

Dr. TAYYABA YOUSAF

Father's Name: Muhammad Yousaf

143 Jade Block, Park View Villas, 17 KM Multan Road, Lahore.

VISION and OBJECTIVES

Always striving for a challenging career, where there is scope for demonstration, thrive on imagination and passion, rigorous thinking, and boundless curiosity. I set standards that exceed expectations. Moreover, each next day is adding value to life through knowledge and experience.

ACADEMIC QUALIFICATION

HAILEY COLLEGE OF COMMERCE

Doctor of Philosophy in Commerce/ Ph.D.

Course work CGPA=3.84

Lahore, Pakistan

In progress

2017-2022

Thesis: Can anomalies and market efficiency co-exist? A comparative study on religion-based indices.

HAILEY COLLEGE OF COMMERCE (CGPA=3.86 /4.00)

Master of Commerce 3.5 years/ M.Phil.

Lahore, Pakistan

2011-2015

PUNJAB COLLEGE OF COMMERCE (A Grade)

Bachelor of Commerce (IT)

Lahore, Pakistan

2009-2011

PUNJAB COLLEGE OF SCIENCE (A)

F. Sc. (Pre-engineering)

Lahore, Pakistan

2007-2009

ALLAMA IQBAL HIGHSCHOOL (A+)

Matriculation in Science

Lahore, Pakistan

2005-2007

EXPERIENCE

Lahore, Pakistan

TEACHING

1. Working as a lecturer (Assistant Professor Adhoc)

Hailey College of Commerce

University of the Punjab

2020 to date

2. Worked as Lecturer

Punjab College

City Campus

August 2018 to March 2019

3. Worked as visiting faculty member for MBA and BBA (Hons)

University of Education

Lower Mall Campus

January 2016 to 2019

4. Worked as College Teaching Intern for BBA(Hons) and B.Com (Hons) classes

Govt. M.A.O. College

2015 to 2017

Teacher Assistantship

Worked as teacher's assistant with Assistant Professor Dr. Muhammad Ramzan

HCC

EVENT MANAGEMENT SOCIETY

(Largest event organizing society)

Urdu Anchor

Teamwork:

Worked with committee members in arranging Founders Day, Convocation ceremony, Orientation ceremony, and other events attended by 400 attendees (including university heads, Government officials, and leaders of the industry).

MODERATOR

Successfully moderated a session of the expert panel on the topic of “Research Culture in Pakistani Universities: Issues and Solutions”. Experts include Dr. Khalid Mehmood (currently serving as Pro VC and acting VC of the University of the Punjab), Dr. Ather Azeem (Dean Faculty of Management Sciences, University of Sialkot), Dr. Shazia Nauman (HOD of Management Sciences and Assistant Dean Oric at Riphah International University), and Dr. Rubina Zakir (Director of Institute of Social and Cultural Studies, University of the Punjab).

HONORS & AWARDS

SCHOLARSHIPS

Lahore, Pakistan

Received merit-based scholarship from Hailey College of Commerce (2014)

AWARDS

- Received best research paper award in ICGC 2021 conducted by Hailey College of Commerce in collaboration with different national and International Universities.
- Secured Roll of Honor for achieving 4th position in M.Com 3.5 years
- Ranked 2nd in the test conducted by Garrison College
- Awarded as best anchor of Hailey College of Commerce (2012-2014)
- Received cash prize for being regular student from Punjab College of Commerce (2009-2011)
- Gold Medalist in 1st & 2nd Albadar Cup Taekwondo Tournament. (2003-2004)
- Gold Medalist in Toyo Nasic Punjab Taekwondo Cup, Lahore. (2004)

CONFERENCE PAPERS

1. **Tayyaba Yousaf**, Dr. Sadia Farooq (2017). Impact of relationship marketing activities on relationship continuity: A study of Lahore’s Healthcare sector, presented at South Asian International Conference (SAICON), organized by COMSATS University Islamabad
2. **Tayyaba Yousaf**, Dr. Sadia Farooq (2020). An Investigation of Efficient Market Hypothesis: Evidence from STOXX Europe Christian Index

3. **Tayyaba Yousaf**, Dr. Sadia Farooq (2021). Time-varying market efficiency and calendar effects: Evidence from STOXX Europe Christian Index, presented at ISCANT organized by Toros University
4. **Tayyaba Yousaf**, Sadia Farooq (2022). Return and Volatility Transmissions between STOXX Europe Christian Index and S&P 500 Index
5. Fatima Duryab, **Tayyaba Yousaf** (2023). Nexus among green human resource management practices, green psychological climate and environmental IT performance: Evidence from Information technology sector of Pakistan
6. Kiran Shafi, **Tayyaba Yousaf** (2023). The impact of intellectual capital efficiency on firms' financial performance during different life business life cycle stages: Evidence from Pharmaceutical Pakistan
7. Amina Shafique, Sadia Farooq, **Tayyaba Yousaf** (2023). Analyzing the Fintech users' acquisition behavior post Covid-19 using the UTAUT model: A novel extension of cyber security risk.

PUBLISHED PAPERS

Tayyaba Yousaf, Sadia Farooq, Ahmed Muneeb Mehta (2021). "An Investigation of time varying market efficiency: Evidence from STOXX Europe Christian Index". *International Journal of Ethics and Systems*. 37(4), 631-643.

Saba Ijaz, Sadia Farooq, **Tayyaba Yousaf** (2022). "Analysis of the impact of financial literacy on financial inclusion: A comparative study of students having business and non-business education background". *Journal of Islamic Countries Society of Statistical Sciences*. 8(3), 199-214

THESIS SUPERVISED

M.Phil Thesis

- Nexus among Capital Structure, Government Incentives and Firm Performance with moderating role of Firm Size (2023)

MS Theses

- Intellectual Capital Efficiency and Firms' Financial Performance based on Business Life Cycle stages: An analysis of Pharmaceutical Firms in Pakistan (2023)
- The Impact of Green Human Resource Management Practices and Green Psychological Climate on Environmental IT Performance in the Information Technology Sector (2023)

SESSION CHAIR

- Chaired session at 3rd International Conference on Business and Commerce held at Hailey College of Commerce, University of the Punjab. (2023)
- Chaired session at the 2nd International Conference on Business Administration with the theme of 'shaping the future of the business landscape through innovation and sustainability' (2023)
- Chaired session at 2nd International Conference on Business and Commerce held at Hailey College of Commerce, University of the Punjab. (2022)
- Chaired session at International Conference on Business, Technology and Social Sciences (2023) held at the University of Punjab, Gujranwala Campus.

CERTIFICATIONS AND TRAININGS

- Completed **Advanced Certification in AAOFI Shari’ah Standards** from Institute of Business Administration, Karachi (2023)
- Received certificate of achievement on completing ‘**Case Teaching Workshop**’ jointly arranged by Evolve and Hailey College of Commerce, University of the Punjab.
- Participated in **3-Days Training on Countering Violent Extremism, Leadership and Critical Thinking** arranged by MTRC (Media Training and Research Center) University of the Punjab.

NATIONAL SEMINARS

Breaking Research Myths (2015)

Leadership in 21st Century (2015)

SKILLS & PROFICIENCIES

Software: Well acquaint with EViews, AMOS, SMART PLS, SPSS, STATA, Quick Books, EndNote, MS Word, and PowerPoint.

Contact Details

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Domicile: Lahore (Punjab)