final Year and Experiential Learning for industry and research-related undergrad and MBA projects **(2010-Ongoing)**; Spearheaded rejuvenation of FYP guidelines and coordinated all activities as FYP coordinator **(2015)**
- Member of faculty search committee for different positions **(2011-2015 and 2023-24)**
- 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 **(2022)**
- Rejuvenated different academic administrative offices introducing best business practices **(2010-2022)**
- Rejuvenated the Admissions department using CRM-based protocols for engaging prospective students; automated processes and looked after marketing activities of degree programs **(2021)**
- Served as cluster coordinator for two clusters: *Marketing (2014 & 2019)* and *Management (2015)*
- Served in Campus Purchase Committee as Chair **(2019)** and Member **(2015)**

Positions Held:

Assistant Professor of Business Aug 2023 – Ongoing
St. Mary's College of Maryland | National Public Honors College

Assistant Professor & Program Director, MBA Aug 2021 – Jun 2023
Institute of Business Administration, Karachi (Part-Time/Visiting: Spring 2023)

Director Admissions & Assistant Professor Aug 2020 – Aug 2021
Karachi School of Business & Leadership (KSBL)

Assistant Professor & In-charge Careers Office Aug 2021 – Jun 2023
FAST School of Management, National Univ. of Computer & Emerging Sc.
(PhD leave: 2015-2018 – worked as tutor and academic support during PhD)

Teaching Record (Selected Courses)

Key Courses	Type	Level	Years
Principles of Marketing, Marketing	Core	Undergrad	2021 - 2025
Digital Marketing	Elective	MBA, Undergrad	2010 - 2011, 2022 - 2025
Marketing Research	Elective	Undergrad	2024 - 2025
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):

4.45 – 4.74 (Spring 2025) 4.64 – 4.87 (Fall 2024)

4.71 – 4.77 (Spring 2024) 4.32 – 4.41 (Fall 2023)

Industry Experience

Industry Experience Highlights

7 (Full-Time) and 6+ Years (Freelance consulting)

- **Marketing consultant:** Provided advisory and professional consultancy to three different organizations in the areas of marketing, business development, recruitment, and organizational development
- **Resume Writer and Career Coach:** 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
- **Career Development & Industry Relations:** Fostered Industry relations and outreach, managed career fairs and events, Provided comprehensive career coaching and mentoring to students and alumni; deployed different technology solutions to ensure efficient services for students and employers
- **Sales & Marketing Operations and Leadership:** Led the sales operations with consistently achieving sales targets; managed multiple marketing campaigns for real estate projects – achieved different ‘firsts’ in achieving sales targets
- **HR Management and Leadership:** Extensive HR strategy and Recruitment experience

Positions Held:

Consultant (Freelance)	Aug 2011 – Ongoing
Assoc. Director, Career Development Canisius University, Buffalo NY	Jan 2023 – Jul 2023
Regional Head Naseeb Networks Inc. (Rozee.pk)	Oct 2008 – May 2010
Head of R&D/HR Eden Housing Limited	Mar 2006 – Oct 2008
Sales Engineer Kirby Building Systems – Kuwait	May 2005 – Mar 2006
Pre-MBA Experience Different Engineering organizations	Oct 2000 – Aug 2003
Internship Citibank NA (part of MBA program)	Summer 2004
Internship Frontier Works Organization (part of Bachelor of Engineering)	Summer 2000

Memberships

- American Marketing Association (AMA)
- Association of Consumer Research (ACR)
- Academy of Marketing Science (AMS)
- Marketing Science Institute (MSI)
- Insights Association (IA)

Research & Publications

Research Summary

10 Journal articles

- 2 indexed in SSCI (Web of Science collection)
- 5 indexed in ESCI (Scopus collection)

2 Book Chapters | 6 conference papers

Citations (Google Scholar): 425

h-index: 7 | i10-index: 6 (July 2025)

[Google Scholar](#)

[ORCID](#)

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. *Explaining Consumers' Intention to Purchase Products of Socially Responsible Organizations*, International Conference on Business, Economics and Finance (ICBEF), **Nov 2021**, Universiti Brunei Darussalam (3rd author)
2. *Shukr: Success story of an Islamic fashion brand*, 2nd Islamic Business Management Conference (IBMC 2018), **Jul 2018**, Kuala Lumpur, Malaysia (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)

Research In Progress (as of Jul 2025)

1. **Research Paper** on Potential and limitations of GenAI applications in Marketing (under review) – targeted for peer-reviewed journal
2. **Research Paper** on using GenAI for developing simulated live cases for marketing (under review) – targeted for peer-reviewed journal
3. **Case study** on EdTech startup using GenAI and facing a strategic challenge (under review) – targeted for prestigious case collection
4. **Research Paper** on nature of marketing activities for startups (authoring) – targeted for peer-reviewed journal
5. **Research Paper** on reconceptualizing Strategic Business Units (SBUs) in marketing strategy – targeted for peer-reviewed journal

Editorship and Peer reviewing

- Assistant Editor, *Journal of Business & Economic Analysis (JBEA)* (2018 – 2023)
- Reviewer for different business and marketing journals including (selected names):
 - *Journal of Marketing Communications*
 - *Journal of Islamic Marketing*
 - *PLOS One*
 - *Technology Analysis & Strategic Management*
 - *Spanish Journal of Marketing – ESIC*
 - *South Asian Journal of Marketing*
 - *Conferences: American Marketing Association (AMA), Academy of Management (AOM), and National Case Writer Association of North America (NACRA)*

Professional articles

Published 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

Presentations, Seminars, and Workshops

- Continued participation in professional development activities for the latest developments in digital marketing, marketing analytics, AI, and academic administration, **Ongoing**
- 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**