

**SHAHEERA AMIN**

shaheeraamin@bzu.edu.pk    shaheera.ac@gmail.com    +92 333 6318463

**Permanent Address**

160-C Shah Rukn-e-Alam Colony  
Multan

**Current Address**

189-Z, Farid Town Sahiwal

**Personal Details**

- Father's Name: Muhammad Amin
  - D.O.B: 23-06-1982
  - Passport #: BM1205162
- Marital Status: Married
  - Nationality: Pakistani
  - Domicile: Multan

**Academic Qualification**

DEGREE (YEAR)	INSTITUTION	TITLE OF THESIS/ MAJOR SUBJECTS	MARKS/ CGPA
Ph.D (2013)	University of Leeds UK	The effect of cognitive-affective interplay on volunteerism: an empirical study of charity organizations	Qualified
MS (2009)	University of Hull UK	Impact of corporate social responsibility on corporate identity	541/900
MBA (2004)	IMS BahauddinZak ariya University Multan	Marketing Management Accounting	3.27/5.00
BSc (2002)	BahauddinZak ariya University Multan	Computer Sciences Mathematics	530/800
FSc (2000)	BISE Multan	Mathematics Physics Statistics	728/1100
Matric (1998)	BISE Multan	Physics Chemistry Biology	669/850

**Work Experience**

DESIGNATION	DEPARTMENT/ ORGANIZATION	DURATION		MAJOR JOB RESPONSIBILITIES
		From	TO	
<b>Additional Registrar Academics</b>	University of Sahiwal	Oct, 2018	<u>Date</u>	To coordinate and support all the administrative matters related to academia.
<b>Assistant Professor</b>	Department of Business Administration University of Sahiwal (Previously BZU Multan, Sub-campus)	June, 2013	<u>Date</u>	Teaching BBA, MBA and MS classes. Supervision of MS thesis. <b>Administrative Tasks:</b> Director Students Affairs (Female). Coordinator MBA Evening Program.
<b>Research Scholar (Ex-Pakistan Study Leave)</b>	University of Leeds UK	Oct, 2008	June, 2013	Post Graduate studies under FDP Foreign Scholarship Program (MS leading to PhD)
<b>Lecturer</b>	Department of Business Administration BZU Sahiwal	Nov, 2005	Oct, 2008	Teaching BBA, MBA and MBA Executive classes
<b>Assistant Human Resource Manager</b>	Agri Farm Services, Multan Pakistan	April, 2005	Oct, 2005	To conduct interviews. To conduct the meetings and prepare agenda and minutes. To verify all the documents submitted by employees. Maintenance of Employees Record. Monthly evaluation of staff expense allowances. Staff Mess Handling. Purchases of office supplies and equipment.

<b>Internship</b>	Coca-Cola Beverages Multan, Pakistan Ltd	June, 2004	Aug, 2004	Issuance & placement of Chillers. Updating the record of Chilling equipment. Looking into legal agreements with retailers for sale point. Report the key accounts information to Marketing department. Maintain a database of all selling points. Analysis of sales.
-------------------	---------------------------------------------	------------	-----------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Other Experiences**

1. Member of Finance & Planning Committee, University of Sahiwal
2. Member of Academic Council, University of Sahiwal
3. Member of Board of Studies, Department of Business Administration, University of Sahiwal
4. Member of Quality Enhancement Cell, University of Sahiwal
5. Member of Semester implementation committee, University of Sahiwal
6. Member of Disciplinary Committee, University of Sahiwal
7. Chairperson of Purchase committee, University of Sahiwal
8. Member of prospectus committee of University of Sahiwal for the year 2018.
9. Program coordinator MBA evening at Department of Business Administration, University of Sahiwal.
10. Incharge of Department of Business Administration, Department of English, Department of Economics and Department of Psychology, 2017.
11. Undergraduate Teaching: Feb 2012-May 2012, Leeds University Business School, University of Leeds UK
12. Volunteering (Kid Summer School): July 2011-August 2011, Woodsley Road, Multicultural Community Centre UK
13. Examination Invigilation: Jan 2011 and Jan 2013, University of Leeds UK
14. Cultural Event Coordinator: 2009-2010, Development Education Center (Hull) UK

**Research Experience**

- **HEC Approved Supervisor**
- **External Examiner** for MBA and MS thesis evaluation at Air University Multan Campus
- **Research Topics as External Supervisor** Impact of internal marketing on employee bank identification through the mediating role of job embeddedness and service oriented organizational citizenship behavior.
  1. Optimizing marketing performances of Purific Water.
  2. Abnormal organic food attributes perception

3. Halal cosmetics and QR codes traceability system adaptation.
4. “Shopaholism” Concept, Measurement and Validation.
5. Influence of behavioural factors on employee turnover, intentions and job-satisfaction: University of Lahore.

#### **Supervisory Experience**

1. Role of gender in social class to influence the consumer behavior towards eco-friendly cosmetic products” (MS Thesis)
2. “Role of brand image on consumer purchase intention: an empirical study on packaging in dairy products” (MS Thesis)
3. The skeptic response of consumers on social media towards brands. (MS Thesis)
4. Effectiveness of Viral Marketing and its Impact on Brand Awareness and Consumer Purchase Intension (MS Thesis), 2015; Air University Multan Campus
5. Impact of Internal Branding on Brand Performance with Mediating Effect of Brand Commitment: A Study of Pakistan’s Bank.(MS Thesis), 2017, Air University Multan Campus.
6. Impact of Social Media Brand Communication on Brand Equity: A Study of Apparel Fashion Industry in Pakistan (MS Thesis), 2016; Bahauddin Zakariya University Sahiwal Campus
7. Impact of Product Innovation and Perceived Quality on Brand Equity: A Study of Pakistan’s Telecommunication Sector (MS Thesis), 2016; Bahauddin Zakariya University Sahiwal Campus
8. Impact of CSR on Customer Loyalty: Evidence from Telecommunication Industry in Pakistan (MS Thesis), 2016; Bahauddin Zakariya University Sahiwal Campus
9. A Study of Employee’s Trustworthiness on Employer Work and Life Balance Policies in Private Banks of Pakistan (MS Thesis), 2016; Bahauddin Zakariya University Sahiwal Campus

#### **Conferences and Presentations**

1. Paper presentation on: Role of gender in social class to influence the consumer behavior towards eco-friendly cosmetic products” in 3<sup>rd</sup> International Conference on Business and Management Perspectives in the Asian context, 2018, organized by University of Lahore.
2. Paper presentation on: “Role of brand image on consumer purchase intention: an empirical study on packaging in dairy products” in 3<sup>rd</sup> International Conference on Business and Management Perspectives in the Asian context, 2018, organized by University of Lahore.
3. Paper presentation on: The skeptic response of consumers on social media towards brands in 3<sup>rd</sup> international conference on business and management perspectives in the Asian context, 2018, organized by University of Lahore.
4. Paper presentation on “Role of product packaging on consumer buying behavior: An empirical study of Pakistan” in 1<sup>st</sup> International Conference on Social Sciences, 2018 organized by Institute of Southern Punjab, Multan.
5. Poster Presentation in Annual Doctoral Conference 2010 organized by Leeds

- University Business School UK. Effect of moral emotions and moral identity on campaigners: the case of anti-child abuse campaign.
6. Paper Presentation in Annual Doctoral Conference 2010 organized by Leeds University Business School UK. Effect of moral emotions and moral identity on campaigners: the case of anti-child abuse campaign.
  7. Paper Presentation in Annual Doctoral Conference 2011 organized by Leeds University Business School UK. Effect of congestive effective interplay on volunteerism: an empirical study of charity organizations.
  8. Paper Presentation in Annual Doctoral Conference 2012 organized by Leeds University Business School and White Rose Social Science DTC UK. The effect of internal marketing on volunteerism in charity organizations.
  9. Paper Presentation in "Taking Responsibility Conference" 2012 organized by Institute of Social marketing The Open University UK. The role of internal marketing in volunteerism attitude formation: a charity context.
  10. Paper Presentation in BAM2012 Doctoral Symposium held by British Academy of Management UK.

### **Publications**

1. Muhammad Farhan Basheer, Muhammad Haroon Hafeez, Shaheera Amin, Zubair Ahmad, Muhammad Sajid Tufail. (2018). The Paradox of Managerial Dividend Policy In Corporate Malaysia" to *Review of Economics and Development Studies*.
2. Javed Iqbal, Moeed Ahmad Sandhu, Shaheera Amin, Aliya Manzoor,. (2018). "Portfolio Selection and Optimization through Neural Networks and Markowitz Model: A Case of Pakistan Stock Exchange Listed Companies" to *Review of Economics and Development Studies*. 05(01)
3. Ammara Saleem, Moeed Ahamd Sandhu & Shaheera Amin. (2018) "Impact Of Empowerment & Emotional Labor On Teacher's Work Engagement: A Moderating Role Of Job Experience" to *Review of Economics and Development Studies*. 04(02)
4. Amin, S., et al. (2018). Significance of social media brand communication in creating brand awareness. *Paradigms*, 13 (01).
5. Amin, S., Mahasan, S. S., & Khan, F. N. (2014). Measuring the Effect of Knowledge management Process on Employees' performance: Am Investigative Study of Bank in Pakistan. *International Journal of Management Sciences*, 03(07), 497-508.
6. Amin, S., Mahasan, S. S., & Khan, F. N. (2014). Impact of Collaborative Practices on Operational Performance of Firm: Case Study of Automotive Industry of Pakistan. *Middle-East Journal of Scientific Research*, 19(5), 661-668.
7. Naveed, T., Amin, S., Mahasan, S. S., & Khan, F. N. (2014). Emotional Intelligence and its Relationship with Leadership Styles among Bank Executives. *International Multidisciplinary Research Journal: Indian Streams Research Journal*, 04(10).
8. Amin, S., Mahasan, S. S., & Khan, F. N. (2014). The Capacity of the Semiotics Approach For Making Sense of the Use of Stereotypes Used in Advertisements. *International Multidisciplinary Research Journal: Golden Research Thoughts*, 03(09).
9. Amin, S., & Mahasan, S. S. (2014). Relationship between consumers perceived

risks and consumer trust: a study of sainsbury store. *Middle East J Sci Res*, 19(19), 647-655.

10. Amin, S., & Mahasan, S. S. (2013). Conceptualisation of Volunteers' Attitude Development: An Internal Marketing Imperative. *Middle-East Journal of Scientific Research*, 18(9), 1224-1230.

**Print Media Publications**

1. "Cheap Source of Electricity" in Dawn Lahore (Pakistan), Newspaper on July 27, 2006
2. "The Flag" in Dawn Lahore (Pakistan), Newspaper on August 12, 2006
3. "Global Warming" in Dawn Lahore (Pakistan), Newspaper on June 5, 2007
4. "My Pakistan" in Dawn Lahore (Pakistan), Newspaper on 12<sup>th</sup> Aug, 2007

**Achievements**

1. Certificate of Trainings on various topics during PhD organized by Staff and Departmental Unit University of Leeds UK
2. Certificate of Participation in the Workshop on "Empirical Analysis Techniques" at York Management School UK
3. Certificate of Learning "References and Citations Explained" organized by University of Leeds UK
4. 2nd Prize in Annual Doctoral Conference 2010 Research Poster Presentation Competition by Leeds University Business School
5. Securing of FDP Foreign Scholarship for MS leading to PhD in 2008
6. Appreciation Letter for organizing the Outstanding Annual Function at Department of Business Administration, Bahauddin Zakariya University, Sahiwal Campus
7. Certificate of Executive Membership in Executive Club by Institute of Management Sciences, Bahauddin Zakariya University, Multan
8. Certificate of Training in Productivity goal and Management, 2004 by National Productivity Organization M/O Industries and Productivity Govt. of Pakistan
9. Workshop on Empirical Analysis techniques at York Management School UK, 2012, organized by Northern Advanced Research Training Initiative.
10. Certificate of Proficiency in English Language Communication by British Educational Services for Testing and training.
11. Registered delegate at the "Operations Management in the Third Sector" conference held at Leeds University Business School on 20<sup>th</sup> March, 2013.

<b>Behavioral and Intercommunication Skills</b>	<b>Computer Skills:</b>
Observable abilities of leadership, teamwork, communication and negotiation Fluent in English, Urdu and Punjabi Outstanding event planning and organizing skills	MS Office Suit Endnote SPSS AMOS Online Survey Design