

MALIHA AZHAR

H #: 40 Al-Jannat Homes near Sultanabad, Multan. Cell#: .0332-6773911.

PTCL#: 061-6300452.

E-mail: malihaaazhar@gmail.com. Personal



Data:

Fathers Name: Syed Azhar Ali Shah
Date of Birth: 06-10-1987
Place of Birth: Multan
Marital Status: Married.
ID Number: 36302-9124659-4

Education:

2024	PhD Scholar IUB (Conti)
2014	M.S (B.A) CGPA:3.76 . Institute of Southern Punjab
2009	B.Sc. (Hons.) CGPA: 3.14 Bahauddin Zakariya University
2005	F.Sc. (Pre-Medical) 69% Degree College Multan
2003	Matriculation (Science) 75% Saint Mary's Convent Multan Cantt.

Experience:

Teaching in NUML (2017 to onward)
Coordinator from 2024 to onwards
Teaching in I.S.P (Since 2012-2017)
Teaching in B.Z.U (Department of Commerce) (Since February 2011 -13) Six weeks working experience at UBL Multan as an Internee.

Publication

- Consumer Behaviour towards Islamic banking in Pakistan published by European Journal of Accounting
- Impact of Internal Factors on the Commercial Banks Performance
- The impact of E-banking service quality, particularly Empathy on Customer purchase intention with mediating effect of Customer satisfaction
- Impact of Corporate Governance on Islamic Banks Performance: An Evidence from Islamic Banking Industry of Pakistan
- Impact of Internal Factors on the Commercial Banks Performance: an Evidence From Listed Banks in Pakistan
- The impact of e-banking service quality (reliability) on customer purchase intention with mediating effect of customer satisfaction

Workshop:

Workshop conducted by Institute of Management Sciences, BZU on “Islamic Banking” in collaboration with Meezan Bank.

Workshop conducted by Department of Commerce, BZU on “Enhancing Interpersonal Skills”

Projects Completed:

Developed Research based reports on the performance of Coca Cola, First Women Bank Limited, Habib Bank Limited and Etauf.com

Supporting Skills:

Communication and Interpersonal skills
Teamwork Abilities.
Demonstration Presentation. Management
and administration. Fluency in oral and
written English.