

SHAMAILA GULL

Contact

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Citizenship : Pakistani ■ Date of birth : August 21, 1980

PROFILE

OBJECTIVE

To excel in the field of academics with the opportunity to learn and grow based upon result oriented efforts. Expanding, implicating and integrating knowledge for the betterment of nation.

EDUCATION

2001 to 2004

Master in Business & Information Technology --- MBIT

Institute of Business & Information Technology, University of the Punjab, Lahore, Pakistan

Specialization: Marketing, CGPA: 3.27 out of 4.00

1999 to 2001

Bachelor in Commerce --- B.Com

Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Division: First, Marks: 880 out of 1300

1996 to 1999

Intermediate - F.Sc (Pre-Medical)

Government College for Women Gulberg, Lahore, Pakistan

Division: First, Marks: 832 out of 1100

1994 to 1996

Matric Science Subjects

Divisional Public School, Lahore, Pakistan

Division: First, Marks: 695 out of 850

WORK EXPERIENCE

University of the Punjab

Current Job

Institute of Business & Information Technology

November, 2008 – till date

Lecturer

- ✓ Courses taught include Organizational Behavior, Human Resource Management, Fundamentals of Management, Direct Marketing, Marketing Management and Sales Promotion and Advertising.
- ✓ Research Supervisor of Masters level thesis.
- ✓ Chairperson Cafeteria committee
- ✓ Member admission committee, discipline committee, and purchase committee.

University of the Punjab

Previous Job

Lecturer at Institute of Business & Information Technology

August 2005 – July 2007

Visiting Faculty Member at University of the Punjab and Institute of Management Sciences, Lahore

August 2007 – November 2008

Bank Alfalah Limited**Internship****Internee (Degree Requirement)****July till September, 2001**

- ✓ Practical knowledge gained about banking industry
- ✓ Worked in Account Opening, Remittances, Accounts departments
- ✓ Prepared internship report

Packages Limited**Internship****Internee (Degree Requirement)****July till August, 2004**

- ✓ Worked in Marketing Department for the client Nestle'

PUBLICATIONS

Journal Articles

- ✓ Gull, S., Ashraf A. and Rizvi, N. Z. (2011). Motives behind Channel Choice in MultiChannel Air Travel Retail Context among Pakistani Consumers. *Interdisciplinary Journal of Contemporary Research in Business*, 3(4), 271 - 286.
- ✓ Gull, S. and Tariq, R. (2011). Impact of Loyalty Programs in Grocery Retailing on Loyalty of Local Customers in Lahore, Pakistan: An Empirical Study of Famous Grocery Retailers in Local Market. *Interdisciplinary Journal of Contemporary Research in Business*, 3(3), 1007 - 1019.
- ✓ Gull, S. and Arshad, H. (2011). Investment Priorities of Generation X Working in Private Sector of Pakistan. *Journal of Management Economics & Finance*, 1(1).

Book

- ✓ Gull, S. and Saleem, F. (2011). *Negative Reciprocity, Deviance and Organizational Ethics*. Saarbrucken, Germany: VDM.

HONORS & ACHIEVEMENTS

- ✓ Elected as Member Syndicate (Board of Governors), University of the Punjab. (2011)
- ✓ Supervised 12 M.Phil level thesis.
- ✓ Achieved Merit Scholarships during Masters.

COMPUTER SKILLS

Expert at using

Microsoft (Word, Power Point, Excel), SPSS