

PERSONAL INFORMATION

Muhammad Fahid Muqaddas



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PERSONAL STATEMENT

Result driven research oriented professional with a solid career track of teaching and marketing experience.

WORK EXPERIENCE

Jun 2015 - to Date

Assistant Professor

National University of Modern Languages, Islamabad, Pakistan

- Being the Faculty Member of the Management Sciences Department, conducting lectures for Postgraduate and Graduate level on marketing Specialization courses

Business or sector University

Feb 2016 – May 2018

Teaching & Research Assistant

University of Debrecen, Debrecen, Hungary

- Conducted lectures on marketing Specialization courses for MBA

Business or sector University

Aug 2003 - Jun 2015

Lecturer

National University of Modern Languages, Islamabad, Pakistan

- Being the Faculty Member, conducted lectures on marketing Specialization courses

Business or sector University

EDUCATION AND TRAINING

Feb 2016 – to date

PhD (In Progress)

University of Namur, Belgium (ERASMUS Student)

- University of Debrecen, Hungary
- Completed the Research and Course work of the PhD Program

Sep 2009 – Apr 2012

Master of Science (Marketing)

Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Islamabad, Pakistan

- Studied research and Marketing based subjects

Feb 2004 – Mar 2006

Master of Business Administration (Marketing)

Comsats Institute of Information Technology, Islamabad, Pakistan

- Studied general management and Marketing subjects

Nov 1997 – Oct 2001 **Bachelor of Engineering (Computer Sciences)**

Gulbarga University Gulbarga, India
 ▪ Studied Computer science subjects

Oct 1995 – Jun 1997 **Bachelor of Science**

Govt. College Lahore, Punjab University, Pakistan
 ▪ Studied mathematics and statistics

PERSONAL SKILLS

Communication skills Exceptional communicator with a consultative style and strong negotiation skills.

Organisational / managerial skills ▪ Aggressively identify marketing opportunities, develop focus and provide tactical solutions.
 ▪ Exceptional problem solving abilities and a keen client needs assessment aptitude.

Job-related skills Lectures conducted on

▪ Personal Selling	▪ Marketing Research
▪ Food Marketing	▪ Advertising and Promotion
▪ New Product Development	▪ Entrepreneurship
▪ Services Marketing	▪ Consumer Behaviour
▪ Principles of Marketing	▪ Cyber Marketing
▪ Marketing Management	▪ Introduction to Information Technology
▪ Strategic Marketing	▪ Management Information System
▪ Sales and selling Management	▪ Leadership and Motivation Techniques

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent User	Independent User	Independent User	Independent User	Independent User

▪ Exceptional command of office suite (word processor, spread sheet, presentation software)

Other skills ▪ Worked as hostel Superintendent from August 2003 to December 2008 in NUML, with a capacity of more than 200 students as well as facility for University's VIP Guests and staff of 20 members.

ADDITIONAL INFORMATION

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|---------------------------|---|
| Publications | Publications |
| Presentations | ▪ Muqaddas, M. F., & Azfer, S.A. (2017). Food Super Store Shopping Environment and Consumer Impulsive Buying Behavior. The Hungarian Journal of Nutrition Marketing, (4), 65-78. |
| Projects | ▪ Muqaddas, M. F., & Ahmad, I. (2016). Determinants Of Brand Equity: An Empirical Study Of It Industry. SEA-Practical Application of Science, (12), 555-560. |
| Conferences | ▪ Ahmad, I., & Muqaddas, M. F. (2016). Determinants Of Dividend Payout Policy: An Empirical Study Of Banking Sector Of Pakistan. Applied Studies in Agribusiness and Commerce, (10), 101-106. |
| Seminars | |
| Honours and awards | |
| Memberships | |
| References | ▪ Designed course outlines for various marketing subjects |
| Citations | ▪ Organized eight sales exhibitions (NUML Sales Gala) in Serena Hotel, Islamabad, Pakistan |
| Courses | |

Certifications

- Organizing member of 3rd Job Fair (2007) & 4th Job Fair (2008)
- Organized Earthquake Relief Camp for Baluchistan in NUML (2013)
- Organizing member of NMUN Conference (2013), NUML International Conference on Contemporary & Emerging Trends in Business and Management (2012) and International Conference On China-Pak Economic Corridor (2015)

Conferences

- Muqaddas, F.M., (2018). Social media Marketing & Store Loyalty. Namur Digital Institute inauguration Conference University of Namur, Belgium.
- Muqaddas, F.M., (2017). Consumer Innovativeness and Shopping Styles. 1st International Research Conference "Challenges and Lessons in Management" University of Debrecen, Hungary.
- Muqaddas, F.M., Azfer, S.A., & Qamar, I. (2012). Super Stores Shopping Environment and Consumer Buying Behaviour. *14th National Research Conference SZABIST*, Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology Islamabad.

Seminars

- Organized seminars on Advertising & Promotions and Marketing Strategies in National University of Modern languages, Islamabad, Pakistan.

Honours and awards

- Secured CGPA 3.53/4 in Master of Science (2012)
- Secured CGPA 3.62/4 and Won Institute Bronze Medal & Campus Bronze Medal in Master of Business Administration (2006)
- Secured First Class with Distinction in Bachelor of Engineering (2001)
- Secured First Division in Bachelor of Science (1997)

Memberships

- Member of the project committee responsible for the analysis, review and evaluation of student projects undertaken at NUML, Islamabad, Pakistan.
- Member of Old Ravians Union. Govt. College University Lahore, Pakistan.

References

- Could be made on request

Training

- Assistantship for a period of six weeks in Citi Bank (2002), Technology department, Karachi, Pakistan

ANNEXES

- Copies of degrees and qualifications.