

# MUHAMMAD USSAMA MAJEED

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## Education

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**INSTITUTE OF BUSINESS AND INFORMATION TECHNOLOGY (IBIT),  
FACULTY OF BUSINESS, ECONOMICS, AND ADMINISTRATIVE SCIENCES, UNIVERSITY OF THE PUNJAB**  
*Master of business and information technology – MBIT* 2019-2021  
(Marketing Specialization - 18 Years - Thesis Track) **CGPA 3.95** **PU Distinction/Medal Holder**

**INSTITUTE OF BUSINESS AND INFORMATION TECHNOLOGY (IBIT),  
FACULTY OF BUSINESS, ECONOMICS, AND ADMINISTRATIVE SCIENCES, UNIVERSITY OF THE PUNJAB**  
*Bachelors of business and information technology – BBIT Hons* 2015-2019  
(Marketing Specialization - 16 Years) **CGPA 3.71**

## Experience

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**LECTURER (MARKETING)** Lahore, Pakistan  
**NATIONAL UNIVERSITY OF MODERN LANGUAGES ISLAMABAD, LAHORE CAMPUS**  
(February 2022- at Present)  
*Public Sector University*

**ADJUNCT FACULTY MEMBER** Okara, Pakistan  
**DEPARTMENT OF MANAGEMENT SCIENCES, UNIVERSITY OF OKARA.**  
(Semester Fall 2021)

*Public Sector, research university located in Okara*

- **Teaching:** Design, plan and implement effective and inclusive teaching arrangements and learning Activities for undergraduate and graduate students.
- **Management and administration:** Monitor student progress, achievements, and attendance; participate in the administrative work, marking of exams, and undertake the preparation of course guides.

**RESEARCH ASSOCIATE/TEACHER ASSISTANT** Lahore, Pakistan  
**UNIVERSITY OF THE PUNJAB**  
(October 2020 – August 2021)

*Public Sector, research university located in Lahore*

- **Article Writing:** Assisting Lead Teacher in carrying out a particular research agenda and contributing to Research Papers development.
- **Data Analysis:** Collecting relevant data for research work and providing help in multivariate data analysis to the Lead Teacher.
- **Supporting:** Supervise undergraduate students working on the research project maintaining records on assignment completion, acting as liaison/mediator between the undergraduate students and the Lead Teacher

**CAREER-PREP FELLOW** Lahore, Pakistan

**AMAL ACADEMY LAHORE, PAKISTAN****(July 2017 – October 2017)***Education startup funded by Stanford University that teaches professional skills to students and corporations*– **Communication:** Completed a competitive written application and interview process to be selected

From over 3 thousand applicants for an intensive 3-month Fellowship funded by Stanford University

– **Skills development:** Investing 150 hours to develop business skills (e.g., communication, Leadership, problem-solving, teamwork, etc.) That will help me make a deeper impact on the society**Research Papers**

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<b>Publication Title</b>	<b>Nature of Publication</b>	<b>Name of the Journal</b>	<b>Issue No. &amp; Year</b>
<b>1,</b> The watchful lens of social media analytics: a study on consumer perceived risk to Share information on social media networks.	Journal Article	Humanities and Social Sciences Reviews(India) HEC Ranking: “W – Category” Scopus Indexed: Q1 Journal	Vol. 9 No. 2 Year 2021
<b>2,</b> Assessing the impact of green hiring on sustainable performance: mediating role of Green performance management and compensation.	Journal Article	International Journal of Environmental Research and Public Health(Switzerland) HEC Ranking: “W– Category” <b>IMPACT FACTOR: 4.614</b> Scopus Indexed: Q1 Journal Web of Sciences Indexed	Vol. 18(11):5654 Year 2021
<b>3,</b> The role of intellectual capital in shaping business performance: mediating role of innovation and learning	Journal Article	Academy of Strategic Management Journal(United States of America-USA) HEC Ranking: “X – Category” Scimago Ranking: Q2 Journal	Vol: 20 Issue: 2S Year 2021
<b>4,</b> Empirical Investigation of Work-Related Social Media Usage and Social-Related Social Media Usage on Employees’ Work Performance	Journal Article	Behavioral Sciences <b>JCR IMPACT FACTOR: 2.286</b> HEC Ranking: “W – Category” Scimago Ranking: Q2 Journal	Volume 12 Issue 8 Year 2022
<b>5,</b> Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment	Journal Article	Sustainability <b>JCR IMPACT FACTOR: 3.889</b> HEC Ranking: “W – Category” Scimago Ranking: Q1 Journal	Volume 14 Issue 18 Year 2022

## Academic Services

**Reviewer:** Working as a Reviewer for the following journals:

- International Journal of Environmental Research and Public Health (W category -Scopus and SCI indexed, Switzerland Based Journal)
- Spanish Journal of Marketing (X category - Scopus indexed)
- Audit and Accounting Review (Y category -University of Management and Technology Journal)
- Islamic Banking & Finance Review Journal (Y category -University of Management and Technology Journal)

## Conference Papers /Workshops/Seminars

**Paper Presentation:** 8th National Conference on Higher Education (NCHE), Quality of Research in HEI's at University of the Punjab [August 12- 14, 2022]

**Participation:** 2nd CRIT Summer School: Innovation and Technology in Tourism to achieve SDGs, Taylors University, Malaysia [August 22, 2022]

**Paper Presentation:** 7th International Conference on Contemporary Issues in Business Management(ICIBM), UCP Business School, Lahore, Pakistan. [November 22- 23, 2021]

**Participation:** 3rd Basel Sustainable Publishing Forum(BSPF), Sciforum, Switzerland. [October 25, 2021]

**Participation:** 9th World Sustainability Forum (WSF 2021), Sciforum, Switzerland. [September 13-15, 2021]

**Participation:** AIC 2020 Pre-Conference Basic SmartPLS workshop on Comprehensive analysis and reporting a smart pls analysis. Kuala Lumpur, Malaysia. [2020]

**Papers Presentation:** 3rd International Research Conference on Humanities, Social Science and Technology 2020 (IRCHST 2020), Kuching, Sarawak, Malaysia. [October 18-19, 2020].

**Participation:** 12th International Conference on E-business, Management, and Economics (ICEME 2021), Beijing, China. [July 17- 19, 2021]

**Participation:** 6th ASIA International Conference (AIC 2020), Future of Management and Marketing, Kuala Lumpur, Malaysia. [December 18-20, 2020]

## Honors and Awards

### **ACADEMIC SCHOLARSHIPS**

Received merit-based scholarship from PEEF, Govt of Punjab (2016-2020)

### **UNIVERSITY OF PUNJAB MERIT SCHOLARSHIPS**

Received merit-based scholarship from the University of Punjab in BBIT (Four Semester, 2018-2019)

### **DEBATES**

Received best speaker award from open speaker forum Pakistan (2016) and received many distinctions in debates from various universities of Pakistan

#### **LETTERS TO EDITORS**

Published “Letters to the editor”, on following social issues in “The Nation” Newspaper (2018)

- Dowry (2018) - Law of communication (2018) - Educational system of Pakistan (2019)
- Climate Change (2018)

#### **Additional**

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- ***Skills:*** Problem Solving, Public Speaking, Facilitator, Content Writing, Teaching
- ***Certifications:*** Smart PLS 3, Facebook blueprint SMBs certification(Facebook), SEO (Corvert Institute, Creative Design course specialist(PITB- Punjab Information Technology Board), Certified Digital Marketer.