

Dr. Farhina Hameed

Assistant Professor, Faculty of Management Sciences Department

Education:

PhD Marketing

2013-2020

Shaheed Zulfikar Ali Bhutto Institute of Information & Technology (SZABIST), Islamabad Campus

MS Marketing

2010-2012

COMSATS University, Islamabad Campus

BBA (Hons) Marketing

2006-2010

Fatima Jinnah Women University, the Mall, Rawalpindi

HSSC

2004-2006

Government Post Graduate College for Women Satellite Town, Rawalpindi

SSC

2004

Progressive Model School, Peshawar Road, Rawalpindi

Experiences:

March 2021 till to date

Assistant Professor, Faculty of Management Sciences

NUML, Islamabad

July 2012 till February 2021

Instructor/E-Tutor, Management Sciences Department
Virtual University of Pakistan, Islamabad

From 2018 till 2019

Visiting Lecturer, Management Sciences Department
Federal Urdu University of Arts, Science & Technology, Islamabad Campus

Working as Research Thesis Supervisor for MS Marketing students

Publications:

Research Papers Published in Research Journals:

Hameed, F., Qayyum, A., & Awan, Y. (2018). Impact of Dimensions of CSR on Purchase Intention with Mediating Role of Customer Satisfaction, Commitment and Trust. *Pakistan Business Review*, 20(1), 13-30.

Hameed, F., & Qayyum, A. (2018). Determinants of behavioral intention towards mobile learning in Pakistan: Mediating role of attitude. *Business and Economic Review*, 10(1), 33-61.

Hameed, F., & Awan, Y. (2017). Effect of dimensions of advertising on behavioral intentions of customers. *Pakistan Business Review*, 19(1), 138-156.

Hameed, F., Rehman, H., & Awan, Y. (2016). Measuring the determinants of consumer perception regarding mobile advertising in Pakistan: a comparison between private and public sector universities. *Science International*, 28(1).

Awan, M. Y., & Hameed, F. (2014). The effect of demographic, socio-economic and other characteristics on donations. *Current Research Journal of Social Sciences*, 6(2), 55-76.

Hameed, F. (2013). The effect of advertising spending on brand loyalty mediated by store image, perceived quality and customer satisfaction: A case of hypermarkets. *Asian Journal of Business Management*, 5(1), 181-192. 71

Research Papers Presented in Research Conferences:

Hameed, F, Habib, D, & Attique, S. (2019). *A model and empirical examination of influencing factors of brand equity and willingness to buy: A case of secondhand automobiles*. Paper presented at 21st SZABIST's International Research Conference (IRC) (23-24 April)

Habib, D, Hameed, F & Attique, S. (2019). *Sustainable Consumption: An Analysis of Definitions, Theoretical Perspectives, Interrelationship among Key Variables and Research Methodologies*

through a Systematic Review of the Literature. Paper presented at 21st SZABIST's International Research Conference (IRC) (23-24 April)

Hameed. F & Awan. Y. (2016). *Effect of CSR Dimensions on Purchase Intention in Telecom Sector of Pakistan: Mediating role of Satisfaction*, Paper presented at 8th South Asian International Conference SAICON, Islamabad, Pakistan (24-26 August)

Hameed. F, Khan, M. A & Awan, M. Y. (2014). *Measuring the Influence of Advertising on Customer's Behavioral Intentions: A Case of Telecom Sector*, Paper presented at 6th South Asian International Conference SAICON, Islamabad, Pakistan (11-13 August)

Unpublished MS Research Theses:

Predictive role of personality traits in compulsive buying behavior: Mediating effect of attitude towards advertising

Measuring the Impact of 3Ps of Marketing Mix on Online Consumer Buying Behavior: Attitude as Mediator and Gender as Moderator

Effect of Physical Environment on brand loyalty mediated by brand prestige

Impact of Positive & Negative Word-of-mouth on Purchase Intention: Mediating Role of Loyalty & Attitude

An integrated study of the Theory of Planned Behavior and Technology Acceptance Model: A study of user intention to purchase online in Pakistan

Citations:

100 plus citations till April 2021 of published research papers

Area of Interest:

Marketing
Consumer Behavior
Advertising
Brand Management
Mobile Learning
Corporate Social Responsibility