

# SYEDA NAZISH ZEHRA RIZVI

## Contact

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**Citizenship : Pakistani ▪ Date of birth : 10 March 1984**

## PROFILE

**OBJECTIVE** To formulate a synergistic blend of knowledge, skills and creative abilities through continous knowledge acquisition and enhancement.

## EDUCATION

**2006 to 2007** **Master in Business & Information Technology - MBIT**  
University of the Punjab, Institute of Business & Information Technology  
Specialization: Marketing, CGPA: 3.97 out of 4.00

**2002 to 2006** **Bachelor in Business & Information Technology – BBIT (Hons.)**  
University of the Punjab, Institute of Business & Information Technology  
Specialization: Marketing, CGPA: 3.84 out of 4.00

**1999 to 2001** **Intermediate - F.Sc (Pre-Medical)**  
Government College of Women Sheikhpura, Lahore Board  
Division: First, Marks: 829 out of 1100

**1997 to 1999** **Metric Science Subjects**  
National Model School, Lahore Board  
Division: First, Marks: 689 out of 850

## WORK EXPERIENCE

<b>University of the Punjab</b>	<b>Current Job</b>
<b>Institute of Business &amp; Information Technology</b>	<b>November, 2008 – till date</b>
Lecturer	
<ul style="list-style-type: none"><li>✓ Courses taught:<ul style="list-style-type: none"><li>▪ Principles of Marketing</li><li>▪ Marketing Management</li><li>▪ Marketing Research</li><li>▪ Consumer Behavior</li><li>▪ Retail and Wholesale Management</li><li>▪ Strategic Brand Management</li><li>▪ Organization Theory and Design</li></ul></li><li>✓ Research Supervisor of MPhil level thesis</li><li>✓ Member of Board of Faculty of “Economics and Management Sciences”.</li><li>✓ Member of stock verification, admissions, Cafeteria and Rationalization of result commitees.</li></ul>	

**Allied Bank Limited**

**Prior Job Experience**

**Advances Incharge (Officer Grade III)**

**January 2008 to November 2008**

**ICI Pakistan**

**Internship**

**Internee (Degree Requirement)**

**February to June, 2007**

#### **PUBLICATIONS**

Journal Articles

- ✓ N. Z. Rizvi & S. Malik, (2011). Impact of sales promotion on organizations' profitability and consumer's perception in pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 3 (5), 296-310.
- ✓ S. Gull, Amina. A, & N. Z. Rizvi (2011). Motives behing channel choice in multichannel air travel retail context among pakistani consumers. *Interdisciplinary Journal of Contemporary Research in Business*, 3 (4), 271-286.

Book

- ✓ Rizvi, N. Z., & Malik, S. (2011). *Impact of CSR on organization commitment. A Pakistani Perspective*. Verlag Dr Muller, VDM Germany.

#### **AWARDS AND ACHEIVEMENTS**

- ✓ Completion of 1<sup>st</sup> stage of JAIBP (Junior Associateship of IBP).
- ✓ Second position in "Business Communication", throughout Pakistan, in 1<sup>st</sup> stage of JAIBP.
- ✓ Ist position holder in MBIT.
- ✓ Merit Scholarship in BBIT (Hons.) and MBIT.

#### **COMPUTER SKILLS**

Expert at using

Microsoft (Word, Power Point, Excel), SPSS