

RESUME

Mailing Address

NOUREEN SHARIF FAROOQUI

Contact: +92 3333812037

E-mail:

noreen.shareef7@gmail.com



QUALIFICATION/EXPERIENCE

- 1. Ph.D. Research Scholar at the University of Sindh Jamshoro (SU); since Nov 2021 till now.**

Employment: Head of Department - Mass Communication at National University of Modern Languages Hyderabad Campus.25-08-2023- till date.

Responsibilities:

1. Academic Leadership:

- Provide visionary leadership to shape the department's academic programs, curriculum, and research initiatives.
- Ensure that the department's offerings are relevant, up-to-date, and aligned with industry trends and advancements.

2. Faculty Management:

- Recruit, hire, and evaluate faculty members.
- Support faculty development through mentorship, training, and opportunities for research and professional growth.
- Foster a collaborative and positive work environment among faculty members.

3. Student Engagement:

- Oversee student admissions, advising, and academic progress.
- Promote student success, well-being, and engagement in extracurricular activities, internships, and projects.

4. Research and Publication:

- Encourage and support faculty and student research in areas related to mass communication.
- Promote publication in reputable journals, conferences, and other relevant platforms.

5. Strategic Planning:

- Develop and implement strategic plans that align with the overall goals and mission of the institution.
- Identify opportunities for growth, innovation, and interdisciplinary collaboration.

6. Conflict Resolution:

- Address conflicts and challenges within the department, whether related to faculty, students, or administrative issues, in a fair and timely manner.

7. Policy Implementation:

- Ensure compliance with university policies, guidelines, and regulations within the department.

**Employment: Contract Senior Instructor at National University of Modern Languages
Hyderabad Campus. 16-12-2017- till date (6Years 2 months)**

Responsibilities:

- Preparing and delivering lectures and seminars.
- Attending departmental and faculty meetings, and seminars.
- Supervising work programs of graduate and honors students and staff.
- Participating in setting course and degree requirements, curriculum revision, and academic planning.
- Serving as a faculty and departmental board member.
- Conducting research and undertaking consultancies in a particular field of knowledge
- Stimulating and guiding class discussions.
- Supervising undergraduate students' research mini-projects of undergraduate students and helping students with outstanding dissertations.
- Conduct research projects for small groups of students.
- Preparing and marking essays, assignments, and examinations.
- Facilitating class discussion by instigating the point of discussion in the right direction to improve the students' thought processes.
- Guiding students by providing productive advice in academic and related matters.
- Serve as external Judge for SBP Hyderabad for final Internship Presentation.
- Organize cultural functions in the department.
- Facilitate students arranging student internships in different Banks, Organizations
- Assist students in preparing oral and poster presentations.
- As a member of the departmental managing committee, served as Incharge students' computer laboratory.
- To work as LMS Focal Person and Manage all activities in COVID-19.
- To work as Scholarship Focal Person and facilitate Student

**Employment: Chief Coordinator at National University of Modern Languages
Hyderabad Campus Jul 2020 – Feb 2022**

Responsibilities:

- To supervise departments' functions and activities.
- To supervise teachers' punctuality.
- Implementation of policies received from the main campus.
- Address queries of teachers as well as students.
- To look after the maintenance of the Hyderabad campus.
- To supervise examinations and send results to the main campus.
- To make invigilation Rota
- To facilitate the interviews of visiting faculty with the regional director.
- To arrange extracurricular activities.
- To arrange educational seminars

**Employment: BBA program coordinator at National University Of Modern
Languages Hyderabad Campus (Additional Charge).Feb 2018 – Jul 2020**

Responsibilities:

- Planning and coordination of a program and its activities.
- Ensuring implementation of policies and practices.
- Support growth and program development
- Following office workflow procedures to ensure maximum efficiency.
- Maintaining students and faculty
- Supporting other teams with various administrative tasks.

**MPhil (Management Science) 2020 from Isra University, Hyderabad Sindh Pakistan
(G.P.A. 3.50).**

- **Project detail:** The main focus of this study is confined to assessing, comparing, and validating the attitudes of female students towards the women empowerment approach at public and private girls' colleges of Hyderabad district, Sindh. This research study employed a quantitative research approach, and the data has been collected using a contractive method based on structured questionnaires designed to assess and validate the educational status of women in the district of Hyderabad, Sindh.
- Aims of the project:
 - To assess and compare the attitudes of female students of Government and Private Girls' Colleges towards empowerment initiatives.
 - To conduct a study of the overall educational empowerment measures for women Initiated in Hyderabad District Sindh.
 - To investigate and explore if empowerment measures are taken by the Government and Private Girls' Colleges of Hyderabad District, Sindh.

Employment: Lecturer (Visiting Faculty), National University of Modern Languages (NUML) Hyderabad, Pakistan. Period: 16-01-2010 to 17-12-2017. (7 Years 4 months)

Responsibilities:

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- Preparing and delivering lectures, and conducting tutorials, and seminars.
- Attending departmental and faculty meetings, and seminars.
- Supervising work programs of graduate and honors students.
- Participating in setting course and degree requirements, curriculum revision, and academic planning.
- Serving as a faculty and departmental board member
- Stimulating and guiding class discussions.
- Supervising undergraduate students' research mini-projects of undergraduate students and helping students with outstanding dissertations.
- Conduct practical classes of taught subjects.
- Conduct research projects for small groups of students.
- Preparing and marking essays, assignments, and examinations.
- Facilitating class discussion by instigating the point of discussion in the right direction to improve the students' thought processes.
- Guiding students by providing productive advice in academic and related matters.
- Serve as external Judge for SBP Hyderabad for final Internship Presentation.
- Organize cultural functions in the department.
- Facilitate students arranging student internships in different Banks, Organizations.
- Organized Entrepreneurship week
- Assist students in preparing oral and poster presentations
- Tutoring group of students.
- Conducted quizzes and examinations of taught subjects along with the evaluation and marking.
- Organized study tours/trips for students with the liaison of concerned Organizations
- Student career counseling.

Employment: Quality Assurance (Focal person) at National University of Modern languages Hyderabad Campus (Additional Charge) Jan 2013–Feb2022

Responsibilities:

- To prepare regional campus self-assessment reports.
- Work on Teacher's assessment reports.
- Work on quality assurance reports.

Employment: Private Tutor at University of Sindh, Jamshoro Aug 2016– Sept 2017

Responsibilities:

- To teach students how to manage class, school, and students.
- To teach and demonstrate to students how to improve their efficiency of students by using different tools and techniques of teaching.
- To teach how to properly utilize school classes, school areas, and other resources properly.

2. **MBA. (HRM) the year 2009 from the University of Sindh, Jamshoro**

Grade 'A'
(86%) 2007-2009 Sindh University Jamshoro
GPA 3.85

3. **BSCS (Computer Science) Year 2005 from Shah Abdul Latif University, Khairpur Pakistan**

Grade 'A' 2001-2005 (80.16)
Shah Abdul Latif University Khairpur.

4. **Internships**

Internee	6-weeks	Allied Bank Pakistan
Internee	6 weeks	National Bank of Pakistan
Internee	8 weeks	PTCL

5. **Certification:**

- Certification of participation in “Research Grant Proposal Writing “held on 20 April 2019
- Certification of participation in 3 days workshop on Developing Skills in Survey Research, held from 28 Feb -2nd Mar 2018
- Certificate of Completing” Online Turnitin Training for Regional Campuses” held from 2nd Dec – 27 Dec 2017”.
- Certificate of Organizer for “One-day Workshop on Business Model workshop” held on 26 April 2016.
- Certificate of Organizer for “Business Plan Competition” held on 26 May 2016.
- Certificate of Organizer in “Poster Presentation Competition” held on 12-12-2012.
- Best Performance Certification from NUML Hyderabad Campus, held on 3rd March 2012.

6. Publication:

- Title: Empowering Pakistani Woman: Impact of Education, Technology and Training Skills Development, Sharif, N., Hassan, N., & Angel, S. (2021). Empowering Pakistani Woman: Impact of Education, Technology and Training Skills Development. *Journal of Business and Social Review in Emerging Economies*, 7(2), 433-441. <https://doi.org/10.26710/jbsee.v7i2.1719>
- Title: Digital Intrusiveness of Unmentionable Products: Construct Differential Analysis Framework Approach, Dr. Safeena Yaseen, Khushboo Rafiq, Noureen Sharif Farooqui, Samia Nadeem Zakai, Shiraz Ahmed, *International Journal of Social Sciences and Entrepreneurship (IJSSE)* Vol 3, Issue 1, SSN (Online):2790-7716, ISSN (Print): 2790-7724 <https://doi.org/10.58661/ijssse.v3i1>
- Title: legal & ethical branding strategies and consumer buying Behavior: the mediating role of brand image, Ikramuddin Junejo, Saima Ikram, Noureen Sharif, dr. Jalil Ahmed Thebo, Taskeen Zahra buriro, *Russian law journal* volume xi (2023) issue 3

7. International Conference:

- Presented Research paper " Servant leadership fosters Job Satisfaction and Affective Organizational Commitment" at IBS-IBA International Conference 2022 held at Marriot Hotel Karachi.
- Presented Research Paper "Improving Employee Engagement Through Servant Leadership by Fostering A Culture Of Trust" at IBA Sukkur 4th International Conference held at Sukkur IBA -21-23 Oct 2022.

8. Seminars and workshops:

- Digital Divide in this Digital Generation on 6 May 2021. Guest Speaker: Dr. Pir Suhail Ahmed Sarhandi. Venue: NUML Hyd.
- Financial Risk Management on 21 May 2021. Guest Speaker: Mr. Mashkooor Ahmed Babbar. Venue: NUML Hyd.
- How to prepare for higher studies abroad? On 24 May 2021. Guest Speake.rs: Ms Munazza Imran and Ms. Nazish Amjad. Venue: NUML Hyd.
- The new wave of Digital Finance on 27 May 2021. Guest Speaker: Ms. Maleeha Mimi Bangash. Venue: NUML Hyd.
- Project Management; Work Breakdown Structure on 31 May 2021. Speaker: Brig Aamer Zahid Khan (SI) (M) (Retd) Regional Director NUML Hyderabad. Venue: NUML Hyd.
- Info-Tech Exposures: Home Based Job Opportunities for Young Entrepreneurs and Women Initiatives, 29-November-2021. Guest Speaker Mr. Adeel Siddiqui (Vice President FPCCI Pakistan). Venue: NUML Hyd.
- Building Your Dream and Overcoming Challenges to Purposeful Success. Madam Mehtab Akbar Rashidi (Ex-MPA, Educationist, Social Reformer, and Writer). December 2021. Venue: NUML Hyd.

9. Computer Skills:

- MS Office.