QAISER RASHID JANJUA, PhD.

Islamabad, Pakistan | +92-332-5509176 | qrj786@gmail.com

Profile

PhD Marketing (BU), MBA (SFU Canada and QAU), with almost twenty two years of experience in marketing, having a knack of employing engaging teaching pedagogies across marketing courses and churn quality research. Smart, eloquent, exuberant and visionary team player who also excels in developing strategic plans, managing business education programs, and handling accreditations.

Education

Full-time Degrees

- PhD –Management Sciences (Marketing) — Feb 2021
  Bahria University, Islamabad, Pakistan (AACSB Partner)
  HEC-Approved PhD Supervisor
- Master of Business Administration-MBA (Marketing) — Dec 2006
  SFU, Vancouver BC, Canada (AACSB, AMBA, Equis)
- Master of Business Administration
  QAU, Islamabad, Pakistan — Dec 2000

Professional Certifications

- HEC-DLSEI 3.0 Y1-C1 Program-Coursera
  Google Digital Marketing-Coursera
  GenAI for Marketing Analysts: Innovate Marketing Strategies
  Microsoft Harnessing the Power of Data with Power BI — Oct 2025
- Case Method of Teaching (REDC-LUMS) — Jul 2017

Teaching and Academic Experience

Assistant Professor (Contract BPS 19)

National University of Modern Language, Islamabad — 2nd February, 2026 – Till present

- Teaching BBA, BSAI and PhD-level marketing and entrepreneurship courses. Introduced engaging term projects and supervising three PhD thesis. Supervising 03 PhD marketing candidates.

Assistant Professor

Air University Islamabad — 18th Aug 2008- 4th Sep 2025 (~17 years)

- Instructed marketing courses at BBA/MBA/MS and PhD levels through progressive teaching methodologies such as case study method, journal article discussion, simulations, role playing and the use of AI. Developed and executed most powerful marketing course outlines with contemporary knowledge and engaging content.
  - Courses Taught
    - Advanced Consumer Behavior, Advertising and Event Management, Sales Management, Strategic Services Marketing, Strategic Marketing, Strategic Marketing Research, Analysis and Strategies in Emerging Markets, Strategic Brand Management, Consumer Behavior, Marketing Management, Principles of Marketing, Entrepreneurship.
- As a cluster head, redesigned marketing curriculum, select and hire faculty members for the marketing stream across different programs. Member of FBS and CAC bodies.

- Branded the department with a new name of Air University School of Management-AUSOM, introduced case-based pedagogy and have been a key performer in transforming the department into a leading business school. Single-handedly developed 2023-2028 Strategic Plan and Review of the previous plan for NBEAC-HEC reaccreditation requirements successfully.

- Managed MBA 3.5 and 1.5 programs for three years and single handedly launched and managed BS Aviation Management program for four years which is now a flagship program of the school and is also launched at Kamra, Multan and Karachi campuses.

- Conceived "Analyses and Strategies for Emerging Markets" course for BBA program which was selected among the Top Six Best Courses by NBEAC under the 'Stories of Indigenization' category in NBEAC Conference, 2017.

- Spearheaded student teams for business games/contest including Discover NUST Business Plan Competition 2012 (Finalist), LUMS Marketing Colloquium and Synergies 2012-2015 (Winner Entopia 2013, Runner-up Business Case Competition 2013), IBA INVENT Entrepreneurial Challenge 2013 (1st Runner-up), NASCON 2014-2015 (1st Runner-up 2015), Case Business School (Runner-up 2015). Also spearheaded and secured gold-medals for six consecutive years in hiking competitions for the school.

- Former Associate Editor Journal of Business and Economics (JBE-*ISSN: 2075-6909)* which became one of the three 'X' category journals in Pakistan then. Regular reviewer of PlosOne, Psychology in the Schools, IJIST, Cogent Business, Journal of Business and Psychology, Journal of Consumer Psychology and other high impact factor journals.

- Supervised PhD and MS/MSPM/MBA theses (06), more than 15 MBA capstone projects and over 30 undergraduate FYPs, which earned outstanding evaluations from internal and external evaluators, including NBEAC-Higher Education Commission.

  - Software Expertise:
    - Microsoft PowerBI Desktop, Bluesky, Enginious (Decision-Pro), Markstrat, SPSS, SmartPLS Nvivo etc.

Visiting Faculty Member

- Department of Management Studies (MS-MS), Bahria University, Feb-July 2024.

Teaching Assistant SFU Vancouver BC. Canada (2006).

- As a teaching assistant, I taught Consumer Behavior (BBA), and Introduction to Marketing (BBA). This included active teaching course materials and conducting case studies.

- Ashton College, Vancouver BC. Canada (2007)
  - Taught a 02 month Professional Practice course of Immigration Diploma Program, 2007.

Examiner: Designed exams for commerce students/employees and graded them for Federal Public Service Commission of Pakistan. Jun 2024.

Publications

1. Ali, F., Janjua, Q. R., & Maqsood, H. (2025). The rise of live-streaming e-commerce: Analyzing consumer purchase behavior and brand trust in real-time shopping events. ***Journal of Management and Social Science,*** 2(1), 430-447 (HEC **'Y'** Category). https://doi.org/10.63075/q0evzn78
2. Ali, F., Maqsood, H. & Janjua, Q, R. (2025). Psychological triggers in online shopping: The influence of scarcity, urgency, and personalization on consumer buying behavior. ***The Critical Review of Social Sciences Studies***, 3(2), 269-289. (HEC **'Y'** Category). https://doi.org/10.59075/cxyapm95
3. Kamaal, E., Mehmood, M.A, Janjua, Q. R., Zaman, K., & Aftab, F. (2024). Investigating the Relationship between Clothing Store Environment and Impulse Buying Behavior, 9(1), 1611-1628, ***Remittances Review***. (HEC '**X'** Category). https://doi.org/10.33282/rr.vx9il.77
4. Junejo, I., Hossain, M., Abid, S., Janjua, Q. R., Ejaz, S., & Vasa, L. (2024). Supply Chain Integration and Supply Chain Performance. Evidence from Textile Industry. ***Industria Textila***. 75(1). (HEC '**W'** Category, Scopus, WOS, SCIE, IF=0.9). https://doi.org/10.35530/it.075.04.2023110.
5. Hussain, M., Ejaz, S., Farooq, M., Janjua, Q.R. & Shahzad, K. (2023). The Impact of Entrepreneurship Education on Entrepreneurial Intentions among students in Pakistan. ***Journal of Policy Research***. 9, 2 (Aug. 2023), 495–502 (HEC '**Y'** Category). https://doi.org/10.5281/zenodo.8286067.
6. Kamal, N., Samdani, H., Mehmood, A. M., & Janjua, Q. R. (2022). Impact of Knowledge practices on innovation: the role of employees' intention to stay and recognition, ***NUST Business Review,*** 3(*2*), 1-15 (HEC '**Y'** Category). https://doi.org/10.37435/nbr22022801
7. Zahid, R., Khan, J., Mehmood, M. & Janjua, Q. R. (2021). Factors Influencing Purchase Intentions towards Fashion Jewellery: An Exploratory Study, ***Pakistan Journal of Humanities and Social Sciences,*** 9(4), 135–148 (HEC '**Y'** Category). https://doi.org/10.52131/pjhss.2022.1001.0181
8. Mehmood, A., Janjua, Q. R., Saeed, A. M. & Samdani, H. (2021). Factors Limiting Optimal Students' Engagement on Social Media, *2*(2). ***Journal of Humanities, Social and Management Sciences.*** (HEC '**Y'** Category). https://doi.org/10.47264/idea.jhsms/2.2.21
9. Khalid, S., Janjua, Q. R. (2021). Impact of Organizational Culture on Project Success and the moderating role of Top Management Support, ***Global Management Journal for Academic and Corporate Studies (GMJACS)***, *12* (2), 2021. (HEC '**Y'** Category).
10. Mehmood, M. A., Janjua, Q. R., Saeed, A. (2021). Management of Social Media Marketing by Higher Education Institutes, ***Pakistan Social Sciences Review,*** *5*(4), Oct-Dec. (HEC '**Y'** Category). https://doi.org/10.35484/pssr.2021(5-iv)07
11. Mehmood, M. A., Janjua, Q. R., & Aftab, F. (2021). Factors influencing HEIs to adopt social media as a marketing communication tool. ***Journal of Marketing Strategies***, *3*(3), September (HEC '**Y'** Category). https://doi.org/10.52633/jms.v3i3.124
12. Janjua, Q. R. & Mehmood, M. A. (2021). The Influence of organizational assimilation on trust and commitment and the mediating role of co-creation of value in HEIs. ***Journal of Development and Social Sciences****, 2, II, July-Sep* (HEC '**Y'** Category). https://doi.org/10.47205/jdss.2021(2-iii)29
13. Janjua, Q. R., Hanif, A., & Baig, M. (2021). The impact of organizational culture on job satisfaction, a competing values framework. ***Pakistan Journal of Social Research***, *3*(3), (HEC '**Y'** Category). https://doi.org/10.52567/pjsr.v3i3.256.
14. Mehmood, M. A., Janjua, Q. R. & Aftab, F. (2021). Unfolding utilization of functional blocks of social media in building brand equity in higher education Institutes, ***International Review of Management and Business Research****, 10* (2). (HEC '**Y'** Category). https://doi.org/10.30543/10-2(2021)-3
15. Janjua, Q. R. & Ramay. I. (2020). The Effect of Co-creation of Value on Service Quality-Customer Loyalty Chain and the role of Relationship Quality in Higher Education Institutions, ***Journal of Business and Economics****, 12*(1), 126-147. (HEC '**X'** Category).

16. Janjua, Q. R. (2017). Consumer Responses towards Service Failures, Dissatisfaction and Complaint Intent: A Qualitative Study. ***Business and Economic Review***, *9*(4), 2017 (HEC '**X'** Category). https://doi.org/10.22547/ber/9.4.2
17. Janjua, Q. R. & Aftab, F. (2016). Service Quality-Customer Loyalty Chain in Business Schools of Pakistan: A Multivariate Approach. ***Global Management Journal for Academic and Corporate Studies****,* 6 (*2*)*, 2016.* (HEC '**Y'** Category).
18. Janjua, Q. R., & Shahjahan, S. (2015). Analyzing the Impact of Factors Affecting Consumer Innovativeness in Fashion Clothing and Role of Morning TV Shows as an Intervening Variable, ***International Journal of Fashion Design, Technology and Education***, Taylor and Francis, October 2015. (IF 2.95; HEC '**W'** Category). https://doi.org/10.1080/17543266.2015.1093177
19. Janjua, Q. R., Mushtaq, H., Afzal, A. (2014). Impact of Internal Marketing and the moderating role of Organizational Culture on Nurse Job Satisfaction. ***Journal of Business and Economics****, Jun-Dec, 2014*. (HEC '**X'** Category).
20. Janjua, Q. (2009). Brand Extensions: What Works and What Doesn't ***Journal of Business and Economics****, Jan-Jun 2009* (HEC '**Y'** Category).

Publications (InProgress)

21. Unveiling the relationship of artificial intelligence with human intelligence, school connectedness, academic performance and career readiness in HEIs. *Submitted*
22. Brand Authenticity, Trust and Humanized AI in Engagement: A Thematic Analysis. *Submitted.*

Conferences

1. AUSOM international Conference, 2022. Member abstract evaluations and convener.
2. ICOMS International, Air University, 2014. Member reception committee and convener.

Industry Experience

Marketing Manager
NSIEA Ltd. Surrey, B.C (Canada) 25th April 2007-25th January 2008

- Developed a comprehensive business plan for company's global operations. Effectively optimized sales potential and significantly increased client base. Also looked after marketing collateral, direct marketing, and managed individual clients. Spearheaded company's marketing efforts in UK, Middle East and South Asia and brought in key clients under investor and entrepreneurial categories.

- Single-handedly wrote business plans under British Columbia and Saskatchewan Entrepreneurial and Investor Immigration categories.

Senior Sales Executive
Jaffer Brothers Pvt. Ltd 10th August 2004- 10th May 2005

- Generated significant sales of international brands (Komatsu, Mitsubishi, Vibromax, Alcatel Vacuum Technology) in the local construction and real estate market primarily through personal selling. This involved tapping global principals, developing new leads, qualifying, approaching and making presentations, submitting quotations against RFPs, administering L/Cs, executing delivering and ensuring timely payments.

- Looked after company's participation in mega-projects of construction and rehabilitation funded by The World Bank and The EU.

Assistant Manager Marketing
Advanced Engineering Research Organization 31st July 2000- 5th August 2003

- Developed specific International and domestic market as a group leader and targeted key aerospace clients through active out-reach program. Successfully marketed diverse product portfolio to new geographical markets. Extensively prepared proposals and contracts against local and international RFPs and Tender Enquiries especially from foreign countries.

- Successfully organized all activities for company's participation in five international aerospace exhibitions including Defendory 2000 (Athens), SLAF Aviation Display 2001 (Colombo), IDEF 2001 (Ankara) and IDEAS 2000 & 2002 (Karachi) including Somniani displays. Also participated in arranging Futurz, 2003. This involved extensive dealings and liaison with the organizers (Pegasus and DEPO), freight forwarders (Schenker BTLAE and Magdenli), media partners and publishing groups (HIS Janes, DAPSS), agents, exhibitors and above all the customers.

Intern
Citibank- Global Corporate Banking (Islamabad) July-Aug 1999

- Written a comprehensive market analysis report on 'Oil & Gas Sector'. The report was sent to Citibank London. Also performed specific performance analysis of key clients.

Achievements and Awards

- *Case Method Trainer* for Permanent and Visiting Faculty in Air University.
- *Best Program Manager* Certificate-BS Aviation Management-Air University, 2018.
- *Best Supervisor Certificate*-MBA Capstone Projects-Air University, 2018.
- *Best Peer Evaluation by LUMS* Faculty- Case Method Teaching, 2018.
- *Vice Chancellor's Commendation* certificate for Journal of Business and Economics escalation to HEC X Category, 2016.
- *Dean's Commendation Letter* for excellent performance-2017- Air University.
- *Dean's Commendation Letter* for excellent performance-2020- Air University.
- *Outstanding Performance Appraisals* for three (03) consecutive years at Advanced Engineering Research Organization. *Recommended for accelerated promotion*.
- Won *prizes in Annual International English Speech Contests* held at Pakistan College Beijing.
- *Best Cadet*: National Cadet Corps Training (NCC), PAF College Lower Topa Murree.

Workshops and Trainings

- Pedagogies and Teaching Methodologies, Research and Knowledge Production, University Policies, Governance and Professional Conduct, International Processes and Faculty Support Systems, Feb 2026, NUML.
- Artificial Intelligence in Academia, online webinar Harvard Business School, Sep 2024.
- "Case Method of Teaching Trainer." Air University School of Management, 2018-present.
- "Case Method of Teaching," NBEAC, 2021.
- "Case Writing" training: Dr. Farah Arif, LUMS, 2017.
- "Case Study Method of Teaching". A 3-Day intensive training by LUMS REDC. July 2017.
- Arranged training on "Growth Hacking through Digital Marketing," February, 2017 for AUSOM.
- "Innovation and Entrepreneurship," A five-day intensive training organized by OIC Committee on Scientific and Technological Cooperation (Comstech), Nov,12-16, 2012-sponsored by IDB Saudi Arabia.
- "Big Data: Can You Seize the Opportunity?" Webinar organized by Harvard Business Review, 30th January, 2012.
- "Challenges of Higher Education," Guest Lecture by Pro-Vice Chancellor York St, John Univ. UK, held at Bahria University, 15th Feb, 2013.
- "First South Asia Media Summit," organized by APNS.
- "Power of Social Media," organized by SME Business Support Fund, 8th March 2013.
- "One day workshop on Developing Business Plans for HEI's," Organized by World Bank through L & I Division, HEC.
- "Literature Searching Techniques, Developing Literature Review and Data Analysis for Researcher," webinar organized by RCTD on 26-27 June, 2013.
- "Future's Thinking," A Five-day intensive training organized by OIC Committee on Scientific and Technological Cooperation (Comstech), August 26-30, 2013-sponsored by IDB, KSA.
- Participated as a member of organizing committee, International Conference and Simulation (ICOMS 2013), Air University Islamabad.