

DR. AMMARA YASMIN

ASSISTANT PROFESSOR

NUML, LAHORE CAMPUS

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"Teachers possess the transformative power to inspire and motivate students. My teaching philosophy revolves around sparking curiosity in young minds, empowering them to take ownership of their learning journey. By fostering an inquisitive environment, I aim to ignite a passion for discovery that propels students toward academic excellence and lifelong success".

EXPERIENCE

INSTITUTE	DESIGNATION	YEAR
National University of Modern Languages, Lahore campus	ASSISTANT PROFESSOR	2015 TO DATE
National University of Modern Languages, Islamabad	LECTURER	2007 TO JUNE 2015
Bahauddin Zakariya University, Multan	LECTURER	FEB 2005-AUGUST 2006
Kohinoor Weaving Mills Ltd, Lahore	MANAGEMENT TRAINEE	JUNE 2004- FEB 2005

ACADEMIC QUALIFICATION

INSTITUTE	DEGREE	YEAR	SPECIALIZATION
National College of Business Administration, Lahore	PHD	2019	FINANCE
International Islamic University, Islamabad	MS LEADING TO PHD	2010	FINANCE
Bahauddin Zakariya University, Multan,	MBA	2003	FINANCE
Bahauddin Zakariya University, Multan,	BA	2001	ECONOMICS & STATISTICS

PH.D. DISSERTATION

“Determinants of Financial Conservatism and its Impact on Shareholders’ Wealth: Empirical Evidence from Pakistan”

MS DISSERTATION

“Impact of Financial Leverage On Financial Performance”.

TEACHING INTERESTS

I have been teaching the courses of finance and accounting including Financial Accounting, Managerial Accounting, Introduction to Finance, Financial Management, Corporate Finance, Strategic finance, Investment and Portfolio Management, International Finance, International Business, Analysis of Financial statement etc.

RESEARCH INTERESTS

Zero leverage, Capital Structure, Financial Performance, shareholder’s value, corporate Finance, Financial Management, cash holding etc.

PUBLICATIONS

Yasmin, A., Rashid, A., & Kausar, S. (2023). Financial conservatism and shareholders' value. *Global Business and Economics Review*, 29(2), 229-246.

Butt, M. S., Yasmin, A., & Shoukat, H. (2022). Journal of ISOSS 2022 Vol. 8 (2), 143-158
Social media marketing activities and its impact on social status through sequential mediation: an empirical study of clothing brands in Pakistan. *Journal of ISOSS*, 8(2), 143-158.

Yasmin, A., & Hassan, A. (2021). Impact of Financial Leverage on Financial Performance. *IIIE Journal of Economics and Finance*, 2(1), 22-40

Yasmin, A., & Rashid, A. (2019). On the mystery of financial conservatism: Insights from Pakistan. *Emerging Markets Finance and Trade*, 55(12), 2904-2927.

Yasmin, A., & Rashid, A. (2018). Financial conservatism and speed of adjustment towards capital structure: Empirical evidence from Pakistan. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 12(2), 477-500.

Rashid, A., Ahmad, F., & Yasmin, A. (2017). Exploring the relationship between macroeconomic indicators and sovereign credit default swap in Pakistan. *The Journal of Risk Finance*.

CONFERENCE PAPERS/PRESENTATION

“Financial conservatism and shareholders' value”. Paper presented at the 9th Asian Management Research & Case Conference (AMRC 2021), 5-6 June, 2022 held online by Suleman Dawood School of Business, LUMS, Lahore, Pakistan.

“On The Mystery of Financial Conservatism: Some Insights from Pakistan" Paper presented at the 2nd international conference on Business and Management Perspectives in the Asian Context 19-21 October, 2017 at Lahore Business School (LBS), The university of Lahore, Lahore, Pakistan.

HONORS AND AWARDS

- Best paper award received in the Paper presented at the 2nd international conference on Business and Management Perspectives in the Asian Context 19-21 October, 2017 at Lahore Business School (LBS), The university of Lahore, Lahore, Pakistan.
- HEC indigenous scholarship holder for PhD
- Reviewer in the of **Social Responsibility Journal** Emerald Insight.
- Serving as Head, of Management Sciences Department, Lahore Campus.

M. PHIL THESIS SUPERVISED

Ismat Munir (2017), Comparison of workplace characteristics of generation x and generation y: a study of Mobile service providers in Lahore. National University of Modern Languages, Lahore.

Waheed Akram (2017), The influence of organizational climate and Psychological empowerment on innovative Work behaviour through mediating role of Employee engagement.

Muhammad Baqar Naqvi (2017) “Impact of Authentic Leadership on Employee Creativity and the mediating effects of commitment to supervisor and empowerment”

EXAMINER OF M. PHIL THESIS

Amanullah Khan (2016), The role of internal auditors in information system development, National University of Modern Languages, Lahore.

Madeeha Zafar (2016), Influence of corporate social responsibility on employee commitment: The mediating role of employee-company identification, National University of Modern Languages, Lahore.