

# Samra Malik

## Lecturer

University of Sahiwal, Pakistan

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I am a HEC registered Ph.D. Marketing Candidate who is positively oriented with a sense of responsibility, reliability, creativity, determination, ethics, patience, and enthusiasm. I possess excellent administrative, verbal communication and written skills along with constructive and effective teaching methods that promote a stimulating learning environment. I am able to work in a managerial as well as academic role or as part of team and have the ability to successfully work on tight schedules and deadlines. Currently I am working as permanent Lecturer at University of Sahiwal, Pakistan.

## Skills

- Effective communication
- Interest building
- Flexibility
- Problem solving
- Time management
- Management and leadership
- Research Software (EndNote)
- MS Office (Word, PowerPoint)
- Google Classroom

## Professional Experience

- Permanent Lecturer University of Sahiwal 2020 to present
- Visiting Lecturer Bahauddin Zakariya University 2018 to present
- Venue Staff British Council Pakistan 2018 to 2020
- Internship Trainee Bank Alfalah Limited May 2013 to Jul 2013

## Volunteering Experience

- President Sponsorships IMS Executive Club Jun 2013 to Jun 2014
- Member Media & Promotions IMS Executive Club Nov 2012 to Jun 2013

## Conferences, Workshops & Seminars

- Presenter International Conference on Technology, Innovation and Sustainability in Business Management Middlesex University, Dubai, UAE 2019
- Participant Workshop on M PLUS Bahauddin Zakariya University, Multan 2019
- Presenter National Conference on Business Research The Islamia University, Bahawalpur 2019
- Participant Workshop on SMART PLS Bahauddin Zakariya University, Multan 2019
- Participant Workshop on LATEX Bahauddin Zakariya University, Multan 2018
- Trainer Seminar on Thesis Writing The Women University, Multan 2018
- Participant Workshop on Research and Thesis Writing University of the Punjab, Lahore 2017
- Participant Research Training Workshop Bahauddin Zakariya University, Multan 2017

## Academic Qualifications

- Ph.D. Marketing Majors Bahauddin Zakariya University, Multan 2016-21
- MBA Marketing Majors Bahauddin Zakariya University, Multan 2014-16
- BBA Hons. Marketing Majors Bahauddin Zakariya University, Multan 2010-14
- Intermediate Pre-Medical Punjab College for Women, Multan 2007-09
- Matriculation Science Govt. Comprehensive High School, Multan 2005-07

## Dissertation

### The role of eWOM (electronic word of mouth) in the purchase behaviour of experience and search products

The advance of the Internet facilitates consumers to share and exchange consumption-related advice through online consumer reviews. The eWOM communication, has recently received significant managerial and academic attention. Many academic studies have examined the factor that effect eWOM. In this research, latest researches and their future approaches about eWOM are focused. The aim is to use mix methodology. the research began with a qualitative phase involving 12 pre-test interviews from university students. In second phase the experiment will be performed on students from graduate programmes and post graduate programmes served as the respondents to a paper and pencil survey. This analysis not only provide us with an overview of the current status of knowledge within the domain of factors effecting eWOM of apparel and vacations, but also serves as a salient guideline for future research directions.

## Achievements

- 2<sup>nd</sup> position in Business Plan Competition, Divisional Level, Punjab Youth Festival 2012
- Participation in Intel Science Competition, National Level 2007, Pakistan
- 2<sup>nd</sup> position in Intel Science Competition, Provincial Level 2007, Punjab
- 2<sup>nd</sup> position in Intel Science Competition, District Level 2007, Multan

## Academic Projects

- Strategic management and business policy analysis of “Shaukat Khanum Memorial Cancer Hospital”
- Marketing and distribution channels survey and analysis in automotive industry capturing “Atlas Honda Ltd”
- Shopper behavior vs. retailing research analysis in “Food Festival Multan”
- Entrepreneurial project for establishing a lucrative business of personal tracking system
- Project for establishing an exporting business of handmade accessories from Pakistan to international markets
- Project on “Personal Branding (Self-branding)”
- Project on “Crafting the Service Environment”
- “Re-branding and Revitalization” project on Institute of Management Sciences BZU
- Several assignments on project management
- Human resource management research on “HR Practices in Bank Alfalah Ltd. and National Bank of Pakistan”
- Several projects on advertisement and their design
- Report of financial management in “Sunrays Textile Mills Ltd.”
- Project on change and innovation management in “Atlas Honda Ltd”
- Survey for business statistics