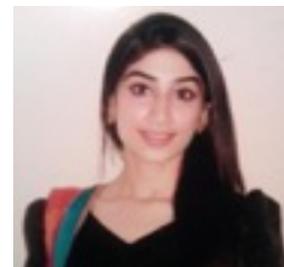


## CURRICULUM VITAE

### **DR. SANIA SARFRAZ RAJA**

Father Name: Dr. Shahjahan Sarfraz Raja  
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Research ORCID: <https://orcid.org/0000-0002-6494-4401>  
Nationality: Pakistani  
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Address- 3: DHA- II Islamabad, Pakistan  
Address- 4: Cyber Height Villas, Cyberjaya, Selangor, Malaysia

#### **Education and Certification**

- PhD Management Sciences (2014-2018) – Limkokwing University of Creative Technology Cyberjaya, Malaysia
- MBA (Cont) Finance (2012-2014) – Foundation University Islamabad, Pakistan
- BBA (Hons) Finance (2008-2012) – Foundation University Islamabad, Pakistan
- Advance Diploma in Information Technology (2010) – Institute of Computer and Management Sciences, Rawalpindi, Pakistan
- HSSC Computer Science (2006-2008) – Army Public School and College, Rawalpindi, Pakistan
- SSC Science (2004-2006) – Army Public School and College, Rawalpindi, Pakistan

#### **Professional Profile**

Graduate of Limkokwing University of Creative Technology (LUCT), Cyberjaya, Selangor, Malaysia. My Ph. D research thesis was based on **Exchange rate variability and macro-economy; A comparative analysis between regional and sub-regional developed and developing economies of the world**, which is in line with the World Bank sustainable development goals.

I would define myself as a self-motivated youngster, who possess skills to run and uplift one or more projects simultaneously, follow up on daily task management on time. Love working on real time based research projects to see their impact on the society at large. Focused to deliver quality policies related to the fields of finance, economics, development, business, management and sustainability. To be honest, I enjoy being part of managing, motivating, training and developing, a successful and productive team that thrives in highly pressurised and challenging working environments in respect to financial management, economic development, sustainability, operations, commercials, sales, media, logistics, and marketing. It would be my pleasure to be a part of your prestigious institution for continuing and enhancing my inter-personal skills and broaden my experience.

Why I am the best candidate for this position is because I believe my academic and corporate experience can facilitate in introducing innovative upbeat strategic planning and managerial techniques for our future generations. So that they can bring academic theories into practices to address 21st century challenges which will in turn help them become successful futuristic leaders of a better, brighter and progressive tomorrow.

## **Experience**

- **Work:**
  - National University of Modern Languages (2022) – as Assistant Professor Management Sciences Department – Faisalabad
  - Khushal Dastkaar (2022) – as Consultant and Co-Founder
  - National University of Modern Languages (2021) – as Head of Department of Social Sciences and Assistant Professor Management Sciences Department – Faisalabad
  - National University of Modern Languages (2021) – as Deputy Director Scholarships, Student Affairs, and Research Coordinator – Faisalabad
  - MAKSSA (2021) – as Consultant
  - National University of Modern Languages (2020) – as Head Scholarships and Assistant Professor English and Management Sciences Department – Faisalabad
  - National University of Modern Languages (2020) – as Assistant Professor – Faisalabad
  - Riphah International University (2020) – as Assistant Professor – Faisalabad
  - Government College for Women University (2019-2020) as Assistant Professor – Faisalabad
  - Aspire Progressive Learning (2019) – as Business Consultant to CEO Schools
  - Journal of Management Sciences – (2018-2019) as Reviewer
  - Kom Konsult (2017) as Finance Officer –Islamabad
  - Kronous (2016) as Finance & Admin Officer –Dubai
  - Limkokwing University of Creative Technology (2015) – as Lecturer – Cyberjaya
  - Askari Airports Services (2013-2014) as Finance Assistant
  - Nokia Care (2008-2014) as Customer Care Executive – Islamabad
  - Working as Freelancer (writing contents, articles, research papers, thesis in HR, Finance, Marketing and Supply Chain Management and Social Media Management)
- **Internship:**
  - AVN Global Consultant (2015) as Business Development Consultant – Malaysia
  - Burj Partners (2011) as a Project Manager – Dubai
  - CSD (2010) Accounts Department – Rawalpindi

## **Teaching Experience as Assistant Professor**

- **Courses:**
  - **National University of Modern Sciences Faisalabad (Sep 2022 to Jan 2023) as AP**
  - Microeconomics (BBA – 3<sup>rd</sup> Semester Section A)
  - Microeconomics (BBA – 3<sup>rd</sup> Semester Section B)
  - Microeconomics (BBA 2Years – 2<sup>nd</sup> Semester)
  - **National University of Modern Sciences Faisalabad (Feb 2022 to Jun 2022) as AP**
  - Macroeconomics (BSAF – 2<sup>nd</sup> Semester)
  - Macroeconomics (BBA 2Years – 3<sup>rd</sup> Semester)
  - Mergers and Acquisition (BSAF – 8<sup>th</sup> Semester)
  - Financial Reporting Analysis (BBA 2Years – 3<sup>rd</sup> Semester)
  - Financial Reporting Analysis (BSAF – 6<sup>th</sup> Semester)

- Financial Reporting Analysis (BBA – 8<sup>th</sup> Semester)
- **National University of Modern Sciences Faisalabad (Sep 2021 to Jan 2022) as AP**
- Microeconomics (BBA – 3<sup>rd</sup> Semester Section A)
- Microeconomics (BBA – 3<sup>rd</sup> Semester Section B)
- Business Ethics (BBA – 5<sup>th</sup> Semester)
- **National University of Modern Sciences Faisalabad (Mar 2021 to July 2021) as AP**
- Business Research Methods (M.Com – 2<sup>nd</sup> Semester)
- Macroeconomics (BBA – 4<sup>th</sup> Semester)
- Macroeconomics (BSAF – 2<sup>nd</sup> Semester)
- Money and Banking (BBA – 5<sup>th</sup> Semester)
- Money and Banking (BSAF – 4<sup>th</sup> Semester)
- **National University of Modern Sciences Faisalabad (Sep to Jan 2021) as AP**
- Strategic Finance (MBA 1<sup>st</sup> Semester)
- Management of Financial Institutions (M.Com 4<sup>th</sup> Semester)
- Management of Financial Institutions (M.Com 3<sup>rd</sup> Semester)
- International Relations (BS – English 5<sup>th</sup> Semester)
- Human Rights (BS – English 3<sup>rd</sup> Semester)
- **Riphah International University Faisalabad (Feb to Jul 2020) as Assistant Professor**
- Strategic Finance (MS 2<sup>nd</sup> Semester)
- Business Finance (M.Com 2<sup>nd</sup> Semester)
- Financial Accounting (BBA 2<sup>nd</sup> Semester)
- **National University of Modern Sciences Faisalabad (Feb to Jul 2020) as AP**
- Pakistan Economy (BSAF 6<sup>th</sup> Semester)
- Philosophy (BS – English 4<sup>th</sup> Semester)
- **Government College Women University Faisalabad (Jan to July 2020) as AP**
- Project Management (BBA 6<sup>th</sup> Semester)
- **Government College Women University Faisalabad (Sept to Jan 2020) as AP**
- Cost Accounting (MBA 3<sup>rd</sup> Semester)
- **Government College Women University Faisalabad (Jan to July 2019) as AP**
- Fundamentals of Marketing (BS 4<sup>th</sup> Semester)
- Business Research Methods (MBA 2<sup>nd</sup> Semester)
- Financial Accounting (BBA 2<sup>nd</sup> Semester)

## **Extra-Curricular Activities**

- **Convocation:**
  - Part of Academic Procession at Convocation (2022) National University of Modern Languages
  - Organiser person at Convocation (2015) Limkokwing University
  - Anchor person at the Convocation (2012) Foundation University Islamabad
  - Presentation candidate at the Convocation (2010) Foundation University Islamabad
- **Festival:**
  - Participant at International Cultural Festival (2016) Limkokwing University
  - Organiser of International Cultural Festival (2016) Limkokwing University
  - Organiser of Central Asian Cultural Event NouRoz (2016) Limkokwing University
  - Organiser of Indian Cultural Event Holli (2015) Limkokwing University
  - Organiser of Afro Night Event (2016) Limkokwing University
  - Organiser of International Cultural Festival (2015) Limkokwing University
  - Participant at International Cultural Festival (2015) Limkokwing University

- Organiser of Food Festival (2013) Foundation University Islamabad
- Organiser of Food Festival (2012) Foundation University Islamabad
- Participant at Food Festival (2012) Foundation University Islamabad
- Participant at Food Festival (2011) Foundation University Islamabad
- **Events:**
  - Organiser at Qawwali Night (2022) National University of Modern Languages
  - Organiser of Independence Day of Pakistan (2021) – National University of Modern Languages
  - Organiser of Webinar on How Employers Evaluate Candidates (2021) – National University of Modern Languages in collaboration with Career Pakistan
  - Project Performance (2021) – Aspire Educational and Media Group
  - International Women Day (2021) – National University of Modern Languages
  - Participant of Sales Conference (2020) – Aspire Educational and Media Group
  - Organiser of Shah-e-Pakistan Awards for Covid-19 Fighter’s Families (2020) – Aspire Educational and Media Group
  - Participant of Pakistan Embassy Malaysia (2016) – Independence Day
  - Participant of Pakistan Embassy Malaysia (2016) – Kashmir Day
  - Participant of Pakistan Embassy Malaysia (2015) – Resolution Day
  - Participant of Pakistan Embassy Malaysia (2015) – National Protection Day
  - Clothing Modelling (2016)- -Limkokwing University
  - Makeup Modelling (2015)- -Limkokwing University
  - Participant of Pakistan Embassy Malaysia (2015) – Black Day
  - Organiser of Economic and Political issues conference (2012) – The Initiator
  - Participant of Election (2013) Election Commission Pakistan – PPP
  - Participant of Active Citizen Learning Program (2011) – British Council
  - Participant of Women’s Day held (2011) Islamabad
  - Organiser of Sports Event (2006) – Army Public School and College
  - Organiser of Sports Event (2005) – Army Public School and College
  - Organiser of International Kangaroo Mathematics Contest (2004) – Army Public School and College

## **Awards and Certification**

- **Academics:**
  - Overall Academics – Certificate of Achievement
  - Mathematics – Certificate of Merit
  - English – Certificate of Merit
- **Arts and Craft:**
  - Excellent Performance in Science Exhibition
  - Poster – Certificate of Honour
  - Excellent Chart Making – Certificate of Merit
- **Sports:**
  - 100 Meter Race – Certificate of Merit
  - 50 Meter Race – Certificate of Merit
  - 3 Legged Race – Certificate of Merit
  - Hurdle Race – Certificate of Merit
  - Potato Race – Certificate of Merit
  - Hula Hoop – Certificate of Merit
  - Cricket – Certificate of Merit
- **Live Arts:**
  - Arts Competition - Certificate of Participation
  - Best Booth Competition – Best Booth Certificate (3rd position)

- Glass Painting – Certificate of Appreciation (3rd position)
- **Honorary Awards:**
  - Prefect of my class (2005 to 2007)
  - Sports Leader from class 1 to 8th
  - Girls Representative in BBA from (2008 to 2012)
  - Pakistan Community Limkokwing University – Social Media Coordinator

## Projects

- **PHD:**
  - Factors determining supply chain coordination, responsiveness of SMES of Pakistan
  - Seminar on Quantitative techniques (SPSS, AMOSS, EVIEWS, STATA)
  - Seminar on Mendeley Software Program
  - International CUST conference (2016) – Islamabad
  - Seminar on IT and Engineering (2016) – Malaysia
- **MBA:**
  - Sears American Retail – Advance Management
  - Circular Debt in Energy Sector of Pakistan – Managerial Economic
  - Organizational Goal Miraj – Research Methods
  - PC Hotel Murree Pakistan Departmental Processes – Organization Development Process
- **BBA:**
  - PlayZone – Principles of Management
  - Verbal and Non-Verbal – Communication Skills
  - GDP Deflator of Pakistan and Elasticity – Macroeconomics Standard 12 – Principles of Accounting 1
  - Cultural of Chakwal – Sociology
  - Brand Perception for Energy Drinks – Psychology Nestle Lassi – Marketing
  - Colour Perception in Advertisement – Oral Communication Coca Cola Branding – Business Communication
  - Telenor organisational structure – Development Management Your vision on Acquiring knowledge – Philosophy
  - Disneyland and Ikea cultural shocks – Comparative Management Ufone Pakistan IM Department – Information Management Nokia’s Innovation and Customisation – Entrepreneurship
  - New Product Development Customised stationery – Entrepreneurship
  - HBL and Standard Chartered service comparison – General Banking Procedures Metro Pakistan Operation Department – Operation Management
  - Business Crimes – Small Business Management Website Development – E-Commerce
  - Nine West launches in Pakistan – Project Management
- **Thesis:**
  - Impact of Exchange Rate Variability on Macro Economy
  - Effects of Calendar Anomalies on Stock Market of Pakistan
  - Impact of CAMELS Ratio Analyses for Denationalised Banks of Pakistan
- **Publications, Research Work and Articles:**
  - **Accepted in Y Category:** Exchange Rate Variability and Macro Economy; A comparative analysis of African and Latin American Developing Countries.
  - **Accepted in Y Category:** Exchange Rate Variability and Macro Economy; A comparative analysis of European and Asian Developing Countries.
  - **Published in X Category:** Interpersonal Conflicts at Work and Knowledge Hiding: Moderating Role of Interactional Justice and Mediating Role of Workplace Well-being: <http://www.jespk.net/paper.php?paperid=4489>

- **Published in Y Category:** Women Labour Force Participation through Home-Based Business Initiatives. [http://pu.edu.pk/images/journal/csas/PDF/12\\_37\\_2\\_22.pdf](http://pu.edu.pk/images/journal/csas/PDF/12_37_2_22.pdf)
- **Published in Y Category:** Exchange Rate Variability and Macro Economy; A comparative analysis of Developed and Developing Countries.
- **Published in X Category:** Framework for Sustainable Rural Development through Entrepreneurial Initiative in Emerging Economies Framework for Sustainable Rural Development through Entrepreneurial Initiatives in Emerging Economies. Sustainability 2022,14,11972. <https://doi.org/10.3390/su141911972>
- **Published in Y Category:** Effect of Brand Image on Consumer Buying Behaviour with Mediating Role of Psychological Factors and Moderating Role of Personal Factors. Human Nature Journal of Social Sciences Vol.3, No.4 (December, 2022), Pp.57-69 ISSN(online): 2788-5240, ISSN(print): 2788-5232 <http://hnpublisher.com>
- **Published in Y Category:** Exploratory Factor Analysis of Internal Resource Based View for New Product Development Process in Pakistan's Manufacturing Sector. Pakistan Journal of Social Research ISSN 2710-3129 (P) 2710-3137 (O) Vol. 4, No. 2, April-June 2022, pp. 222-233 <https://doi.org/10.52567/pjsr.v4i2.470> [www.pjsr.com.pk](http://www.pjsr.com.pk)
- **Published in Y Category:** The Impact of Female Directors on Board, and Female CEO on Firm Performance: Empirical Evidence from Emerging Economy. Journal of Business and Social Review in Emerging Economies ISSN: 2519-089X & ISSN (E): 2519-0326 Volume 7: Issue 3 September 2021
- **Published in Y Category:** Long-run and Short-run Co-movement among Oil Prices and Stock Market Liquidity. Sustainable Business and Society in Emerging Economies ISSN: 2708-2504 & ISSN (E): 2708-2172 Volume 3: Issue 3 September 2021
- **Reviewed Manuscript:** Empirical Relationship between Financial, Non-financial, Macroeconomic Factors and Stock Market Performance with Initial Return : Evidence from Indonesia Stock Exchange.
- **Published in Y Category:** Impact of Marketing Leadership Effectiveness on Change Management in Manufacturing Sector of Pakistan. NUML International Journal of Business & Management ISSN 2410-5392 (Print), ISSN 2521-473X (Online) Vol. 16, No: 1. Jun 2021 <https://doi.org/10.52015/nijbm.v16i1.55>
- **Reviewed Manuscript:** Feasibility in SME, Rural Benefits and Challenges: A Case Study in Camilla, Bangladesh.
- **Reviewed Manuscript:** How CRM Components Impact Customer Loyalty: A Case from Bangladesh Banking Industry.
- **Reviewed Manuscript:** Procedural and Distributive Justice; Moderated by Leadership Role in Promoting Islamic Work Ethics in Hospitality Industry of Pakistan.
- **Reviewed Manuscript:** Determining the Efficiency of Rice Production in the Kadawa Rice cluster of Kano State, Nigeria.
- **Reviewed Manuscript:** Exploring the Factors for Identification and Selection Leading towards Entrepreneurial Intentions.
- **Presented in Conference:** Exchange Rate Variability and Macro Economy; A comparative analysis of Developed and Developing Countries.
- **Presented in Conference:** Exchange Rate Variability and Macro Economy; A comparative analysis of African and Latin American Developing Countries.
- **Presented in Conference:** Exchange Rate Variability and Macro Economy; A comparative analysis of European and Asian Developing Countries.
- **Presented in Conference:** Coordination in Supply Chain Management of Manufacturing SMEs in Pakistan
- **Presented in Conference:** An analysis of Calendar Anomalies: Evidence from Stock Market of Pakistan

- **Presented in Conference:** A CAMELS Ratio Analyses for Denationalised Banks of Pakistan
- **Conferences, Workshops, Trainings, and Seminar/Webinars:**
  - **Workshop:** One Day Workshop on Turnitin Processing and Publication Portal (2022) – National University of Modern Languages
  - **Training:** 5 Days Faculty Development Program by Higher Education Commission Level-I (2022) – National University of Modern Languages
  - **Training:** 3 Days Faculty Development Program on Trends and Challenges in Higher Education (2022) – National University of Modern Languages
  - **Conference:** Gender Policy National Launch by the Ministry of Planning, Development and Special Initiatives (2022) – The International Women’s Day
  - **Seminar:** Do’s and Don’t of How to Publish Your Research Article (2021) – National University of Modern Languages in collaboration by Management Sciences Department
  - **Training and Workshop:** 5 days Human Development through Socio-Economic Uplift by the Ministry of National Rural Development (2021) – National University of Modern Languages
  - **Seminar:** How Employers Evaluate Candidates (2021) – National University of Modern Languages in collaboration with Career Pakistan
  - **Training and Workshop:** 5 days Human Development for Rural Development by the Ministry of National Rural Development (2021) – National University of Modern Languages
  - **Workshop:** HEC Undergraduate Policy(2020) – National University of Modern Languages
  - **Training and Workshop:** 3 Days Human Development for Rural Development by the Ministry of National Rural Development (2020) – National University of Modern Languages
  - **Webinar:** on US Youth Voters turnover in Elections by US Embassy (2020) – National University of Modern Languages
  - **Webinar:** US Women Voters turnover in Elections by US Embassy (2020) – National University of Modern Languages
  - **Webinar:** US Electoral Colleges turnover in Elections by US Embassy (2020) – National University of Modern Languages
  - Sales Conference (2020) – Aspire Educational and Media Group
- **Social/ Community Services:**
  - Conducted research work on Rural Development through Household Empowerment; Framework for Sustainable Rural Development through Entrepreneurial Initiative in Emerging Economies (2022) – Khushal Dastkaar
  - Fund Raising by Pakistan and Syrian Community (2016) – Limkokwing University
  - Fund Raising for Bare Foot Day by TOMS (2016)-Limkokwing University
  - Sultan Ahmed Shah Environment trust Reforestation SASET (2015) – Limkokwing University
  - I am running my own social group by the name of “Healing Pakistan”, which I intend on making an NGO this year. Moto is “Helping those who can’t support themselves and their family members (financially)”. This foundation was created on 21st September 2010. On the bases of helping those people who are under the line of poverty hence can’t cope up with the strengthening of high prices (growing expenses). It addresses “three sectors”; Medical, Education and Special Persons. Till now it has served almost 300 people in Medical sector – amounting Rs 13.5cores, 500 special persons – amounting Rs 70lacs and almost 200 students – amounting Rs 75lacs.

## **Skills**

- **Language Ability**
  - English
  - Urdu
  - Arabic
  - Punjabi
  - Malay
  - Hindi
  - Learning basics for Russian currently
- **IT Skill**
  - Google Chrome Book
  - Google Workspace
  - MS Windows
  - MS 360 Office
  - Apple Macbook
  - IOS
  - Word
  - Excel
  - Power Point
  - Networking
  - Microsoft Teams
  - Google Meet
  - Zoom
  - Google Docs
  - Emailing
  - ForEx Trader
  - STATA
  - Reviews
  - AMOS
  - SPSS
  - Kidsloop
- **Others**
  - Research Projects
  - Project Management
  - Creative Business Development Ideas
  - Project Analyst
  - Financial Budgeting and Forecasting
  - Marketing Content Writer
  - Traditional and Digital Marketing Strategies
  - Brand Awareness and Management
  - Conflict Management
  - Team Building
  - Event Management
  - Manage Administration Issues
  - Excellent Communication Skills
  - Franchise System
  - Out of the Box Marketing Ideas
  - Sales Targets
  - Expos and Conferences
  - Seminars and Webinars
  - Training and Workshops
  - Admission Campaigns

- Arranging MOUs
- Human Resource Management
- Interview Penal
- Hurdle Meetings
- Project Performance and Viability
- Public Relations
- Fund Raising
- Societal Development and Social Welfare
- Political Campaigning
- Election Vote Polling
- Policy Implementation
- Excellent Food and Dress Sense

## **Key Objectives**

Currently I am looking for a new and challenging position within the educational sector. One that will make the best use of my existing skills and expand my experience acquired in private and public companies while enabling me to further refine add professional development.

## **Contacts of Referee**

- Professor Dr. Amir Gulzar  
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- Associate Professor Dr. Abbas Ghanbari  
Email ID: [ghanbari.abbas@gmail.com](mailto:ghanbari.abbas@gmail.com)  
Malaysian Mobile Contact No: +60122748576
- Mrs. Nazish Omer Shah  
Email ID: [ceo@aspiregrammarschool.com.pk](mailto:ceo@aspiregrammarschool.com.pk)  
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- Professor Dr. Valliappan Raju  
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- Rear Naval Admiral Azhar Hayat  
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- Professor Dr. Mueen Aitzaz Zafar  
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**Further references and information will be available on request.**

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