

# **GHULAM ABBAS**

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## **CAREER OBJECTIVE**

I am anxious to become a professionally proficient and versatile Mentor in the area of Management Studies through dedication and diligence. I also wish to keep my vigilance and expertise contemporary through ever-learning bilateral process of imparting knowledge in a prestigious and dynamic educational institution that provides challenging but conducive environment.

## **PERSONAL PROFILE**

**Date of Birth** : 5 May 1987  
**Marital Status** : Married  
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**Residential Address** : House # 20-A Model Colony, Q Block Model Town ,Lahore  
**Official Designation** : Lecturer  
**Office Address** : IBA Department, University of the Punjab, Gujranwala Campus.  
**E-mail Addresses** : [abbas.haidar7@gmail.com](mailto:abbas.haidar7@gmail.com) , ghulam.abbas@pugc.edu.pk  
**Nationality** : Pakistani

## **ACADEMIC PROFILE**

### **Ph.D Scholar.(Marketing)**

National College of Business Administration & Economics, Lahore.

### **MS/M.Phil.(Marketing) \_ 2015**

With CGPA 3.70 from National College of Business Administration & Economics, Lahore.

### **MSc. (Marketing) \_ 2013**

With CGPA 3.00 from National College of Business Administration & Economics, Lahore.

### **BACHELORS IN COMMERCE \_ 2006**

With CGPA 3.39 from Hailey College of Commerce, University of the Punjab, Lahore.

### **INTERMEDIATE IN F.Sc. (PRE-MEDICAL) \_ 2004**

From Govt. College Layyah and secured “A” grade.

### **MATRICULATION (SECONDARY EDUCATION) IN SCIENCE \_ 2001**

With Biology, Physics and Chemistry as major subjects from Young Muslim Scholars Layyah and secured “A+” grade.

## **PROFESSIONAL EXPERIENCE**

### **University of the Punjab**

- I am rendering services as a lecturer (Contractual Faculty) at University of the Punjab, Gujranwala Campus since January, 2016.
- I have been teaching the following **subjects** of Management Sciences at PUGC.
  - **Principles of Marketing**
  - **Marketing Research**
  - **Retail Marketing**
  - **Banking Law & Practices**

### **National College of Business Administration & Economics**

- Being part of the permanent faculty, i rendered my services as a lecturer for more than two years at **National College of Business Administration & Economics**:
- I taught the following **subjects** of Management Sciences (also some other ancillary/allied subjects) at National College of Business Administration & Economics, Lahore.
  - **Principles of Management**
  - **Principles of Marketing**
  - **Service Marketing**
  - **Strategic Management**
  - **International Marketing**

### **Global Institute Lahore (GIL)**

- Being part of the visiting faculty, i rendered my services as a lecturer for more than two years at **Global Institute, Lahore**:
- I taught the following **subjects** of Management Sciences at Global Institute, Lahore.
  - **Principles of Marketing**
  - **Service Marketing**
  - **Strategic Management**

### **DISTINCTIONS IN CO-CURRICULAR ACTIVITIES**

- Organized 2<sup>nd</sup> **Welcome Ceremony of B.Com(Hons.)** Program at NCBA&E, Lahore, dated 21 November, 2014
- Arranged 1 day **Invited Lecture** on Current Issues and Challenges in Corporate Governance", date 1<sup>st</sup>December 2014.
- **Program Coordinator** for **B.Com (Hons.) at NCBA & E (ECC)**(September 2014 to date)
- Organized 2<sup>nd</sup> **Welcome Ceremony of M.Sc.** Program at NCBA&E , Lahore, dated 18 December 2013.
- **Advisor** to Commerce Society of the NCBA&E, Lahore. (2013 to date).
- **Sports Coordinator** for Department of Management Sciences at NCBA&E. (2012 to date)..
- Organized *Jazz Jazba Talent Hunt Program* for all the students of NCBA&E (ECC), dated 13 May 2013.
- Arranged a variety of invited Lectures by various renowned Professionals and Academicians, and Seminars on diverse Business issues at NCBA&E (ECC).
- Secured "Distinction Certificate for Social Work Activities" during Secondary School Education at Young Muslim Scholars, Lahore.

### **PROFESSIONAL ISM**

I am quite firm to become one of the best Mentors in the field of Business, Commerce, and Management Studies.

### **FUTURE TARGETS**

- To retain **Teaching Profession** for various key subjects of Business, Commerce, and Management Studies in a prestigious and dynamic educational institution like University of the Punjab.
- To complete my **Ph.D** on as soon as basis.
- To write books, and research articles concerning my area of interest.
- To acquire **Education and Training** for various *key contemporary subjects* concerning Business, Commerce and Management Studies on consistent basis so as to keep my potential reliable.

### **RESEARCH WORK**

- My research article entitled "The impact of product's packaging color and packaging design on purchase intentions under moderating effect of time pressure" has been accepted for review in "*European Journal of Marketing: EMERALD publisher*" having impact factor **1.006**, I definitely hope for its publication.
- I am working on three research papers simultaneously in the domain of my area of research, which will soon be published in the renowned international journals.

## **REFERENCES**

### **Dr. Sayyed Salman Rizavi**

Director General

University of the Punjab,

Gujranwala Campus.

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### **Dr. Qasim Rind**

Pro-Rector

NCBA&E,

East Canal Campus,

Lahore.

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