

Dr. Nouman Malik

Lecturer in Business Administration

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- *Eleven Years work experience of teaching, administration and research in various Universities.*

Personal profile

I want to become a well-learned & well-reputed educationist and researcher in my career through personal as well as organizational development.

Work Experience

March 2019, till date	<i>Lecturer in Business Administration University of Education Lahore Multan Campus, Pakistan.</i>
Other Responsibilities (2019-2023)	<i>Coordinator Security University of Education Lahore Multan Campus, Pakistan. In-charge Sports_University of Education Lahore Multan Campus</i>
Oct 02, 2009- Aug 31, 2016	<i>Lecturer in Department of Business Administration, Federal Urdu University of Arts, Science & Technology Islamabad (FUUAST), Pakistan.</i>
Year 2014:	<i>Adjunct Faculty: Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Islamabad (SZABIST).</i>
Year 2012:	<i>Adjunct Faculty: International Islamic University, Islamabad (IIUI).</i>
Spring 2009:	<i>Adjunct Faculty: Department of Business Administration of National University of Modern Languages Multan (N.U.M.L).</i>

Education

<u>Qualification</u>	<u>Years</u>	<u>Institution</u>
Ph. D Management Sciences (CGPA 3.75/4)	2022	<i>Bahria University, Islamabad, Pakistan.</i>
M.S Management Sciences (CGPA 3.7/4)	2010-2011	<i>Federal Urdu University of Arts, Science and Technology Islamabad Pakistan.</i>
MBA Human Resource Management	2006-2008	<i>International Islamic University, Islamabad, Pakistan.</i>
Bachelor of Sciences (B.Sc.)	2003-2005	<i>Bahuddin Zakariya University, Multan, Pakistan.</i>
Intermediate (F.Sc.)	2000- 2002	<i>Multan Public School, Multan, Pakistan.</i>
Matriculation	1998-2000	<i>Multan Public School, Multan, Pakistan.</i>

Research work

Ph. D Thesis Title

“Relationship of Brand Management with Customer Loyalty: A Cultural Perspective in Higher Education Sector of Islamabad Pakistan”.

Research Articles

1. Impact of Culture on Customer Loyalty: A Gender Based Comparison in Higher Education Institutions of Islamabad Pakistan. *Journal of Managerial Sciences*. Vol XI. No.4
2. An Examination of Challenges and Prospects of Microfinance Sector of Pakistan. *European Journal of Economics, Finance and Administrative Sciences*. ISSN 1450-2275. Issue 31 (2011).

Research domains

1. Research areas
 - Cultural Studies.
 - Diversity.
 - Brand Management.
 - Emotional Intelligence.
2. Research Methods
 - Quantitative techniques.
 - Qualitative techniques.
 - Mix Methods.
3. Statistical Analysis tools
 - Ordinary Least Squares (OLS).
 - Partial Least Squares- Structural Equation Modelling (PLS-SEM).
4. Statistical Analysis Software
 - SPSS.
 - Smart PLS.

Teaching domains

- Cultural studies
- Brand Management
- Marketing
- Marketing Management
- Knowledge Management
- Strategic Management
- Entrepreneurship

Honors and Awards

- Best speaker in Annual Speech Contest, Multan Public School & College (2001).
- Organized 2 days Annual AMDIP Conference, Jinnah Convention, Islamabad.
- Organized 4 days seminar on Business Communication in International Islamic University, Islamabad.
- TYCOONZ Workshop on Resume Writing and Interviewing Skills.
- Organized Business Hub and Expo in University.

Skills and Interests

- Good presentation and interpersonal skills and acts as a good team player.
- Fluent in spoken English and good writing ability of English
- Quick in understanding concepts with good picking ability
- Computer expertise in Windows 98/2000/XP, MS-Office tools

Projects

- Analysis of overall HRM & Management Practices in Attock Refinery Limited (ARL) (Recruitment and Selection Policies of organization along with Orientation & Hierarchy Charts)
- Expertise in Marketing Mgt, Strategic Mgt., Conflict Mgt., Negotiation Skills

Personal information

Father's Name

Malik Abdul Qayyum

Date of Birth and Domicile

February 23, 1985 (Multan, Punjab, Pakistan).

Permanent Address

House No.184, Jinnah Town, District Jail Road,
Multan, Pakistan.