

## Nabegha Mahmood

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Pakistan

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### Objective

*To impart knowledge to the best of my abilities.*

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### Education

**Ph.D. Scholar- Leadership and Management Sciences** February 2015 to  
**National Defence University, Islamabad Pakistan** date

**Major Courses:**

Advanced methods in Business Research and Quantitative Techniques 1, Leadership: Theoretical and Practical Perspective, Seminar on Leadership and Management, Strategic Planning, Econometric Issues. CGPA: 3.70

**Course work and Comprehensive Exam completed**

**MSBA (Management & Marketing)**

National University of Modern Languages, Lahore-Pakistan

January 2015

**Major Courses:**

Advanced Research Methods, Customer Relationship Management, Multivariate Data Analysis, International Financial Management, Corporate Information Strategy & Management, Corporate Governance. CGPA: 3.9

**MBA (Marketing)**

Institute of Business Administration, Punjab University, Lahore-Pakistan

September 1999

**Major Courses:**

Marketing Management, Business Ethics, Consumer Behaviour, Sales Management and Advertising. 83% OPM

**Bachelors (Arabic, French & Applied Psychology)**

Kinnaird College for Women, Lahore. 543/800 1<sup>st</sup> Division

July 1996

**Matric Science subjects**

Sacred Heart School Convent, Lahore. Grade A.

March 1992

### Distinctions

Gold Medal in overall Marketing specialization in MBA

Gold Medal in Advertising & Sales Management in MBA

First Position in Consumer Behavior in MBA

Certificate of appreciation for Script Writing & Acting at Kinnaird College

Exhibition of Wall & Ceiling mounts of exclusive & unique Islamic Patterns Calligraphy at Iranian Consulate General

## Publications

**Research Article** published in Al-Adwa HEC/Nationally recognized Y Category Research Journal.

Mahmood, N. (2015). Similarities between Western, Eastern and Islamic Perspectives with Regards to the Concept of Dynamics of Organizational Learning. *Al-Adwa*, 43:30, 23-38.

Mahmood, N., & Qureshi, M. A., & Hadi, ul. N., (2019). **Industry Cluster Resources Impacting Dual Innovations in Pakistan's IT Sector: Mediating Effect of Knowledge & Learning Processes.** *City University Research Journal*, 9(1), 144-163.

**Research Article (In Press)**

Mahmood, N., Qureshi, M.A., & Hadi, ul. N., (xxxx). **Intuition, Knowledge Management, & SECI in Global Perspectives and Iqbal's thought: A Prospect for Innovative Organizational Outcomes.** *The Iqbal Review* (xxxx).

**Conference Proceedings-National Defence University:**

Rehman, U.Z., Mahmood, N., & Ghafoor., (2019). Radical and Incremental Social Innovative Leaders from Historical Standpoint: Mental Models and Enactment Strategies. Conference Proceedings: NDU-1st ICLMG-2019 First International Conference on Leadership, Management & Governance, 17<sup>th</sup> & 18<sup>th</sup> January, 2019. National Defence University, Islamabad.

**Conference Proceedings-National Defence University:**

Mahmood, N., & Ghafoor., (2019). Analysing Universities in Pakistan with Porter's Five Forces Model: Recommendations Generated for Higher Education Commission. Conference Proceedings: NDU-1st ICLMG-2019 First International Conference on Leadership, Management & Governance, 17<sup>th</sup> & 18<sup>th</sup> January, 2019. National Defence University, Islamabad.

**Conference Proceedings-National Defence University:**

Mahmood, N., & Qureshi, M. A., & Hadi, ul. N., (2019). Simple Mediation Analysis: The Complementing Role of Parallel Multiple Mediator MODEL. Conference Proceedings: NDU-1st ICLMG-2019 First International Conference on Leadership, Management & Governance, 17<sup>th</sup> & 18<sup>th</sup> January, 2019. National Defence University, Islamabad.

**Conference Proceedings LUMS:**

Rehman, U.Z., & Mahmood, N., (2018). A Discursive Analysis of an Incremental Social Innovative Leader from the East: Mental Models and Implementation Tactics: *proceedings of the 3<sup>rd</sup> Islamic Finance, Banking & Business Ethics Global Conference held at Suleman Dawood School of Business, Lahore University of Management Sciences, Pakistan, 2<sup>nd</sup> & 3<sup>rd</sup> May, 2018.* Centre for Islamic Finance.

**Conference Proceedings:** Paper ID: PKMS 89.

Mahmood, N., (2017). *Implications of Knowledge Processes, Principles & Learning Organization: Explorative and Exploitative Innovations: proceedings of the 2nd international research conference on Economics Business & Social Sciences, Bahaud-din-Zikaraya University, Multan, Pakistan, 17-18 April 2017.* Center for Sustainability Research and Consultancy.

**Article review:** “Customer satisfaction in restaurant industry An application of transaction specific model” By Syed Saad Andaleeb & Carolyn Conway in VU magazine

**Article review:** “Repeated Choosing increases susceptibility to affective product features” by Sabrina Bruyneel, Segfried Dewitte, Kathleen D. Vohs and Luk Warlop in VU Magazine

“A note on vision for brand vision” by Nabegha Mahmood in VU magazine

## Work History

**Organization: Department of Business Administration, Punjab University Jehlum Campus, Pakistan Permanent faculty member, faculty member**

Dec, 12018 to date

**Organization: Institute of Business Administration Punjab University Pakistan Visiting faculty member**

March 2016-October 2017

**Organization: Virtual University Pakistan**  
**Position: Instructor Marketing Management Sciences Department**

November 16,2010-March 19, 2015

- Courses taught: Customer relationship management, Services Marketing, Marketing Research, Marketing Management, and Brand Management at Bachelors, Masters and MS levels.
- Developed course of Services marketing online
- Prepared scenario based questions for assignments and online discussion boards
- Attended to online correspondence with students
- Headed teams and worked in teams while allocating tasks, achieving targets, reporting to higher ups
- Item development of both objective and subjective questions based on Bloom’s taxonomy.
- Designed activities for MS courses based on contemporary research articles for MS courses.
- As a member of MRCG and other research groups, participated in research discussions and has often delivered various presentations and written articles’ reviews on contemporary researches.
- Panel member for evaluating projects of Management domain as a subject specialist.

**Institute of Administrative Sciences University of the Punjab, Lahore (Lecturer)**

November 2005  
to August 200

- Taught management courses to BBA & MBA (Regular).
- Participated in general administrative activities as and when required.

**Ittihad University, RasAl Khaimah, United Arab Emirates Visiting Faculty (Lecturer)**

Fall semester  
2008

- Taught Fundamental course of Economics to BBA & MBA

**Beaconhouse School System, Lahore (Instructor of Business Studies – A Level Cambridge University, Economics – O level)**

September 1<sup>st</sup>  
2001 – March  
31<sup>st</sup> 2002

- Taught Commerce & Business Studies to O & A level students.

**Sharif Educational Complex, Lahore Instructor (Business Studies – A Level London University, Economics – O level)**

September 1999  
– August 2001

- Conducted tutoring sessions for Grade 7-13.
- Taught Economics to O' level students.
- Taught Business Studies to A' level student.

**Coordinator & Instructor Kids Galaxy, Bird Wood Road, Lahore**

1997-1998

*Language Proficiency:* Fluent in English; know fair levels of Arabic and French

### References

- 1. Dr. Zia-UR- Rehman**  
Assistant Professor LMS  
National Defence University, Islamabad  
Leadership and Management Sciences  
0300-5365378  
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- 2. Dr Muzaffar Ali Qureshi**  
PhD Management Sciences  
Senior Most Professor  
Leadership and Management Sciences  
National Defence University Islamabad  
Pakistan  
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0092-051-9262066
- 3. Rabiya Aamir**  
Assistant Professor  
English Department  
NUML University  
Islamabad

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4. **Dr Abul Wafa Mahmood**  
PhD Arabic Literature  
Sheikh Zayed Islamic Center  
Punjab University Lahore  
Pakistan  
Email: [wafa.szic@gmail.com](mailto:wafa.szic@gmail.com)  
0092-03004240339
  
5. **Dr. Noor\_UL\_Hadi**  
**Assistant Professor**  
Faculty of Management Sciences  
Department of Business Administration  
Foundation University, Rawalpindi, New Lalazar  
Campus.