MEHROOSA BARI

Lecturer, Management Sciences | PhD Scholar, NUML

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PROFILE

Lecturer in Management Sciences at the National University of Modern Languages (NUML), teaching marketing and management at undergraduate level, and a PhD scholar in the Department of Management Sciences, NUML. My research focuses on consumer behaviour and e-business, including published work on gamification, AI and online purchase intention in Pakistan. I also serve as Convenor of Markovation, the department's marketing society, and head the campus marketing team.

EDUCATION

PhD, Management Sciences (in progress) 2024 – Present
Department of Management Sciences, National University of Modern Languages (NUML)

Master's in Education 2020 – 2022
Allama Iqbal Open University (AIOU)

Master's in Business & IT (MBIT) – Marketing 2019 – 2021
University of the Punjab, Lahore

Bachelor's in Business & IT (BBIT) – Marketing 2015 – 2019
University of the Punjab, Lahore

Bachelor of Arts (two-year) 2016 – 2019
University of the Punjab, Lahore · English Language, Sociology, Journalism, Social Work

TEACHING & PROFESSIONAL EXPERIENCE

Lecturer (Permanent Faculty) Aug 2023 – Present
National University of Modern Languages (NUML), Mirpur

- Teach Marketing and Management courses at undergraduate level
- Design and curate course material
- Focal Person, Student Clubs and Societies, Mirpur AJK campus (2023–2024)
- Member, Event Management Committee
- Head of the campus Marketing Team

Business Lecturer (Contractual) Jan 2023 – Aug 2023
National University of Modern Languages (NUML), Mirpur

- Taught business courses including Business Management and Entrepreneurship

Visiting Lecturer Dec 2021 – Apr 2023
Mirpur University of Science & Technology (MUST), Mirpur

- Taught Marketing and Management courses at undergraduate and postgraduate level
- Developed course material from scratch

Substitute Teacher Mar 2022 – May 2022
The City School, Mirpur

- Taught O/A Level students as a substitute teacher
- Taught a range of science and arts subjects to primary classes

DIGITAL MARKETING & CONTENT WRITING

Marketing Manager
National University of Modern Languages (NUML), Mirpur AJK

- Plan and run the campus's digital marketing campaigns
- Run offline and traditional promotional campaigns alongside online channels

Content Writer
Various blogs

- Guest essay, Healthy Rich (Substack), December 2021
  https://www.healthyrich.co/p/work-and-womanhood-mehoosa-bari

Ad Script Writer 2019
Startups

Digital Marketing 2018
Crown Travels, Mirpur

Digital Marketing Campaigns
IBIT, University of the Punjab, Lahore

PUBLICATIONS

1. Bari, M., & Saleem, M. Z. (2025). **The gamification effect: Unraveling the role of cognitive absorption and hedonic value on consumer purchase intention in Pakistan's e-business sector.** Center for Management Science Research, 3(4), 1218–1229. https://cmsrjournal.com/index.php/Journal/article/view/354
2. **AI, trust, and consumers' online purchase intentions: Examining the roles of disinformation, transparency, and digital literacy.** (2025). Zenodo. https://doi.org/10.5281/zenodo.18072808 https://zenodo.org/records/18072808

LEADERSHIP & ACADEMIC SERVICE

Convenor, Markovation – Departmental Marketing Society 2024 – Present
National University of Modern Languages (NUML)

President, Literary Society 2019
IBIT, University of the Punjab, Lahore

VOLUNTEERING

Volunteer, Kidney Dialysis Center 2023 – Present
Mirpur, AJK

Teacher and Motivational Speaker
Aqaab School for the Blind, Mirpur, AJK

Fundraiser
Khari Shreef NGO, Mirpur, AJK

HONOURS & AWARDS

2017	CM Essay Writing Competition, Government of Punjab – 1st position (district level), 2nd position (division level)
	1st position, Inter-Schools AJK Writing Competition
	1st position, Punjab College Essay Writing Competition
2015	Admission to the University of the Punjab on the basis of essay writing
2013	1st position, KORT Table Tennis Tournament
2012	1st position, KORT Table Tennis Tournament
2011	2nd position, Inter-Schools AJK Table Tennis Tournament

SKILLS

Strategy & Brand: Integrated marketing communications (IMC), brand positioning, STP, campaign planning
Campaign Execution: Digital and social media campaigns, offline/BTL activations, event and institutional marketing
Content & Creative: Copywriting, ad script writing, content strategy, blog and long-form writing
Consumer Insight: Consumer behaviour, purchase-intention and e-commerce research
Tools: WordPress, generative AI tools for content, Microsoft Office, Google Drive, Zoom
Leadership: Marketing team leadership, student team mentoring, cross-functional event coordination

PERSONAL DETAILS

Date of birth: 22 April 1996
Nationality: Pakistani
Languages: Urdu, Pahari (native); Punjabi

References available on request.