Dr. Sarah Imran

Academic Name: Sarah Badar
Assistant Professor (Marketing) | CSR Leader |
Researcher | Social Impact Advocate

Phone: 0092 300 500 3042
Sub-Editor: NUML International Journal of Business & Management (NIJBM) https://nijbm.numl.edu.pk/index.php/BM/about/editorialTeam
Email: sarah21huda@gmail.com | saimran@numl.edu.pk | ms-csr@numl.edu.pk
Google Scholar Link:
https://scholar.google.com/citations?user=l_YZ0roAAAAJ&hl=en&oi=ao
LinkedIn: www.linkedin.com/in/dr-sarah-badar-imran-61557822

PROFESSIONAL SUMMARY

Accomplished **Marketing & CSR Academic, Award-Winning Social Impact Leader, and Published Researcher** with over 13 years of teaching, research, and community development experience. Recognized nationally with the **Pakistan Women Empowerment Excellence Award (2025) and Prime Minister's Flood Hero Award (2022)** for impactful CSR initiatives benefitting thousands of underprivileged individuals. Published in **Scopus/ISI-indexed journals** on topics including customer and women empowerment, sustainability, and online value co-creation. Active collaborator on **China National Social Science Fund–backed research projects** addressing SDGs and environmental sustainability. Mentor to 500+ students and supervisor of numerous business projects, shaping the next generation of socially responsible professionals. My work directly aligns with the national interest priorities, including economic empowerment, environmental sustainability, and global collaboration on the Sustainable Development Goals (SDGs).

EDUCATION

Ph.D. in Marketing – Foundation University, Islamabad (2018–2023) | CGPA 3.75/4.0
Thesis: Predictors of Re-Patronage Intention: Testing of Mediating and Moderating Mechanisms
MS in Marketing – Heriot-Watt University, Edinburgh (2011–2012)
MBA in Marketing – Foundation University, Islamabad (2009–2010) | **Silver Medalist (CGPA 3.98/4.0)**
Thesis: The Effect of Goal Orientation and Motivation on Sales Persons' Performance: An Empirical Study
BBA (Hons.) in Marketing – NUML, Islamabad (2005–2009) **(CGPA 3.61/4.0)**

PROFESSIONAL EXPERIENCE

Assistant Professor – Marketing (Feb 2023 – Present)
National University of Modern Languages (NUML), Islamabad

- **Advanced Teaching & Mentoring:** Deliver lectures at undergraduate and graduate levels, mentor final-year projects, theses, and MBA/MS/PhD students where applicable.
- **Delivered Core Courses:** Subjects taught are New Product Development, E-Business, Marketing Management**,** Marketing Research, Advanced Marketing Research, Personal Selling**,** Consumer Behavior, Digital Retail Marketing, Personal Management, and Grooming to the students of Social Sciences, including BBA and BSAF.
- **Lead Course Design:** Develop and update curricula for marketing and management courses, ensuring compliance with accreditation standards, including Services Marketing, Digital Retail Marketing, Strategic Marketing, Hospitality and Tourism, and Consumer Behavior.
- **Assess Student Performance:** Design, administer, and grade quizzes, assignments, projects, and exams, ensuring alignment with program learning outcomes.
- **Mentor Students:** Supervise final-year projects, business plans, and theses, mentoring **students** in research, internship, and CSR.
- **Supervised Projects:** Guiding students in preparing business plans, internship reports, and research projects.
- **Maintained Course Records:** Keep detailed records of student performance, attendance, and grades.
- **Research & Publication:** Conduct independent research, publish in Scopus/ISI-indexed journals.
- **Quality Assurance:** Participate in program accreditation, internal reviews, and outcome-based education (OBE) assessment.
- **Industry Linkages:** Build partnerships with businesses for internships, job placements, and collaborative projects.
- **Promoted Engagement:** Encourage student participation through interactive teaching methods, debates, and group activities.
- **Organize Academic Events:** Lead the planning of conferences, seminars, workshops, and training sessions for students and faculty.
- **Administrative Roles:** Serve on committees for curriculum review, departmental strategy, and student development initiatives, including the Department Curriculum Review Committee and the DMS Departmental Advisory Committee.
- **Professional Development:** Continuously enhance teaching pedagogy and research skills through workshops, training, and certifications.

Additional Role – Leadership and Community Impact

In-charge - CSR Society (Feb 2023 – 2026)
Faculty of Management Sciences NUML, Islamabad

Strategically expanded the Social Responsibility impact by leading large-scale social projects, securing student participation, and delivering measurable outcomes for beneficiaries while aligning activities with UN Sustainable Development Goals (SDGs).

- **Community & CSR Leadership:** Initiate and manage community service and CSR projects that align with institutional social impact goals.
- **Strategic Expansion of CSR Society:** Scaled the society's impact by aligning its initiatives with UN Sustainable Development Goals (SDGs).
- **Leadership & Governance:** Chaired CSR Society meetings, developed annual CSR action plans, and delegated tasks to student leaders.
- **Major Relief Campaigns:** Directed large-scale humanitarian efforts, including the 2025 and 2023 Syria Earthquake Relief Project, benefiting 5,000+ people with necessities including food items, clothing, and medication.
- **Partnership Building:** Collaborated with NGOs, youth foundations, and local authorities to enhance project reach and impact.
- **Sustainability Focus:** Introduced recycling projects, including winter clothing redistribution and green walks, to encourage sustainable living.
- **Student Development:** Designed experiential learning opportunities integrating CSR with course objectives and business plan competitions.
- **Annual Reporting:** Compiled comprehensive impact reports for departmental and university leadership, showcasing outcomes and student participation rates.
- **Institutional Representation:** Represented NUML at national CSR forums and conferences, highlighting student contributions to community welfare.
- **Impact Measurement:** Developed simple metrics to track project reach, volunteer hours, and community feedback for continuous improvement.
- **Capacity Building:** Trained student volunteers on leadership, fundraising, and project management skills, creating a pipeline of socially responsible graduates.
- **Counselling Sessions:** Listening and discussing students' issues and concerns, and providing academic guidance and counseling to students on study skills, career planning, and personal development.

Projects carried out:

- **Syria Earthquake Relief Project (2023):** Led fundraising and collection efforts to provide emergency aid to earthquake-affected Syrian families.
- **Blood Donation & Diabetes Awareness Camps:** Organized annual blood drives and health awareness sessions at NUML, engaging students and staff in community well-being.
- **Awareness Seminars:** Conducted educational sessions on anti-drug campaigns, road safety, and skincare to promote responsible and healthy living.

- **Dowry Support Cases:** Verified and facilitated assistance for financially challenged families to help conduct marriages with dignity.
- **Ramadan Food Box Distribution:** Distributed food boxes to underprivileged families before and during Ramadan, supporting hundreds of households annually.
- **Educational Fee Sponsorship:** Provided tuition support to deserving students in Rawalpindi/Islamabad after proper verification.
- **Community Uplift for Minorities:** Conducted outreach programs to provide skills training and social integration opportunities to the transgender community.
- **General Social Uplift Projects:** Organized donation drives and bought essential items such as sewing machines, potato chip machines, and carts to improve the living standards of marginalized communities.
- **Grocery & Medicine Support:** Supplied essential groceries and medicines to needy families on a case-by-case basis after verification.
- **Winter Clothes Recycling Drive:** Collected, refurbished, and distributed winter clothing to underprivileged communities.
- **CSR Awareness Lectures:** Delivered regular sessions to raise student awareness about CSR and its role in sustainable development.

Lecturer – Marketing (Feb 2013 – Jan 2023)
National University of Modern Languages (NUML), Islamabad

- **Delivered Core Courses:** Subjects taught were International Business, Services Marketing, Sales Force Management, CISM, Introduction to Management**,** Business Communication, Personal Selling, Principles of Marketing, Cyber Marketing, Introduction to Social Sciences, Introduction to Business Management, and Strategic Marketing to the students of Social Sciences, including BBA and BSAF.
- **Assessed Student Performance:** Designed, administered, and graded quizzes, assignments, projects, and exams, ensuring alignment with program learning outcomes.
- **Supervised Projects:** Guided students in preparing business plans, internship reports, and research projects.
- **Maintained Course Records:** Kept detailed records of student performance, attendance, and grades.
- **Stayed Updated:** Kept up with industry trends and research developments to integrate fresh insights into teaching.
- **Promoted Engagement:** Encouraged student participation through interactive teaching methods, debates, and group activities.
- **Curriculum Support:** Assisted the cluster in charge in reviewing and updating syllabi to maintain industry relevance.
- **Counselling Sessions:** Listening and discussing students' issues and concerns, and providing academic guidance and counseling to students on study skills, career planning, and personal development.

- **Participated in Projects:** Organized national and international conferences, job fairs, sales galas, and entrepreneurial weeks, connecting students with industry.
- **Supported Co-Curricular Activities:** Served as stage secretary for international conferences, improving stakeholder engagement and knowledge dissemination. Furthermore, participated in departmental seminars, guest speaker sessions, and student-led events.

Additional Role – Leadership and Community Impact

In-charge - CSR Society (Feb 2014 – Jan 2023)
Faculty of Management Sciences NUML, Islamabad

- **Founded and Established CSR Society:** Co-founded NUML's Management Sciences CSR Society in 2014 to promote a social responsibility culture among students.
- Led NUML's Management Sciences **CSR Society** since 2014, orchestrating more than 20 major social projects impacting **beneficiaries** in health, education, and poverty alleviation.
- **Community Project Initiation:** Identified and initiated 20+ community service projects focused on education, health, and poverty alleviation.
- **Student Mobilization:** Engaged students annually in CSR projects, instilling civic sense and volunteerism.
- **Event Planning:** Organized awareness seminars on anti-drugs, road safety, and health issues, directly benefiting the student body.
- **Charity Fundraising:** Led campus-wide fundraising drives for dowry support cases and masjid land purchase projects.
- **Resource Allocation:** Managed collection and distribution of groceries, medicines, and winter clothes to verified needy families.
- **Teaching Outreach:** Supervised and volunteered in each project to provide ease in the lives of others.
- **Student Mentoring:** Guided students to plan and execute social impact projects as part of their business education experience.
- **Documentation:** Maintained records of CSR initiatives, beneficiaries, and donor contributions for transparency and reporting.
- **Awareness Building:** Delivered lectures to raise awareness about CSR concepts and their role in nation-building.

Projects carried out:

- **Emergency Flood Relief Campaign (2022):** Coordinated relief operations for flood victims, distributing food, clothes, and essential supplies to hundreds of families.
- **Winter Clothes Recycling Drive:** Collected, refurbished, and distributed winter clothing to underprivileged communities.
- **Jughi Project:** Conducted regular teaching sessions in slum areas, providing free education to dozens of children.

- **Free Tuition at Kashana Foundation:** Volunteered to provide free tuition to orphaned and underprivileged children.
- **SOS Village Engagement:** Organized a full-day visit with interactive activities and gift distribution for children at SOS Village Rawalpindi.
- **Edhi Center Visit:** Arranged student visits to Edhi Center with donation drives and interactive sessions for residents.
- **Green Walk:** Collaborated with the Rector of NUML to promote environmental sustainability through a campus-wide green walk.
- **Anti-Corruption Walk:** Led student participation in a walk to raise awareness about corruption prevention.
- **APS Peshawar Vigil Ceremony:** Organized a memorial vigil to honor the martyrs of the APS attack, fostering empathy and national solidarity.
- **Chiragh-e-Badr Activities:** Supervised charitable activities, including a class library for kids and basic etiquette sessions, supporting local community needs.
- **Lunch for Slum Area Kids (Entrepreneurial Week):** Arranged meals and recreational activities for children from underprivileged areas.
- **Pre-Ramadan Spirit (Food & CSR Drives):** Coordinated food and essentials distribution drives with student volunteers and partnered with Youth Kashmir Foundation.

Career Advisor & Marketing Officer for ACCA (Jan 2009 – Jan 2011)
SKANS School of Accountancy, Rawalpindi.

- **Admissions & Onboarding:** Handled student inquiries, admission procedures, and documentation, ensuring a seamless enrollment experience.
- **Student Counseling:** Provided one-on-one career guidance, resolved complaints, and supported student retention and satisfaction.
- **Marketing & Outreach:** Planned and executed marketing campaigns, open houses, and community engagement events to boost student enrollment.
- **Teaching & Lectures:** Prepared and delivered lectures on ACCA subjects, integrating case studies and real-life business scenarios.
- **Student Engagement:** Boosted student confidence through interactive presentations, group discussions, and participation activities.
- **Assessment & Evaluation:** Developed exam papers, graded assignments, and compiled results while maintaining transparency and fairness.
- **Assignment Design:** Prepared assignments aligned with lecture content and provided constructive feedback to improve student performance.
- **Event Management:** Organized academic and co-curricular events such as seminars, career fairs, and motivational sessions for students.
- **Collaboration:** Worked closely with faculty and administrative staff to streamline student services and improve academic delivery.
- **Data & Reporting:** Maintained performance records, counseling reports, and marketing outcomes for strategic decision-making.

RESEARCH

Peer-Reviewed Publications:

- ***The Art of Social Media Influencers: Exploring Women's Health Marketing Journey to Drug Misuse and Treatment Engagement*** (2025) – International Journal of Pharmaceutical and Healthcare Marketing, 19(4), 1750-6123. DOI: 10.1108/IJPHM-09-2024-0100.
- ***Hotel's Customer Empowerment, Environmental CSR, and Online Customer Value Co-Creation to Attain SDGs*** (2024) – Spanish Journal of Marketing-ESIC, 29(2), 228-250. DOI: 10.1108/SJME-10-2023-0289.
- ***Revealing the Factors of Re-Patronage Intention: True Behavioral Insights in Hotel Customers*** (2023) – Journal of Hospitality & Tourism Insights, 6(5), 2317-2338. DOI: 10.1108/JHTI-06-2022-0240.

Research Collaborations in Progress:

- *Instagram Engagement and Travel Influencer Posts: Their Impact on Destination Visit Intentions among Pakistani Travelers – Under Review*.
- *Sustainability Values as a Green Window of Opportunity* – Funded by **China National Social Science Fund (22&ZD145) -**– Near submission.
- *Classifying Green Technologies Using AHP & TOPSIS Approach: A Roadmap to the Green Revolution and Environmental Sustainability* – Near submission.

Reviewer Roles:

Active reviewer for Wiley, Elsevier, Emerald Insight, and Science Direct journals, including Sustainable Development, Technological Forecasting & Social Change, International Journal of Contemporary Hospitality Management, and NUML International Journal of Business & Management (NIJBM).

GRANTS, AWARDS & RECOGNITION

- **Business Growth Strategy and Sustainability for SMEs (2026)** – Recognized as a Trainer by R&SI NUML & Skillsrator.
- **Empowering Women Entrepreneurs in Industry 4.0 (2026)** – Recognized as Evaluator-Pitch screener, Partner by Higher Education Commission & NUML, Islamabad.
- **Pakistan Women Empowerment Excellence Award (2025)** – Recognized for national and international CSR projects.
- **National Academic Excellence Acknowledgment Recognition Certificate (2025)** – Recognized as a Facilitator by NUML on behalf of the National Business Education Accreditation Council (NBEAC), Higher Education Commission of Pakistan

- **Growing Up Confident: Fun Ways to Build Kind and Responsible Kids (2025)** – Recognized as a Trainer by Askari Colonies Management Rawalpindi.
- **Better Parenting – Together building Confident and Kind Children (2025)** – Recognized as a Trainer by Askari Colonies Management Rawalpindi.
- **International Conference "Re-imaging the Real Estate: Sustainable Market Growth and Urban Planning" (2024)** – Recognized as Master of Ceremony (MoC) by NUML, Islamabad.
- **Prime Minister's Flood Hero Award (2022)** – Led an emergency flood relief campaign reaching **hundreds of families**.
- **International Conference on Novel Insights in Business and Management Research: Challenges & Opportunities towards Sustainable Development (2022)** – Recognized as Master of Ceremony (MoC) by NUML, Islamabad.

PROFESSIONAL DEVELOPMENT & TRAININGS

Digital Marketing & E-Commerce

- **Google Digital Marketing & E-commerce (2025):** Completed a comprehensive program (Aug–Sept 2025) through Coursera, covering SEO, analytics, social media strategy, and online sales optimization.

Professional Communication & Career Development

- **UK Alumni Professional Development Training (2026):** British Council held a training on "Leading with Purpose: Thinking, Leadership & Impact".
- **UK Alumni Professional Development Training (2026):** British Council held a training on "Breaking Barriers, Shaping the Future".
- **Business Writing & Strategic Communication (2025):** British Council, held a training focused on writing for impact and planning organizational communications strategically.
- **UK Alumni Professional Development Training (2024):** British Council training with topics included Alternative Dispute Resolution, Competition Laws, Coaching for Transformation, and Change Management.

Entrepreneurship & Innovation

- **Roadmap to Entrepreneurship Workshop (2025):** Organized by ORIC, FJWU – Practical guidance on business model development and startup strategy.
- **Capacity Building Program (2020):** ORIC, FMS, NUML – Training in innovation, leadership, and institutional development strategies.

Research & Grant Writing

- **Funded Projects & Research Grants Workshop (2024):** NUML – Training on complete proposal writing and successful implementation of funded research.
- **MPhil/PhD Supervisor Training (2023):** NUML Professional Development Centre – Training on supervision best practices and research mentorship.
- **Thesis Boot Camp (2020):** NAMAL – Focused, hands-on guidance for academic research design and thesis completion.
- **Understanding Research Methodology (2020):** Coursera – Strengthened theoretical and applied knowledge of research methods.

Quantitative Analysis & Tools

- **SMART PLS 3 Workshop (2020):** FUIEMS – Applied training in structural equation modeling and advanced data analysis techniques.

Pedagogy & Curriculum Development

- **Faculty Development Programs (2019 & 2022):** NUML – Enhanced teaching methodologies, outcome-based education (OBE) practices, and student engagement strategies.
- **Updated Pedagogical Practices & Changing Dynamics of Research (2019–2020):** NUML – Training on curriculum design and innovative teaching techniques.
- **Organizational Behavior Theories Seminar (2020):** NAMAL – Advanced understanding of OB concepts to improve teaching quality.

TECHNICAL SKILLS

Statistical & Research Tools:

- **SPSS, SMART PLS- 4, AMOS, E-Views** – Proficient in structural equation modeling (SEM), regression, and multivariate analysis for quantitative research.
- **Excel (Advanced)** – Skilled in data analysis, pivot tables, and dashboard creation for research and reporting.

Productivity & Collaboration Tools:

- **Microsoft Office Suite (Word, Excel, PowerPoint)** – Expert in academic documentation, reporting, and professional presentations.
- **Google Workspace** – Proficient in Google Docs, Sheets, and Slides for collaborative projects.
- **Learning Management Systems (LMS):** Familiar with Gemini AI/Google Classroom for online course delivery and student assessments.

Digital Marketing & Analytics:

- Google Digital Marketing & E-Commerce (Certified), SEO, Social Media Marketing, and basic Google Analytics.

Academic & Research Support:

- **Mendeley** – Skilled in reference management and academic writing support.
- **Turnitin & Grammarly** – Experienced in plagiarism screening and academic writing quality improvement.

LANGUAGES

- **English:** Native-level fluency (academic writing, teaching, and public speaking).
- **Urdu:** Native-level fluency (teaching, training, and community engagement).
- **French:** Basic conversational proficiency.

INTERESTS & PERSONAL DETAILS

Professional Interests: • Research Mentorship • Community Development • Sustainable Business Practices •Social Impact Projects
Personal Interests: Travelling • Community Volunteer Projects.
