

CURRICULUM VITAE

Hafiz Fawad Ali

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Professional Profile

An experienced lecturer, having expertise in teaching Principles of Marketing, Marketing Management Principles of Management, Organizational Behaviour and Human Resource Management.

Tertiary Education

2016-2018 **M.B.A (Marketing)**, Institute of Business Administration, University of the Punjab, Lahore, Pakistan. (with Distinction)

2012-2016 **Bachelor of Business Administration**, Institute of Business Administration, University of the Punjab, Lahore, Pakistan.

Teaching Experience

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

I am currently working as a regular lecturer at University of the Punjab, Lahore. I am teaching the following courses:

- Principles of Marketing
- Principles of Management

Program Coordinator @ Department of Management Sciences, University of Okara, Punjab, Pakistan

- **September 2019 – May 2022:** I worked as a program coordinator at Department of Management Sciences, University of Okara. I taught the following courses:
 - Principles of Marketing
 - Marketing Management
 - Strategic Marketing
 - Principles of Management
 - Organizational Behaviour
- Besides teaching, I perform **administrative duties** for this role, such as:
 - Contribute to the recruitment and management of visiting faculty.

- Contribute to student orientation for each intake.
- Contribute to the recruitment and management of visiting faculty.
- Contribute to student orientation for each intake.
- Organise examination papers for relevant courses.
- Assist with event management on campus.

Lecturer @ Department of Management Sciences, University of Okara, Punjab, Pakistan

- **September 2019 – May 2022:** I worked as a permanent full-time lecturer at Department of Management Sciences, University of Okara. I was responsible for teaching Undergraduate and graduate level courses.
- During this tenure, I taught the following courses:
 - Principles of Marketing
 - Marketing Management
 - Strategic Marketing
 - Principles of Management

Administrative Experience

Deputy Registrar @ University of Okara, Punjab, Pakistan

- **January 26, 2021 – May 2022:** I worked as a Deputy Registrar at University of Okara. This was an additional responsibility given by the Vice Chancellor.

Deputy Director, Academics @ University of Okara, Punjab, Pakistan

2021 – 2022: I worked as a Deputy Director, Academics at University of Okara. This was an additional responsibility given by the Vice Chancellor. The post acts as a deputy to the Director of Academic Affairs, providing business continuity and strategic leadership across the whole of the Division.

Deputy Director Social Science Research Centre @ Department of Management Sciences, University of Okara, Punjab, Pakistan

October 2020 – May 2022: I worked as a Deputy Director, Social Science Research Centre at University of Okara. This was an additional responsibility given by the Vice Chancellor.

Deputy Resident Officer @ University of Okara, Punjab, Pakistan

December, 2019 – May, 2022: I worked as a Deputy Resident Officer at University of Okara. This was an additional responsibility given by the Vice Chancellor.

**Internal Controller of Examination @ Department of Management Sciences,
University of Okara, Punjab, Pakistan**

December, 2019 – March, 2020: I worked as an Internal Controller of Examination at University of Okara. This was an additional responsibility given by the Vice Chancellor. The primary duties were examination planning, scheduling, maintenance of examination and students' physical records, and student record verifications. Ensuring strict compliance of institutional policies and procedures during examinations and monitoring the examination invigilation process.

Research

Publications

Published Papers:

- Ali, H. F., Chaudhary, A., & Islam, T. (2023). How does responsible leadership enhance work engagement? The roles of knowledge sharing and helping initiative behaviour. Global Knowledge, Memory and Communication. (ABDC-B) (Scopus Indexed).

Professional Certification

- American Marketing Association (AMA) Professional Certified Marketer

Professional Affiliation / Membership

- Membership of the British Academy of Management (B.A.M.)
- Membership of Academy of Marketing Sciences, New York, US
- Membership of the European Marketing Academy (EMAC)
- Membership of the Society for Industrial and Organizational Psychology (SIOP)
- Membership of the American Academy of Advertising
- Membership of the European Advertising Academy (E.A.A.)
- Membership of the Australian Academy of Business Leadership
- Membership of Mixed Methods International Research Association
- Membership of the Association of North America Higher Education International (ANAHEI)
- Membership of the Academy of International Business (A.I.B.)
- Membership of the American Management Association
- Membership of The International Management Research and Technology Consortium (IMRTC), U.S.A.
- Member, Pakistan Red Crescent Society
- Membership of the Academy of Global Business Advancement

Awards and Grants

- **2019;** Gold Medal – University of the Punjab, Lahore.

- **2019;** UPG Sustainability Leadership – Hurricane Centre for Science and Leadership Fully Funded Training program on Sustainability & Leadership at Hurricane Centre for science and leadership, United States of America.
- **2023;** UPG Sustainability Leadership – Hurricane Centre for Science and Leadership Fully Funded Training program on Sustainability & Leadership at Hurricane Centre for science and leadership, United States of America.

Skills and Interests

- **Analytical techniques:** Structural equation modelling, moderated, mediated regression and Model testing.
- **Computing:** SPSS, AMOS and MS Office.
- **Other:** Strong communication and Interpersonal skills, Networking and collaboration with colleagues from diverse backgrounds, Problem-solving, Leadership, and Multi-tasking.
- **Interests:** Travelling

Voluntary Social Work

- **2015:** Lifetime Member and Volunteer at Pakistan Red Cross
- **2019:** Champion and Volunteer, United People Global