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Career objectives

To peruse job in well reputed university where I can demonstrate my teaching skills and share my knowledge in the fields of marketing, research, and management.

Lecturer (on Contract) Marketing (Since 5 Years)

- National University of Modern Languages (NUML) Multan: August, 2017 to Present

Education

- MSBA/M.Phil – Marketing: From NUML Islamabad, May 2017 with CGPA: 3.78/4.00
- BBA (Hons) – Marketing: From NUML Islamabad, Sept 2013 with CGPA: 3.45/4.00

Research Profile

- **Research Thesis**
 - Antecedents and Consequences of Consumer's attitude towards advertising in Pakistan, *Supervised by*, Prof. Dr. Nadeem Talib (*Director Academics, NUML Islamabad*).
- **Research Article/Paper Publication**
 - **Bhutta Z. M., Ali H., & Bhutto S. (2020).** Job Design in Career Context: Empirical Evidence from Higher Educational Institutes. *The New Educational Review* 60(2), 61-70. DOI: 10.15804/tner.2020.60.2.05
 - **Bhutto S., & Talib N. (2018).** Antecedents and Consequences of Consumer's Attitude towards Mobile Advertising in Pakistan. *University of Wah Journal of Management Sciences (UWJMS)*, 2(1), 45-61.
- **Research Students Supervised in their Master Dissertation**
 - **Fatima Talib (MBA Marketing, NUML):** Research Thesis title "*Visual Merchandising and Consumer situational factors: The Impact on Impulse Buying Behavior*"
 - **Naveed Zahra (MBA Marketing, NUML):** Research Thesis title "*Factors affecting the adoption of mobile banking in Pakistan (Multan): An integration of Technological Acceptance Model (TAM) and Theory of Planned Behavior (TPB) with perceived risk*"
 - **Muhammad Usman (MBA Marketing, NUML):** Research Thesis title "*PAKISTAN'S SCHEMA: Consumers Intention towards Purchase of Foreign Brands*"
 - **Sidra Tariq (MBA Marketing, NUML):** Research Thesis Title "*Factors affecting mobile banking adoption in Islamic Banking*".
 - **Samar Abbas (MBA HRM, NUML):** Research Thesis Title "*Determinants of Job satisfaction in private banks of Multan: Mediating role of psychological empowerment.*"

Newspapers Articles Publication

- **PAK OBSERVER** – March 8, 2021: Women Day and Negative Slogans
- **STRAFASIA** – June 1, 2020: US-China Trade War Amidst COVID 19: A Step Towards new World Order
- **STRAFASIA** – May 12, 2020: Tracing Hindu Muslim Conflict
- **DAWN NEWS** – March 14, 2020: Aurat March
- **DAILY TIMES** – Dec 26, 2019: Kashmir Issue: The bird's-eye view
- **DAILY TIMES** – Oct 30, 2019: Influence of three major waves of feminists movement in Pakistan
- **DAILY TIMES** – Sept 12, 2019: An Autopsy of Pakistan's economic crisis
- **DAILY TIMES** – April 2, 2019: FPSC and CSS: testing the bureaucracy
- **DAILY TIMES** – Feb 26, 2019: India, Pakistan and the NSG
- **DAILY TIMES** – Feb 21, 2019: Renewed Pak Saudi Relations: Opportunities and Challenges
- **EXPRESS TRIBUNE** – May 29, 2018: FATA's merger with K-P – Challenges, opportunities
- **DAWN NEWS** – April 3rd 2018: Bajwa Doctrine
- **PAK OBSERVER** – April 1st 2018: Bajwa Doctrine
- **DAWN NEWS** – October 28, 2017: Bil Batori
- **DAWN NEWS** – July 30, 2017: SC Verdict
- **DAWN NEWS** – July 15, 2017: JIT Report
- **DAWN News** – June 4, 2017: Student Councils
- **The News International** – May 25, 2017: Violent Clash
- **PAK OBSERVER** - March 21, 2017: Military Courts

Awards

- **Award of first position:** Annual speech contest, 2009 at NUML
- **Award of third position:** Advertising gala, 2012 at NUML

Academic and Community Participations

- **International Marketing Colloquium:** LUMS , 2011
- **Project Development Competition:** P.R.C. , N.H.Q. Islamabad , 2012
- **International Volunteer Day:** Hosted by President of Pakistan , 2014
- **Yom e Shuhada:** Hosted by ISPR. , 2014

Software awareness

- **Statistical Package for Social Science (SPSS):** Can demonstrate any time
- **SMART PLS 4.0:** Can demonstrate any time
- **Microsoft Office:** Word, PowerPoint, and Excel (basic)

References

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Prof. Dr. Nadeem Talib
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