

Ayesha Serfraz

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Profiles:

LinkedIn: <https://www.linkedin.com/in/dr-ayesha-serfraz-818031174/>

Research Gate: <https://www.researchgate.net/profile/Ayesha-Serfraz>

ORCID: <https://orcid.org/0000-0001-8954-2858>

Professional Experience:

Assistant Professor (Economics)

May 2014 – Current

Institute of Administrative Sciences, University of the Punjab, Lahore.

- Teaching
- Supervision of theses
- Curriculum development
- Conducting research conferences, workshops and seminars
- Conduction entry admission tests of PhD and masters

Adjunct Lecturer:

April 2024 - Current

School of Business, University of Wollongong in Dubai

- Teaching
- Curriculum development
- Website management
- Statistical analysis
- Preparation of result

Lecturer (Economics)

April 2009 –May2014

Institute of Administrative Sciences, University of the Punjab, Lahore.

- Teaching
- Supervision of theses
- Curriculum development
- Conducting research conferences, workshops and seminars
- Organizing excursion tours and events
- Preparation of result
- In-charge of admission committee

Lecturer (Economics)

Jan2009 –April 2009

Lahore College for Women University, Lahore Pakistan.

- Teaching
- Organizing weekly reports of students and preparing evaluation record

Lecturer (Economics)

Sep 2006 –June 2007

Defence Degree College for Women.

- Teaching
- Received training for teaching at graduate level

Technical Skills:

- **Tools and software:** MS Excel, Eviews, Stata, gretl, SPSS, AMOS, Python

Education:

Ph. D in Economics	2018	University of Hamburg, Germany.
M. Phil in Economics	2009	University of the Punjab, Lahore, Pakistan.
M. A. in Economics	2006	University of the Punjab, Lahore, Pakistan.
B. Sc. in General Science	2004	Kinnaird College for Women University, Lahore, Pakistan.

Volunteer Work:

Visiting Associate Researcher 2020 – Current
Center of Economics and Sociological Studies (CESS), University of Hamburg, Germany.

- Writing papers in collaboration
- Data collection
- Conducting and presenting at conferences, workshops and seminars

Current Project:

Political economy of fiscal austerity with Prof. Dr. Arne Heise - University of Hamburg, Germany

Honors and Awards:

- Distinction in Master of Economics.
- Merit scholarship for outstanding performance in Masters from University of the Punjab, Lahore Pakistan
- Distinction in M.Phil. (Masters of Philosophy) in Economics
- Evaluation Score of 85+/100 in all subjects, all years
- Participated in HRDC New Faculty Orientation Program 2010
- Organized several Excursion Trips
- PIASTA team member at University of Hamburg.
- Merit scholarship holder, University of Hamburg (October, 2017- September 2018)
- (Higher education Commission) HEC Approved PhD Supervisor

Memberships and Administrative Responsibilities:

- Member of Doctoral Faculty, University of the Punjab.
- Member of Events Committee, Institute of Administrative Sciences.
- Member of conferences/workshops/seminars Committee, Institute of Administrative Sciences
- Member of Admission Committee (graduate and post-graduate level), University of the Punjab
- Curriculum development
- Preparation of reports
- Student counselling

Research Interests:

- International Economics and Economic Policy
- Administrative and Management Sciences
- Econometric Modeling
- Economics of Gender Studies
- Financial Economics
- Research Methodology
- Public Policy

Referred Journal Publications:

1. **Serfraz, A.**, Qamruzzaman, M., & Karim, S. (2023). Revisiting the Nexus between Economic Policy Uncertainty, Financial Development, and FDI Inflows in Pakistan during Covid-19: Does Clean Energy Matter? *International Journal of Energy Economics and Policy*, 13(4), 91–101.
LINK: <https://www.econjournals.com/index.php/ijeep/article/view/14360>
2. Wang, Y., Qamruzzaman, Md., **Serfraz, A.**, & Theivanayaki, M. (2023). Does Financial Deepening Foster Clean Energy Sustainability over Conventional Ones? Examining the Nexus between Financial Deepening, Urbanization, Institutional Quality, and Energy Consumption in China. *Sustainability*, 15(10), 8026.
LINK: <https://www.mdpi.com/2071-1050/15/10/8026>
3. **SERFRAZ, A.**, MUNIR, Z., MEHTA, A. M., & QAMRUZZAMAN, M. (2022). Nepotism Effects on Job Satisfaction and Withdrawal Behavior: An Empirical Analysis of Social, Ethical and Economic Factors from Pakistan. *The Journal of Asian Finance, Economics and Business*, 9(3), 311-318.
LINK: <https://www.koreascience.or.kr/article/JAKO202106438543227.pub?orgId=kodisa>
4. MEHTA, A. M., QAMRUZZAMAN, M., & **SERFRAZ, A.** (2022). The Effects of Finance and Knowledge on Entrepreneurship Development: An Empirical Study from Bangladesh. *The Journal of Asian Finance, Economics and Business*, 9(2), 409-418.
LINK: <https://www.koreascience.or.kr/article/JAKO202202661428495.page>
5. **SERFRAZ, A.**, ANSARI, S. R., & MEHTA, A. M. (2021). Factors affecting social attitude towards violence against women in Pakistan and economic repercussions. *Journal of the Research Society of Pakistan*, 58(3), 146- 153.
LINK: http://pu.edu.pk/home/journal/14/Vol_58_No3_2021.html
6. MEHTA, A. M., KHALID, R., **SERFRAZ, A.**, & RAZA, M (2021). The Effect of Studying Abroad and Curriculum Internationalization on Global Mindedness of University Students: The Mediating Role of the English Language. *TESOL International Journal*, 16(3.2), 106-131.
LINK: <https://www.tesol-international-journal.com/volume-16-issue-3-2-2021/>
7. MEHTA, A. M., QAMRUZZAMAN, M., **SERFRAZ, A.**, & ALI, A. (2021). The role of remittances in financial development: Evidence from nonlinear ARDL and asymmetric causality. *The Journal of Asian Finance, Economics and Business*, 8(3), 139-154.
LINK: <https://www.koreascience.or.kr/article/JAKO202106438543227.pub?orgId=kodisa>
8. **SERFRAZ, A.** (2020). Transforming the education system and social safety nets: A Theoretical Discussion in the light of Naya (New) Pakistan Manifesto for Change and Road to Prosperity. *Pakistan Journal of Applied Economics*, 16(2), 299-315.
LINK: <http://www.aerc.edu.pk/category/pjae/pjae-vol-30-2020/volume-30-no-2/>
9. QAMRUZZAMAN, M., MEHTA, A. M., KHALID, R., **SERFRAZ, A.**, & SALEEM, H. (2021). Symmetric and Asymmetric Effects of Financial Innovation and FDI on Exchange Rate Volatility: Evidence from South Asian Countries. *The Journal of Asian Finance, Economics and Business*, 8(1), 23-36.
LINK: <https://www.koreascience.or.kr/article/JAKO202100569377271.page>
10. AZEEM, M., CHISTI, Q., RIFFAT, F., **SERFRAZ, A.**, KHAN, S. (2020). Studies in Female Leadership in Pakistan: Benazir Bhutto as Prime Minister of Pakistan. (1988-90): *Journal of Research Society of Pakistan*, 57(4), 147-155.
LINK: http://pu.edu.pk/home/journal/14/Vol_57_No.4_2020.html
11. FAZAL, F., **SERFRAZ, A.**, SALEEM, H., MEHTA, A. M., & NAQVI, F. N. (2020). Women leadership & organizational barriers: a socio-economic and ethical point of view. *Journal of Legal, Ethical and Regulatory Issues*, 23(5), 1-10.
LINK: <https://www.abacademies.org/journals/month-october-year-2020-vol-23-issue-5-journal-jleri-past-issue.html>
12. **SERFRAZ, A.**, MEHTA, A. M., SALEEM, H., BANARAS, S., & ALTINTAS, V. (2020). Socio-economic and ethical implications of stress on teacher-student relationship. *Journal of Legal, Ethical and Regulatory Issues*, 23(6), 1-8.
LINK: <https://www.abacademies.org/journals/month-december-year-2020-vol-23-issue-6-journal-jleri-past-issue.html>
13. KHALID, R., MEHTA, A. M., & **SERFRAZ, A.** (2020). Role of women entrepreneurs in economic activities: analyzing the factors affecting women empowerment and the way forward. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(6), 3957-3975.
LINK: <https://archives.palarch.nl/index.php/jae/article/view/1517>
14. KHALID, R., MEHTA, A. M., & **SERFRAZ, A.** (2020). mumpreneurs and SMEs; problems, prospects and challenges. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(6), 3976-3994.
LINK: <https://www.archives.palarch.nl/index.php/jae/article/view/1518>
15. DANISH, R. Q., MEHTA, A. M., SALEEM, H., RAMZAN, M., USMAN, M., **SERFRAZ, A.**, & MANSOOR, I. (2020). Relating market orientation to salespersons outcome performance: empirical evidence from pharmaceuticals industry. *Academy of Strategic Management Journal*, 19(5), 1-10.
LINK: <https://www.abacademies.org/journals/month-october-year-2020-vol-19-issue-5-journal-asmj-past-issue.html>
16. HEISE, A., & **SERFRAZ, A.**, (2019). The welfare state and liberal democracy: a political economy approach. *World Review of*

Political Economy, 10(2), 220-245.

LINK: <https://www.jstor.org/stable/10.13169/worlrevipoliecon.10.issue-2>

17. **SERFRAZ, A.** (2018). What is the effect of foreign direct investment inflows on economic growth in Pakistan? An empirical analysis in the light of religious sectarianism as catalyst for terrorism. *European Journal of Business and Management*, 10(20), 56-65.
LINK: <https://iiste.org/Journals/index.php/EJBM/issue/view/3580>
18. **SERFRAZ, A.** (2018). Foreign direct investment inflows and labor productivity in Pakistan: A sector-wise panel cointegration analysis. *Asian Journal of Economics and Empirical Research*, 5(1), 1-18.
LINK: <http://asianonlinejournals.com/index.php/AJEER/issue/view/56>
19. **SERFRAZ, A.** (2018). Analyzing Short-Run and Long-Run Causality between FDI Inflows, Labor Productivity and Education in Pakistan. *Asian Journal of Economics and Empirical Research*, 5(1), 36–59.
LINK: <https://asianonlinejournals.com/index.php/AJEER/article/view/244>
20. **SERFRAZ, A.** (2017). Exploring the Literature: Does Foreign Direct Investment Affect Total factor productivity in Developing Economies? *International Journal of social studies*, 3(5), 13-17.
LINK: <https://journals.eduindex.org/index.php/ijss/issue/view/692>
21. **SERFRAZ, A.** (2016). Effects of diplomatic relations on economy of China. *IJRDO- Journal of Business Management*, 2(10), 84-155
LINK: <https://www.ijrdo.org/index.php/bm/article/view/1503>
22. **SERFRAZ, A., & Anwar, M.** (2009). Fiscal Imbalances and Inflation: A Case Study of Pakistan. *Pakistan journal of social sciences (PJSS)*, 29(1), 39-50.
LINK: https://www.bzu.edu.pk/PJSS/vol29no1_2009/PJSSArtical04.pdf
23. **SERFRAZ, A.,** (2019). Gender equity in south Asia: the way forward for sustainable socio-economic growth. Conference Paper, 15th South Asian Management Forum.(Page 67)
LINK: <http://samf.iba-suk.edu.pk/AB/abstractbook.pdf>

Discussion Papers:

24. Foreign direct investment inflows and labor productivity in Pakistan: A sector-wise panel cointegration analysis (No. 65). Discussion Papers, Zentrum für Ökonomische und Soziologische Studien (2017).
25. Analyzing Short-Run and Long-Run Causality between FDI Flows, Labor Productivity and Education in Pakistan. (No. 61). Discussion Papers, Zentrum für Ökonomische und Soziologische Studien (2017).
26. What is the effect of foreign direct investment inflows on economic growth in Pakistan? An empirical analysis in the light of religious sectarianism as catalyst for terrorism (No. 59). Discussion Papers, Zentrum für Ökonomische und Soziologische Studien (2017).
27. Relationship between Foreign Direct Investment Inflows and Covid-19 Pandemic in Pakistan: A monthly cointegration Analysis (No.97). Discussion papers. Zentrum für Ökonomische und Soziologische Studien (2022).

Dissertations:

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| 2018 | Examining the factors affecting foreign direct investment inflows in Pakistan: an empirical analysis of three individual models. (Ph.D. Thesis).
LINK: https://ediss.sub.uni-hamburg.de/bitstream/ediss/7832/1/Dissertation.pdf |
| 2015 | Foreign Direct Investment in Pakistan: Trends and relationship with Technology Transfer. <i>International Journal of Sciences: Basic and Applied Research</i> (M.Phil Thesis).
LINK: http://www.gssrr.org/thesis/18.pdf |

Workshops and Conferences:

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| June 2008 | National Conference on Socio-Economic Challenges faced by Pakistan at International Islamic University, Islamabad, Pakistan. |
| July 2010 | HRDC new faculty orientation program 2010. University of the Punjab, Lahore, Pakistan. |
| Sep., 2015 | 9th International Research Workshop (Akademie Sankelmark and University of Southern Denmark Campus Sønderborg. |

Oct., 2015	Comparative social research: General perspectives and approaches to comparative data analysis, University of Hamburg, Germany.
Sep., 2016	Movement of people- A comparative conference on Migration, University of Hamburg.
Feb., 2016	Conference of the research focus on linguistic education and multilingualism, University of Hamburg.
Feb., 2017	PhD Workshop – Applied univariate and Multivariate time series analysis, University of Hamburg.
Feb., 2018	PhD Seminar in Empirical and theoretical Research Economics, University of Hamburg, Germany.
April 2018	Effective strategies for teaching at university level, University of Hamburg, Germany.
Sep. 2019	15th South Asian Management Forum, Sukkur IBA University, Sukkur, Pakistan.
Nov., 2019	Applied Economics Research Centre (AERC), University of Karachi, Pakistan.
Oct, 2022	10th Asian Management Research and Case Conference (AMRC), United Arab Emirates University, Al Ain, Abu Dhabi.
Feb, 2023	6th International Research Conference on Economics, Business and Social sciences, University of the Punjab, Lahore, Pakistan.
Feb, 2024	4th International Conference on Social Science & Humanities, Kinnaird College for Women

Thesis Supervision:

- 18 theses have been supervised under Higher Education Commission (HEC) of Pakistan to-date (Status: complete)
- 1 thesis (Status: in process)

Languages:

English (Fluent), Urdu (Native) & Punjabi, German (Basic)

References

- 1) Prof. Dr. Arne Heise. Professorship for Economics, University of Hamburg, Germany.
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- 2) Prof. Dr. Kashif Rathore, Professor of Administrative Sciences, University of the Punjab, Pakistan.
Email: kashif.ias@pu.edu.pk
- 3) Prof. Dr. Ulrich Fritsche, Professor of Economics, University of Hamburg, Germany.
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