

Dr. GHALIB ATA

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EXPERIENCE

- Member Faculty** **At IAS, University of the Punjab** – Instructor of Organizational Theory and Behavior (PhD-level), and Public Policy (MS-level), Philosophy and Psychology (BS-level) at Institute of Administrative Sciences. Apart from these courses research projects are underway, including basic research and applied consultancy projects. Have taught in visiting capacity at LUMS, Civil Services Academy, FAST-NU, UCP-MBA Program, PCBA Banking and Finance, and UMT.
Nov 00 to-date
- Director R&D** **At Lahore Chamber of Commerce & Industry (LCCI)** – Headed Department of Research, Development, and International Affairs of LCCI. Conducted research on electric Geo-Political Dimension of Pakistan’s Energy Crisis, Indo-Pak Trade Potential, Rickshaw Market, etc. Established WTO Reference Center at LCCI and held training programs for local traders to use the device and held Trade Clinics under WTO. Held training workshops of entrepreneurs, managed conferences, seminars on potential export markets, revenue and taxation, customs and freight structures and supervised international exhibitions.
Oct 05 to Oct 06
(While on leave from Punjab University)
- Asst. Professor** **At The University of Lahore** – Job responsibility included teaching Hyman Resource Management, Recruitment and Head Hunting to the students of MBA. I was also responsible for holding seminars at the university on current topics of interests for professionals in business sectors. Responsible for launching several programs, including MBA-IT and Master of e-Commerce
Apr 00 to Nov 00
- Asst. Professor & AVP AKIDA** **At Institute of Management Sciences** – Taught Human Resource Management, Marketing Research, and Training and Development. As customers Services Coordinator, I have represented IMS (Pak-AIMS) for the marketing of its regular programs and promotion of its executive training programs. Prepared Dhan Fibers and Shahkam-Zarkam Textiles for ISO-9000 Certification. Managed training to physicians, LHVs, and pharmacists for The Futures Group International – Key Social Marketing (TFG-KSM) in the area of Hormonal Contraception in Punjab, the project was funded by Department for International Development (DFID-UK).
Sep 98 to Mar 00
- Visiting Faculty** **At Institute of Business Administration, Departments of Public Administration and Economics (M. B. Econ), University of the Punjab** - Subjects taught included Consumer Behavior, Marketing Research, Methods in Business Research, Research Methods and Techniques, Introduction to Behavior Sciences and Human Resource Management.
Sep 97 to Sep 99
- Research Associate** **At Lahore University of Management Sciences (LUMS)** – Job included basic as well as applied research especially case writing in the areas of marketing, management, and SME development in supervision of Dr. Ehsan Ul Haque, Now Professor Emeritus, LUMS, and former Chief Coordinating Officer of SMEDA. Managed and coordinated conferences and workshops at national and international levels.
Dec 95 to Sep 97
- Manager Marketing** **At Management International Pvt. Limited** – Responsibilities comprised of independent handling of marketing and social research for various national and

Research Nov 94 to Dec 95	multinational companies. Rigorously performed activities included constant liaison with clients, development of research proposals and their approval, development of questionnaires, hiring and training of surveying teams, data collection, database development, data analysis, report writing, and presentations in front of clients.
Manager Jun 94 to Dec 94	At Hussain Can Company Pvt. Limited – Responsible for general management, marketing, business development and production management of the largest canning unit in Punjab.
Research Assistant Feb 92 to Jun 94	At Department of Public Administration, University of the Punjab – Job description included literature review and data collection from secondary sources for Senior faculty member.

ACADEMIC QUALIFICATION

PhD (Administrative Sciences)	“Factors Affecting Organizational Change in Pakistan: Role of CEO Commitment” Institute of Administrative Sciences, University of the Punjab
MPA (Marketing)	I – Division Department of Public Administration, University of the Punjab
B.Sc. Egg (Mechanical)	I – Division University of Engineering and Technology, Lahore
F.Sc. (Pre-Egg)	I – Division Divisional Public School and Intermediate College, Model Town, Lahore
Matriculation (Science)	I – Division Divisional Public School and Intermediate College, Model Town, Lahore
E-Commerce & Computer Literacy	6-Months training program on e-commerce, undertaken at NICON Proficient in SPSS, SAS, HTML, SQL, VB-Scripting, Flash, FrontPage, MS Office

HONORS AND AWARDS

Certified Master Trainer
 Certified Social Enterprise Master Trainer
 LUMS-McGill Linkage (Spread over One Year)

MEMBERSHIP OF PROFESSIONAL ORGANIZATIONS

- Member South Asian Network for Public Administration (SANPA)
- Member Pakistan Engineering Council since 1991
- Member Think-Tank Committee of PEC on Mining and Manufacturing 2022-2024
- Member Pakistan Engineering Forum since 1991
- Former Member Marketing Research Society of Pakistan 1997 to 2000
- Former Member Academic Council, University of the Punjab 2004-2007
- Elected Member Academic Council 2002-2005
- Member Board of Faculties 2020-2023; 2001-2004
- Member Board of Studies 2020-2023; 2001-2004

POST-GRADUATE RESEARCH THESES SUPERVISED

PhD Administrative Sciences Thesis Supervision

1. Role of Authentic Leadership and Psychological Empowerment in Building Organizational Citizenship Behavior: The Context of Higher Education Institutions in Pakistan. Hina Saleem; Sent for Evaluation 2023
2. Managerial Competencies and Employee Performance: Role of Self-Efficacy and Perceived Organization Support. Muhammad Kashif; Underway
3. Digitization of Public Sector: A Reform Perspective - Syed Nadeem Tahir Underway
4. Building Nation from a State: Role of Education Policy. Muhammad Azad Akram; Synopsis Development
5. A Critical Analysis of Energy Security in Global South – A Case Study of Pakistan. Engr. Imran Rasheed; Synopsis Development

MPhil Management Sciences Thesis Supervision

6. VC's Vision and Faculty Perception of Additional Administrative Responsibilities: A Case Study of University of Education. Syed Ejaz Ali; Underway
7. Workplace Ostracism and Counterproductive Work Behaviors (CWBs): Examining the Moderating Role of Psychological Capital. Iqra Akram; Completed Feb 2021
8. Workplace Ostracism and Turnover Intention: Examining the Mediating Role of Organizational Cynicism. Rabia Sajjad; Completed 2021-Feb
9. The combined effect of Entrepreneurial Orientation and Competitive Strategies in predicting a firm's performance. Aarz-e-Gull; Completed 2021-Jan

MS Public Administration Thesis Supervision

10. Evaluation of Tourism Policy of Gilgit Baltistan. Khair-un Nisa; Underway
11. Assessing Gaps in National and Cyber Security Policies 2021 of Pakistan 2022- 2026: A People-Centred Perspective. Hina Mushtaq; Underway
12. Towards Developing a Model for Training Need Analysis (TNA): A Case of Teachers & Educational Managers Training in the QAED, Punjab. Hina Ashraf; Completed 2021-Feb

13. Social Media Weaponization by Militant Groups Against National Security of Pakistan; Stakeholders' Perception of Government Efforts. Komal Fatima; Completed 2020-Oct
14. Youth Perception of Political Participation in Development of a State: A step towards a democratic welfare state. Hira Ashraf; Completed 2020-Aug
15. Effect of Authentic Leadership on Sexual Harassment: A Study of Public and Private Sector of Pakistan. Maimoona Abdul Ahad; Completed 2020-Jan
16. Role of Governance in the Economic Development of Pakistan: Multi-Model Critical Discourse Analysis. Muhammad Afzaal; Completed 2019-Nov

MS Human Resources Management Thesis Supervision

19. Transformational Leadership role on creativity of employees with mediating effect of personality traits: An Empirical Study in manufacturing and services sectors in Lahore. Maham Ibrar; Completed 2021-Jan

RESEARCH PUBLICATIONS

1. Saleem, Hina and Ghalib Ata 2021. Examining the Key Effect of Authentic Leadership on Organizational Citizenship Behaviors of University Teachers Pakistani Context. Bulletin of Education and Research August 2021, Vol. 43, No.2 pp. 119-134
2. Dr. Ghalib Ata & Dr. Aamir Saeed (2020). Islam's Guidelines for Muslims: A Lesson for Journalists. Al-Qalam. Volume 25, Issue, 2, 2020. ISSN 2071-8683 e-ISSN 2707-0077
3. Muhammad Zeeshan Hanif, Ayesha Hanif, Ghalib Ata & Kashif Rathore (2020). Formal and Multiple Autonomies in State-Owned Enterprises in Pakistan: An Analysis of Formal and Actual Status. Journal of Political Studies. Vol. 27, No. 1, 2020. ISSN- (Print)1994-1080 E-ISSN (Online): 2308 -8338
4. Rameesha Aman, Amir Saeed and Ghalib Ata (2019). Governance of Elementary Education: An Analytical View. Journal of Elementary Education Volume 29, No. 1, pp. 61-76 2019
5. Dr. Amir Saeed, Dr. Ghalib Ata (2018). Women's Empowerment, Working Women and Islam. Al-Qalam June 2018
6. Amir Saeed, Hassan Sajid, Ghalib Ata, Kashif Rathore and Abdul Sami (2017). Making Sense of Current Power Policies in Pakistan. Future of Marketing and Management (FMM 2017)

7. Mahnoor Farooq, Amir Saeed, Khalil Ahmad, Ghalib Ata and Abdul Sami (2017). Making Sense of Electronic Media Regulatory Agencies: A Case of PEMRA. *Future of Marketing and Management (FMM 2017) Journal*
8. Amir Saeed, Mehmood ul Hassan, Ghalib Ata & Qurrat ul Ain Qazi (2015). The Politics of Poverty Reduction Strategy. *Journal of Political Studies*, Vol. 22, Issue - 2, 2015, 595:614
9. Dr. Aamir Saeed, Miss Mahpara Shah, Mr. Ghalib Ata (2014). CRITICAL ANALYSIS OF HIGHER EDUCATION REFORMS. *Journal of Research Society of Pakistan*, Vol. 51, No. 2, July-December, 2014;
10. Muhammad Imran Mueed, Dr. Aamir Saeed, Ghalib Ata (2013). Autonomy of Higher Education Institutions in Pakistan: A Case Study of University of Education, Lahore. *Public Policy and Administration Research* Vol.3, No.12, 2013 ISSN 2224-5731(Paper) ISSN 2225-0972(Online)
11. Dr. Hina Mukhtar, Dr. Aamir Saeed, Ghalib Ata (2013). Measuring service quality in Public Sector using SERVQUAL: A case of Punjab Dental Hospital, Lahore *Research on Humanities and Social Sciences*, Vol.3, No.22, 2013. ISSN 2222-1719 (Paper) ISSN 2222-2863 (Online)
12. Yasir Dawood, Dr. Aamir Saeed, Ghalib Ata, Dr. Muhammad Tahir Nawaz (2013). Impact of International Politics on Pakistan`s Energy Crisis. *Developing Country Studies*, Vol.3, No.14, 2013 ISSN 2224-607X (Paper) ISSN 2225-0565 (Online)
13. Dr Aamir Saeed, Dr. Abdul-Qayyum Chaudhry, Shahbaz Ahmad, Ghalib Ata (2013). Measuring the impact of empowerment on job satisfaction among the Middle Level managers of JVC Descon Lahore. *Public Policy and Administration Research*, Vol.3, No.4, 2013. ISSN 2224-5731(Paper) ISSN 2225-0972(Online)
14. Dr. Aamir Saeed, Dr. Abdul Qayyum Ch, Dr. Khalil Ahmad, Ghalib Ata (2013). Making Sense of Federalism in Pakistan, *Developing Country Studies*, Vol.3, No.4, 2013 ISSN 2224-607X (Paper) ISSN 2225-0565 (Online)
15. GHALIB ATA and NASIRA JABEEN (2011). CEO Commitment and Organizational Innovativeness: A Study of Pakistan`s Export Organizations. *Pakistan Economic and Social Review* Volume 49, No. 2 (Winter 2011), pp. 187-210
16. Hamza Ahmad Qureshi, Amir Saeed, Ghalib Ata, Abdul Qayyum Chaudhry (2015). Contextual Analysis of Current Media Governance & Policies in Pakistan, *Journal of Media Studies* Vol. 30(1): February2015 50-75 © 2010 ICS Publications
17. FAMViC – A Case Study – Printed under copy right and with permission from Lahore University of Management Sciences, Lahore - 1996

MAJOR PROJECTS CONDUCTED AT LUMS AND MANAGEMENT INTERNATIONAL

A: BASIC RESEARCH SUPPORT

1. Retaining Effective Workforce – Pakistan and Gulf Economist, October 2000
2. Five case-studies on Retail Inventory Management Systems – Published as Konrad Adenure Working Paper Series in LUMS
3. Marketing in Muslim Countries – For Harvard Business School
4. Innovation in Developing Countries – For a Joint Paper of Dr. Ehsan Ul Haque and Kunal Bassu, McGill University
5. Development of Innovative Programs – The LUMS Experience
6. State of Management and Textile Industry of Pakistan - Published as Konrad Adenure Working Paper Series in LUMS
7. Trend of LUMS graduates towards Ph.D. – LUMS In-house Study

CONSULTANCY PROJECTS AND RESEARCH PROJECTS FOR CORPORATE SECTOR

B: APPLIED RESEARCH

a) Professional Household and Retailer Survey

1. Third Party Evaluation of Universal Primary Education in District Bahawalpur and Rawalpindi – UNICEF Project
2. Sugar Industry of Pakistan – Sugar Mills Association of Pakistan
3. Consumer Acceptability of Proposed Packet Esthetics of Hi-C Juice – For Co-Ca-Cola Export Corporation South West Asia Region
4. Causes of Decrease in Wet-Tissue Sales – For Packages Limited
5. Consumer Acceptability of Proposed Packet Esthetics of Rose Petal Tissues - For Packages Limited
6. Consumer's Perception of Haleeb's Positioning – For Chaudhry Dairies Limited
7. Evaluation of Advertising Effectiveness through Controlled Household Survey - For Chaudhry Dairies Limited
8. Evaluation of Advertising Effectiveness of Sunripe Orange Juice – For Sunflo Cit-Russ Limited

b) Market Studies and Concept Testing

1. Demand for a Korean Car in Pakistan – For a Gulf based Group of Industries
2. Desk Research on Tetra Pak Juice Market in Pakistan – For Co-Ca-Cola Export Corporation South West Asia Region
3. Concept Test for Packed Lassi – For Ever New Concepts (Pvt) Limited
4. Study of Coated Paper Market – For Packages Limited
5. Study of Bread Market in Lahore – For a Dutch Firm
6. Consumption Pattern of Liquid and Compressed Gases – For Pakistan Oxygen Company
7. Study of Marble Industry of Pakistan – For Konrad Adenure Working Paper Series

c) Focus Group Study

1. Focus Group Study on Proposed Packet Graphics of Rose Petal Luxury Pack – For Packages Limited

RESEARCH GRANTS AND CONTRACTS

Sep to Dec 2002

Third Party Evaluation of Universal Primary Education in District Bahawalpur and Rawalpindi – UNICEF

UNICEF Project

Rs. 4,14,000 Funded and Completed - 2002

2014-15

Impact of the using internet on the social life of Pakistani youth and their role in the development of country: evidences from students of private universities

University of the Punjab

Rs. 1,50,000

Funded and Completed

2020-21

Critical Review of Pakistan's Energy Policy: Factors Impeding Self-Reliance and Low-Cost Production

University of the Punjab

Rs. 1,50,000 – In Progress

COMMUNITY SERVICE ACTIVITIES

- Member Transport Committee 2019 to date
- Member University Employee Daughter's Marriage Fund (3-Years)
- Member House Allotment Committee (3-Years)
- Member Management Committee for Book Exhibition 'کتاب میلہ' (5-Years)
- Addressed Seminars for Construction of Kalabagh Dam
- Radio Program 98.6 "Zara Nam Ho" Conducted for LCCI on Economic Development – 2007 (20 Programs)

ADMINISTRATIVE AND TEAM LEAD ASSIGNMENTS

- Director R&D at LCCI – for one year
- Team Leader for Developing Journey to Prosperity 2030 at LCCI as Consultant – for one year
- Team Leader for developing Recommendations by Think-Tank Committee on Mining and Manufacturing (LSM) Industrial Policy under Pakistan Engineering Council (PEC Statutory Body enacted by Parliament-1976)
- Assistant Vice President AKIDA – at Institute of Management Sciences (former Pak-AIMS) for one and a half year

- Member Departmental Doctoral Program Committee 2014 to 2022
- Coordinator Post-Graduate Programs including MPA, MPhil and PhD Programs 2014-2015
- Coordinator for PhD at Institute of Administrative Sciences, University of the Punjab – for 2019-2022
- Manager Marketing Research – at Management International – a Management and Marketing Research Consultancy – for one year
- Designed Curriculum for BS Management for launch at Institute of Administrative Sciences, University of the Punjab

TRAINING WORKSHOPS, SEMINARS ARRANGED AT LUMS UNIVERSITY OF THE PUNJAB AND Pak-AIMS

- Provided training in Management at Civil Services Academy for Common Training Program to the newly recruited officers – 27th Common batch.
- As Trainer for “Women Entrepreneurs” in Karachi - For Federation of Pakistan Chamber Commerce and Industry – Project funded by US Consulate in Lahore.
- As Master Trainer and Program Director for Marketing, trained Women Entrepreneurs in Lahore and Karachi (16-day workshop covered in three modules in 3 months) – For US Embassy in Pakistan
- As Director and Master Trainer trained 35 *Zakat* (obligatory charity on wealthy Muslims) officials and recipients of *Zakat* in Gujrat District for the Office of the Chairman *Zakat* and *Usher* Committee Gujrat District.
- As a trainer took session on human resource management at LUMS – REC Training of Managers in Social Enterprises
- Conducted two workshops at Department of Applied Psychology University of the Punjab on “How to Write Case Studies?”
- As a member of LUMS managing team, organized UNDP Asia Ministerial Conference on Governance and Sustainable Development held in November 96 at Pearl Continental Hotel
- Coordinated APCTT – SMEC (Asia Pacific Center for Transfer of Technology – Small and Medium Enterprise Center LUMS) held in July 97
- As Director of Training Program I held a three-day training workshop for working professionals on the topic of “Decision Oriented Marketing Research” at the Institute of Marketing and Sales.
- Managed training workshops through out Punjab for Doctors, LHVs and pharmacists / chemists on the usage of hormonal contraceptives, for The Futures Group International, a UK based NGO operating in thirty-two countries – Well known as Subz Chabee (i.e., green key)
- Conducted Group Discussions with business professionals in order to Reposition the Existing MBA Program at Pak-AIMS for Competitive Advantage
- Conducted workshop on Developing Effective Communication and Presentation Skills for MBA graduating-class