

UROOJ QAMAR

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ACADEMIC RECORD

Year	Degree	Institution	CGPA/ Grade
2014 – Continue	Ph.D (Management)	Institute of Administrative Sciences	3.66 (Course Work - Highest CGPA in class and Merit Scholarship)
2010-2012	MPA (18 Years)/MPhil (Equivalent to MPhil as per HEC letter number "No.8(61)/A&A/2020/HE C/1805)	Institute of Administrative Sciences, University of the Punjab	3.80 CGPA (Distinction, 3 Gold Medals and Merit Scholarships, Merit Certificates by University and IAS)
2006-2010	BS(Hons) Management	Institute of Administrative Sciences, University of the Punjab	4 CGPA (Distinction, Highest CGPA 4/4, Gold- Medal. Merit Scholarships, Merit Certificates by University and IAS)
2004-2006	FSc. (Pre-Engineering)	Kinnaird College for Women, Lahore	A+ (946/1100) (2nd Prize in Academics by Kinnaird College)
2002-2004	Matriculation (Science)	Divisional Public School	A (746/850)

CERTIFICATES/ SHORT COURSES/SEMINARS/TRAINING PROGRAMS ATTENDED

Year	Title	Organized By
2020	Seminar on Conflict resolution & Peace Building	CEES & CHANGE, PU.
2020	One day Symposium on Women's Economic Empowerment Evidence-Based policy	Dep't of Economics, PU.
2019	NVIVO Training	IAS
2019	Writing a Ph.D. Thesis: Issues, Challenges & Solutions	IAS
2019	QS World Ranking by Speaker Ashwin Fernandez	Punjab University
2019	Qualitative Research Essentials	Dep't of Info. Mgt.
2019	Quality of Governance in the Age of Complexity	IAS
2018	Member of Curriculum Review Board (Entrepreneurship)	IAS
2018	3 rd SME Conference	SMEDA & UMT
2018	Business Conference on Edible Palm Oil	Embassy of Indonesia
2018	Pakistan Health & Nutrition Expo on Social Inclusion of people with difference abilities	Daily Pakistan
2018	Faculty Development Program	HRDC, IAS.
2018	IAS National Conference Participant	IAS
2017	Managing Incubation Center	PIE & IAS
2017	International Business Conference and Exhibition	UMT

2017	Workplace Harassment	National Outreach Program
2017	TEDx 2017	Kinnaird College for Women
2017	Women Entrepreneurship (Plan 9)	PITB, Arfa Technology Park
2016	Legal Requirements for NGOs	R&D Youth Connect, Punjab.
2016	IAS National Conference Participant	IAS
2016	1 st National SME Conference	SMEDA & UMT
2015	NVivo Workshop	University of Lahore
2015	Publishing research in high impact factor Journals	Institute of Geology, PU
2015	SITE Summit	TEC & IAS.
2015	National Forum on Higher Education	Sughra Begum Center for Education, Policy and Development & University of the Punjab, Lahore
2014	South Asia Conclave	Nutshell Forum
2013	Faculty Development Program	IAS, University of the Punjab
2013	Public Policy Process & Formulation: Academicians and Practitioners perspective	USAID (Organized by Forman Christian College)
2012	Faculty Development Program	UMT& IAS
2012	Pakistan Young Leaders Conference	PYLC (Received Emerging Leader Certificate)
2011	Social Enterprise Training Program	PCCM
2009	Attended Seminar on Human Capital Development	PEACE Learning Resource at Royal Palm, Golf & Country Club, Lahore
2008	English Language Fluency Course	PWI (Kinnaird College) – Grade A

EXPERIENCE

Assistant Professor (2018 – Continue): Institute of Business & Information Technology, University of the Punjab, Lahore.

Member Admission committee for MBIT fall term 2020.

Member Admission committee BBIT (Hons.) for fall term 2020 Batch.

Member Research Council IBIT, PU.

Member Scholarship Committee constituted by Dean Faculty of Economics & Management Sciences for the year 2019-2020.

Member Board of Faculty of Economics & Management Sciences (2020- Continued): Constituted under University of the Punjab Act 1973.

Chairman Scholarship & Financial Aid Committee (2019- Continued): Institute of Business & Information Technology, University of the Punjab, Lahore.

Member Disciplinary Committee at IBIT, PU.

Member Admission Committee (2019) at IBIT, PU.

Member Café Management Committee at IBIT, PU.

Lecturer (2012 – 2018): Institute of Administrative Sciences, University of the Punjab, Lahore.

Internship: Beacon House Corporate Group (Human Resource Dept.)

Duration: 27th May –
15th August, 2009

Internship: Akhuwat (Micro-finance Institution)

Duration: 21st June,
2011 -10th July, 2011

Volunteered at Akhuwat

ACADEMIC AWARDS

2017 (Merit Scholarship- Ph.D.) – 1st Position, Highest CGPA and Outstanding performance scholarship award awarded by Institute of Administrative Sciences, University of the Punjab, Lahore.

2015 (Merit Certificate, Roll of Honor, Shield –MPA(18 Years)/MPhil – For scoring highest CGPA in class and distinction at Convocation organized by Institute of Administrative Sciences, University of the Punjab, Lahore.

2014 (Three Gold Medals – MPA (18 Years) /MPhil -Shaikh Laique Ali Gold Medal, Mirza Book Agency Gold Medal, University Gold Medal at Convocation organized by University of the Punjab, Lahore.

2012 (Merit Scholarship – MPA (18 Years) /MPhil – 1st Position, Highest CGPA and Outstanding performance scholarship award awarded by Institute of Administrative Sciences, University of the Punjab, Lahore.

2012 (Merit Certificate- Serial No. 10981 by The University of the Punjab – MPA (18 years)/ MPhil – Merit Certificate for scoring First position in order to merit, awarded by University of the Punjab Senate Hall.

2012 (University Gold Medal- BS(Hons.) – University Gold Medal for highest CGPA 4/4, Distinction, and Outstanding performance at Convocation organized by University of the Punjab, Lahore.

2012 (Shield BS(Hons.) – Awarded Shield for scoring Highest CGPA 4/4 in BS Hons. by Institute of Administrative Sciences, University of the Punjab, Lahore at IAS Alumni Dinner 50th celebration.

2010 (Merit Certificate, Roll of Honor -BS (Hons.) – For scoring highest CGPA 4/4 in BS (Hons.) and distinction by Institute of Administrative Sciences, University of the Punjab, Lahore.

2010 (Merit Certificate- Serial No. 10980, by The University of the Punjab – BS (Hons.) – Merit Certificate for scoring First position in order to merit and A+ Grade, awarded by University of the Punjab Senate Hall.

2010, 2009, 2007 (Annual Merit Scholarship – BS (Hons.) – Annual Scholarship award for 1st Position, Highest CGPA and Outstanding performance scholarship by Institute of Administrative Sciences, University of the Punjab, Lahore.

2006 (2nd prize for academic achievements –F.Sc. Pre- Engineering) – Achievement award for outstanding performance in academics in F.Sc Pre-Engineering class given by Kinnaird College for Women, Lahore.

PUBLICATIONS

- Contextualizing Privatization in Pakistan. A Case Study of Pakistan Railways. Journal of Pakistan Vision, Pakistan Study Centre, Vol. 17, No. 2, pp.259-291, 2016.
- Workplace Spirituality and affective commitment among employees. A case study of Akhuwat. Journal of Business Strategies, Vol. 8, No. 2, pp. 39-62, 2014.
- Are Advertising Practices in Islamic Republic of Pakistan Influenced by Principles of Islamic Marketing: A Study of Audience Perspective from Pakistan. Middle-East Journal of Scientific Research 23 (01): 149-154, 2015.
- Advertising practices in Pakistan according to Islamic marketing principles: A study of demographic antecedents in measuring perception of people. Middle-East Journal of Scientific Research 21 (12): 2250-2256, 2014.

CONFERENCE PAPER

- Social Entrepreneurship in Pakistan: Prospects and Challenges at 1st International Research Conference on Economics, Business and Social Sciences, organized by Bahauddin Zakariya University Multan Pakistan, in collaboration with Universiti Utara Malaysia.
- Workplace Bullying: Case Study of a Public Sector University at 1st International Conference on Governance, Management and HR: Strategic Directions, organized by Institute of Administrative Sciences, University of the Punjab, Lahore.
- E-government and Employee satisfaction at Public Sector of Pakistan, A case of National Database Registration Authority, at 1st International Conference on Governance, Management and HR: Strategic Directions, organized by Institute of Administrative Sciences, University of the Punjab, Lahore. (Publication in Process).

RESEARCH SUPERVISION (Thesis supervision of 18 years degree programs)

Faiza Hidayat, Topic: E-government and Employee satisfaction at Public Sector of Pakistan, A case of National Database Registration Authority, 2016. MPA (18 years), completed at Institute of Administrative Sciences, Punjab University.

Samar Qasim Khan Niazi, Topic: The Influence of Job Burnout towards Organizational Citizenship Behavior: A Perspective of Third Sector. A Case study of Bunyad Foundation, 2016. MPA (18 years), completed at Institute of Administrative Sciences, Punjab University.

Namra Imtiaz, Topic: Perceived Workload and Burnout Among Physician In Public Hospital of Pakistan: A Case of Jinnah Hospital, 2017. MPA (18 years), completed at Institute of Administrative Sciences, Punjab University

Zenab Javaid, Topic: Workplace bullying. A case study of The University of Punjab, Lahore, 2018. MPA (18 years), completed at Institute of Administrative Sciences, Punjab University

Saira Tariq: Measuring the Influence of You-Tubers on Viewers' Buying Behavior, 2020. MBIT (18 years) completed at Institute of Business & Information Technology, Punjab University.

Summan Chaudhary: Glass Ceiling, A comparative case study of Public Vs Private University, 2020. MBIT (18 years) completed at Institute of Business & Information Technology, Punjab University.

Sania Fayaz: A study of paradigm shift in consumer purchase decision of Grocery items during COVID19, MBIT (18 years) completed at Institute of Business & Information Technology, Punjab University.

Rabia Gul: A Quantitative Study on Measuring Customer Based Brand Equity (CBBE) of Merged/Acquired Brands, 2020, MBIT (18 years) completed at Institute of Business & Information Technology, Punjab University.

Ume Habiba: The Brand Image of Educational Institutes through Social Media and its Impact on Consumer behavior, 2020, MBIT (18 years) completed at Institute of Business & Information Technology, Punjab University.

Khansa Dar: Measuring Customer Satisfaction and Purchase intention on e-commerce platforms of Fashion & Apparel during the pandemic of COVID-19, 2020, MBIT (18 years) completed at Institute of Business & Information Technology, Punjab University.

RESEARCH SUPERVISION (Final Year Project (FYP) supervision for 16 years degree programs) 2020

- Brainbox by Areeba, Fatima, Misbah and Rida (The Achievers)
- TransLearning Center by Zainab, Sajjad, Najam and Ammar (Project404)
- TalentLift by Bilal, Mahnoor, Aniq and Mobeen (The Marketers)

2019

- Soltech Camping Tent by Seher, Shanza, Abdul Basit, Haidar, Sana (Group Dynamities)
- Automatic Water Temperature Controller Kit by Bisma, Alishba, Maira, Maidah, Awab (Group Learners)
- Medico Healthcare Application by Anam, Rehan, Anum, Mubashir, Faisal (Group Alpha)
- Five Star Open Air Restaurant by Namra, Ayesha Sumyia, Mahnoor and Fahed (Group 5 Star)

REFERENCES

List may be furnished if desired