

ATIF HUSSAIN

Cell# +92322-8727193

email: atif.iqtm@pu.edu.pk

EDUCATION

- **PhD (Total Quality Management)**, Inst. of Quality & Technology Management, University of the Punjab
- **MS (Total Quality Management)**, Inst. of Quality & Technology Management, University of the Punjab
- **MBA (Human Resource Management)**, Institute of Business Administration, University of the Punjab

CERTIFICATIONS

- **Business Analytics Specialization**, University of Illinois at Urbana-Champaign (offered through Coursera)
Credential link: <https://www.coursera.org/account/accomplishments/specialization/certificate/42LGFLFOBBV2>
- **Analytics for Decision Making Specialization**, University of Minnesota (offered through Coursera)
Credential link: <https://www.coursera.org/account/accomplishments/specialization/certificate/LS45S7MWF8ZA>
- **Statistical Analysis with R for Public Health**, Imperial College London (through Coursera)
Credential link: <https://www.coursera.org/account/accomplishments/specialization/certificate/LQ2KCZC5EZKS>

PROFESSIONAL EXPERIENCE

- **IQTM, University of the Punjab, Lahore (Since May 2019)**
 - Assistant Professor (Since December 2022)
 - Lecturer (May 2019 to December 2022)
- **DG Khan Cement Company, Lahore (2010-2019)**

Held progressively more responsible positions over the period of nine years of association with the company. I worked in the areas of Recruitment & Selection, Human Resource Information System, Performance Management, Job Analysis, Policies and Procedures, Compensation and Benefits, Occupational Health & Safety, Training & Development.

RESEARCH PUBLICATIONS

1. Hannan, A., **Hussain, A.**, & Tab, M. A. (2023). Towards a more general theory of blockchain technology adoption—Investigating the role of mass media, social media and technophilia. *Technology in Society*, 102225. (HJRS Category = W, Impact Factor: 6.87)
2. **Hussain, A.**, Hannan, A., & Shafiq, M. (2023). Exploring mobile banking service quality dimensions in Pakistan: a text mining approach. *International Journal of Bank Marketing*, (ahead-of-print). (HRJS Category = W, Impact Factor = 5.70)
3. **Hussain, A.**, & Awan, M. U. (2021). Analyzing physicians ratings and reviews landscape of a developing country (Pakistan). *Journal of Public Value and Administrative Insight*, 4(2), 153-165. (HJRS Category = Y)

OTHER WRITINGS

- Authored a book entitled 'Kamyabi Ka Mughalta' which critically reviews popular success literature
- Contributed articles to National Newspapers like 'The Frontier Post' and 'Daily Times'