



Muhammad Mohsin Ali Khan

Objective

To working in a reputed educational institution as an eminent teacher /researcher.

Professional Experience

- **Lecturer, National University of Modern Languages NUML, Multan since 1st Aug 2008 till date (permanent faculty).**

Taught courses in business studies to both at undergraduate and post graduate levels. Also arranged experts' meetings for the students to develop their executive attitude.

- **Assistant Manager, Inform Chemicals from 10th Oct 2007 to 30th Jul 2008.**

Handle the different marketing and sales activities of the organization.

- **In-Charge (Placement Cell) May 2021 to till date**

National University of Modern Languages, Multan Campus

- **Focal Person, (Higher Education Commission of Pakistan)**

Prime Minister Laptop Scheme, National University of Modern Languages.

- **Focal Person, (Quality Enhancement Cell) June 2020 to June 2021**

National University of Modern Languages, Multan Campus

- **President-Corporate Social Responsibility Committee June 2019 to Sep**

2021 National University of Modern Languages, Multan Campus

- **Exam-In charge, Management Sciences Department**

National University of Modern Languages, Multan Campus

- **President-Discipline Committee, Sep 2013 to June 2016**

National University of Modern Languages, Multan Campus

- **President-Students Counselling Committee, Sep 2015 to June 2017**

National University of Modern Languages, Multan Campus

- **Patron – Executive Club, NUML, Multan since 1st Aug 2008 30th Jan 2015**___Supervise Executive Club as a Patron and advice the students in associated programs.

Father Name:

Muhammad Naseem Khan

Date of Birth:

September 15, 1982.

NIC #

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Education & Professional Training

- *PhD Scholar--- Times Institute Multan (Enrolled, Course work completed with CGPA 3.53, Thesis Submitted For External Evaluation)*
- *MS-Marketing, 3.63 CGPA, National University of Modern Language, Regional Campus Multan.*
- *MBA - Marketing, 3.2 CGPA, B.Z. University, Multan, 2006*
- Teacher Quality Enhancement Training, conducted by *HEC Pakistan* from *1st June to 1st July 2010*.
- Organized one day training workshop, “Change for the Prosperous Pakistan” conducted by *Ministry of Science & Technology, 13th April 2010*
- **Internship** at Shamim & Co (Pepsi Cola), Multan from 15th June to 10th August 2006.
- Attended various **Faculty Development Program (FDP)** workshops from Islamabad and Multan
- **First Division** throughout the educational career

Research Topic Of MS

The relationship between Green Marketing and Customer Purchase Intention.

Publications

Journal Articles

- **Linking Sustainable Business Strategies to Firm Performance: A Cross-Functional Model of Marketing, Finance, and Innovation**, International Journal of Business and Economic Affairs (IJBEA) DOI: <https://doi.org/10.24088/IJBEA-2025-103001>, Vol 10 No 3: IJBEA,
- **Identifying Key Antecedents of Eco-Conscious Consumer Behavior: Mediating Role of Intentions to Purchase Green DC Inverter Air Conditioners**, Vol. 7 No. 2 (2024): Review of Applied Management and Social Sciences (RAMSS), Pakistan, ISSN (PRINT): 2708-2024, ISSN (ONLINE): 2708-3640
- **Sustainable Consumption And Digital Era: A Review And Research Agenda**, Migration Letters Volume: 21, No: S8 (2024), pp. 890-901 ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)
- **Assessment of Service Quality and Innovation in Developing Customer Loyalty; The mediating role of Customer Commitment and Satisfaction**, Pakistan Journal of Humanities and Social Sciences, Volume 11, Number 1, 2023, Pages 243–257,
- **Influence of Social Media Marketing in the Development of Customer Trust and Satisfaction through the Moderating Role of Electronic Word of Mouth**, Journal of Social Sciences Review (JSSR), Pages: 623 – 638 ISSN (Print): 2789-441X ISSN (Online): 2789-4428, Vol. 3, No. 1 (Winter 2023).
- **An Assessment of Social Media Marketing’s Influence on Brand Loyalty, Through the Moderating Role of Brand Reputation**, Journal of Peace, Development and Communication, Volume 07, Issue 01, January-March 2023

- **Turnover Intentions and its Drivers: A Study of Banking Sector**, Review of Economics and Development Studies, Vol. 7 (1) 2021, 51-61,ISSN: (Print) 2519.9692
- **Impact of Contribution of Brand Marketing in a Successful IPO** (Competitive Social Sciences Research Journal)ISSN:2708-9029 (3(1),140- 146
- **The Influence of Substituting Prices, Product Returns, and Service Quality on Repurchase Intention** (Hindawi- Behavioral Neurology) Volume 2021 Article ID 1664377 15 pages
- **Factors Affecting E-Shopping Behavior: Application of Theory of Planned Behavior** (Hindawi- Behavioral Neurology) Volume 2021 Article ID 4167340, 17 pages
- **Investigating the impact of green marketing components on purchase intention: The mediating role of brand image** (Indian Journal Of Economics and Business) Vol 20 No. 4 (Dec 2021)
- **The Impact of Private Standards on Corporate Social Responsibility Compliance and Rural Workers' Motivation in Developing Countries: A Study of Mango Farms in Pakistan** (International Journal of Food Studies) Volume 2021, <https://doi.org/10.1155/2021/9985784>
- **Purchasing Intentions toward Fast Food: The Mediating Role of Consumer Attitudes toward Fast Food** (Journal of Food Quality) Volume 2021<https://doi.org/10.1155/2021/9931083>
- **The role of green marketing in promoting Brand Equity: Influences of green brand intention** (Indian Journal Of Economics and Business) Vol 20 No. 4 (Dec 2021)
- **Impact of green trust and green perceived quality on green purchase intentions: A moderate study** (Environment, Development and Sustainability) <https://link.springer.com/article/10.1007/s10668-020-01219-6>
- **Effect of Integrated Marketing Communications on Consumer Buying Decision of Internet Service (An Empirical Study of Mobilink in Multan City)** (Journal of Research in Marketing Vol 8, No 1, 2017)
- **Antecedents of green purchase intentions: Evidence from customers of electronics products from Multan District.** (European Academic Research. Vol. 2 No. 2,2015).
- **Impact of Job Burnout & Supervisor Support on Job Satisfaction** (Pakistan Journal of Social Sciences (PJSS), Vol.35 No. 1, 2015). <https://www.bzu.edu.pk/PJSS/Vol35No12015/PJSS-Vol35-No1-13.pdf>
- **Impact of Service Quality and Customer Value on Customer Loyalty: A Mediation Study** (International Journal of Management and Commerce Innovation, Vol. 5 No. 1, 2017).

Selected Paper Presented At Conference

Saleem, M. A., Ali, A. R., Khan M. A., 2012. And the fair becomes unfair: Impact of subjective well-being and social influence on organizational justice. A paper presented at NUML ICBM, 12th and 13th Dec. 2012, Islamabad, Pakistan

Students Supervised (Successfully Defended Thesis)

- **Kanza Rehman MC-MSBA-131** The effect of green trust, green perceived risk and green purchase quality on green purchase intention, moderating effect of environmental awareness
- **Maha Rukh Riaz MC-MSBA-137** Influence of brand awareness and perceived value on brand association: Mediating effect of brand image.
- **M Farooq MC-MSBA-253** Factors affecting online shopping behavior: Application of theory of planned behavior
- **M Faraz MC-MSBA-251** The Impact of past association with brand-on-brand relationship quality through mediation of brand authenticity in garments industry
- **Abdul Majeed MC-MSBA-267** Drivers influencing customers switching intentions: An empirical study on mobile telecommunication market
- **Masood Niazi MC-MSBA-254** “The Impact of switching cost, product return and service quality on repurchase intention: A perspective from Pakistan’s B2B textiles industry”
- **Raes Ahmad MC-MSBA-162** Purchase intentions towards Fast Food restaurants: Mediating role of Attitude towards Fast Food
- **M Asif MC-MBA-10839** The Mediating effect of consumers purchase intentions: A perspective of Determining buying Behavior for the adoption of Green Eco-Label products
- **M Ali Tahir MBA-91957** (Exploring Antecedents and Green Purchase Behavior: Factors Shaping Intentions to Buy DC Inverter Air Conditioners with a Green Focus)
- **Alia khan MB922106** (The Role of Nature Connectedness and Environmental Knowledge in Promoting Sustainable Consumption An in-depth analysis of Environmental Concerns)
- **Ayesha Ali Khan MBA-922129** (Digital Adaptability and Supply Chain Resilience: The Role of Supportive Organization Culture)
- **Alia khan MB 922106** The Role of Nature Connectedness and Environmental Knowledge in Promoting Sustainable Consumption: Mediating Role of Environmental Concern
- **Mazna Akram M-14337** From Perceived Personalization to Purchase, How Personalized Social Media Adds Shape Consumer Responses.
- **Rupahli Faiz Roll #: M-14579** Understanding Pakistani Consumers' E-Bike Adoption Behavior: An Extended Theory of Planned Behavior Model incorporating Infrastructure Trust.
- **Warda Hussain MB-9246322** Explaining Green Purchase Behavior Among Pakistani Apparel Consumer: The Role of Brand Image, Trust and Green Awareness
- **Sundas Saleem Roll # 9246336 (Working on Thesis)** Mediating Role of Attitude Towards the Brand in the Relationship Between Sustainability Message Framing and Consumers' Behavioral Intentions
- **Ayesha Arooj** (Working on Proposal)
- **Arooj Sehar** (Working on Proposal)

Other Curricular and Extra-Curricular Activities

- Active member of admission cell
- Conducted various seminars, webinars and workshops
- Dynamic member of marketing activities
- Organized Sports galas, Debates and various students competitions
- Organizer and member of numerous short and long trips for students
- Organizer and member of several students’ events.

Professional Efficiency

- Strong Communications Skills as author, lecturer, teacher and debater.
- Excellent relationship builder with students, faculty and administration.
- Excellent interpersonal, writing, verbal communication and research skills.

References

- References will be provided on demand

