

Shahzad Ali

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Vision: My vision is to serve my nation my community to bring peace, prosperity and servitude and above all worth the life I am given.

Summary of Experience: I have more than 10 years of hands-on teaching and research experience at the university level. Additionally, I have acquired extensive experience in course curriculum as per accreditation and international standards, managing international projects related to the education and training sector. I have been leading teams in education, training, examination, curriculum development, and other supportive techniques assuming the roles such as director of student affairs, assistant professor, research supervisor, chief examiner, research examiner, presenter, etc. in local, international, and multinational organizations.

Philosophical Areas: I pursued my Ph.D. and MBA professional in the business domain, which allowed me to learn the philosophical underpinnings of underlined domains. Besides the area of education, I have developed a profound set of communication and presentation skills. I have developed cutting-edge skills related to the use of technology in teaching methodologies, project development skills, curriculum development skills, rationalism, logic, and reasoning skills needed to solve the riddles of the business world empirically and logically. I have a command over statistical analysis, project management, digital marketing, content development, and various other research-related tools and techniques.

Research Areas: I have supervised about 18 research theses at both MBA and MPhil levels as main and co-supervisor along with research consultancy at a few of the top business universities around the globe. My research areas are;

Brand development, political activism, Digital Marketing, Generation Y, Consumer behavior, Internal Marketing, innovative work behavior

Media Projects: I have worked for multiple international brands in their TV commercials, singing seasons, talk shows, etc. In all the major TV channels of Pakistan including social media, print media, TV, Radio, and other platforms.

Research Publications: publications including 1.9 impact factor and "X" category HEC recognized journals along with multiple conference papers.

- **1.9 Above impact factor** "Exploring the Relationship between Innovative Work Behavior, Job Anxiety, Workplace Ostracism, and Workplace Incivility: Empirical Evidence from Small and Medium-Sized Enterprises (SMEs)" in MDPI.
- **Publication** in July 2020 issue of "X" category HEC recognized journal - **Pakistan Business Review** titled "POLITICAL ACTIVISM IN GENERATION Y: A GLOBAL PHENOMENON" winner of the best paper award.
- **International publication** "Career strategies of employees of MNC in the globalization reign" in "Journal of Economic and Social Thought" and has been cited in multiple international publications.

Presented 2 papers in Jan 2020 at the 1st international conference on diversity and social inclusion titled

- "Using Cybernetics as an employer brand for managing generational diversity: A pedagogy based on socio-cognitive feedback model" and
- "Gender Diversity and Stigmatized Identity at Workplace: Hostile and harassment confrontation"

Other Publications:

Presented a conference paper on "Adopting Homeostasis Model in combination of Hysteresis model: A perspective Behavioral Response Explanation"











Courses taught: I have taught courses in the Business domain in various disciplines in full-time permanent faculty at various institutes and on part-time visiting including courses such as;



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|-----------------------------|---------------------------------|----------------------------------|
| • Human Resource Management | • Marketing Information Systems | • Entrepreneurship |
| • Introduction to business | • Retail management | • Marketing Research methodology |
| • Leadership | • Organizational behavior | • Strategic marketing |
| • Principles of Marketing | • Management of Organization | • CRM and Relationship Marketing |

- Seminar in management
- Training and development
- Financial Accounting
- Consumer Behavior
- Brand management
- Financial management
- Marketing Management
- Business Research Methods
- E-Marketing

Additional skills: I have additional skills in MS project management, digital and social media marketing, Microsoft Office, Statistical pack for social sciences (SPSS 21, AMOS 21), Adobe Photoshop, Adobe Premiere, Cue base, Computer operating skills, Creative content Writing, Urdu in page, internet surfing and browsing, Social Communication, Acoustical mix craft, Movie Making, along with various other operational skills.

Professional Experience*(11 years):

Company Name	JOB Title	Type	From	To
 NUML, Lahore	Assistant Professor	Contract	2022	Current
 ILMA Univeristy, Pakistan	Research Fellow	Contract	2019	2022
 University of South Asia	Trainer	Project-based	2021	2021
 Bahauddin Zakariya University	Director of Students Affairs/Assistant Professor	Permanent	2014	2018
 City and Guilds UK	Chief Examiner Interlocutor(examiner)	contractual	2013	2016
 Global Institute Lahore	Marketing head cum management faculty	Permanent	2013	2014
 The Progressive (White House Group)	Manager-15 Branches	Permanent	2011	2013
 Qadri Phones Pvt Ltd.	Manager -5 Branches	Permanent	2009	2011
 Olpers Milk	Host- Presenter	Project-Based	2008	2008
 Zong Telecom	Brand Ambassador	Project-Based	2007	2008

Part-time- Company Name	JOB Title	Type	From	To
 UMT Lahore	Visiting Lecturer/ Supervisor	Part-time	2012	Current
 Cartoon Network	Anchor-Presenter	Part-time	2008	2008

Academic Qualification:

Degree Title	Grade/Division	Year	Institute Name
Ph.D. - Business	90.00%	2022	UMT, Lahore
MBA/M.Phil. Business	90.50%	2011	UMT, Lahore
B.Com	1st Division	2007	Punjab University

Other Formal Training

Training Area	Type	Year	Institute Name
Chief examiner and interlocutor Training	Practical	2015	City and Guilds UK
Research Project Management	Practical	2014	UMT, Lahore
Business Research Management	Theoretical	2014	UMT, Lahore
Senior Examiner- Interlocutor	Practical	2014	City and Guilds UK
International Arbitration	Mixed Approach	2011	UMT, Lahore

Additional skills: Completed PMP certification in 2021 while working in CRM and relationship business domain.

President of Entrepreneurship Club UMT: *Formal president of UMT Center of entrepreneurship and Innovation in 2011.

Additional projects: I have experience of about 10 years of working with international and local organizations. The working experience with all those organizations has provided me with extensive hands-on marketing, branding, content development, distribution, and other related skills in the domain of marketing. A few of the brands I have worked for are below;

