

MALEEHA SHAHID SAMEENI

Department of Economics & Business Administration
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Career Objective

I ought to obtain a meaningful and challenging position in the field of teaching and continue my career with a progressive employer that allows me to utilize my creative and analytical skills, talent and values to achieve both personal and professional success.

Current Academic Position

Lecturer in Marketing, (BS-18) August 2012- present
Department of Economics & Business Administration
University of Education,
Bank Road Campus, Lahore.

Courses taught:
Marketing, Marketing Management, Consumer Psychology & Behaviour, Organizational Behaviour, Business Research Methods, Management, Introduction to Business & Commerce, Functional English, Business Communication & Report Writing, Strategic Management, Brand Management

Other Major duties performed

Head of Student Affairs (September 2016- September 2017)
University of Education,
Bank Road Campus, Lahore.

Responsible for managing co-curricular activities in and out of campus
*The university secured gold and silver medals in 10 major university and national level events on the basis of individuals/teams prepared under my headship

Campus Scrutinizer (June 2018- February 2020)
University of Education,
Bank Road Campus, Lahore.

Responsible for crosschecking verifying all results, academic transcripts and assisting examination departments for related tasks

Previous Work Experience

Visiting Lecturer, February 2012- June 2016
Department of Management Sciences,
National University of Modern Languages, Lahore

Visiting Lecturer, October 2012- May 2013
Department of Management Sciences,
Centre of Financial Excellence, Lahore

Visiting Lecturer, September 2010- May 2012
Department of Business Studies
University of Education, Bank Road Campus, Lahore.
* Got distinction for best students' results.

Industry Experience with Multiple Local/ National/ International Brands as Business Development Manager, Brand Manager & did various projects, 2006-2013

Education

<i>PhD Scholar, Session 2018-2023</i> University of Lahore	<i>Continue.</i>
<i>MPhil., Business Administration, May, 2013</i> Kinnaird College for Women, Lahore	<i>93% (Batch Topper)</i>
<i>MBA, Business Administration, June, 2010</i> Kinnaird College for Women, Lahore	<i>92% (Batch Topper)</i>
<i>Bachelors of Commerce, December, 2007</i> Hajvery University, Lahore	<i>96% (Gold Medalist)</i>

Research Interests

Consumer Behavior, Consumer Psychology, Brand Management

Publications

Sameeni, M. S., Masood, W., & Shahid, S. (2018). Impact of social media marketing on self-identity and brand relationship quality: The moderating role of product involvement. *Journal of Research and Reviews in Social Sciences Pakistan*, 1(1), 48-58.

Sameeni, M. S., & Rizwan, M. (2018). Impact of recovery satisfaction on word of mouth: The mediating role of customer trust. *Journal of Social Sciences and Interdisciplinary Research*, 6(1).

Sameeni, M. S., & Alvi, T. (2016). Impact of knowledge management capability on innovation capability. *International Journal of Business and Management*, 4(4).

Sameeni, M. S., & Qadeer, F. (2015). Consumer Intentions to perform difficult behaviours: Role of brand-self connection, prominence and relationship length. *Pakistan Journal of Commerce and Social Sciences*, 9(3).

Working Papers & Manuscripts under Review

Sameeni, M. S. & Abbas, Q., "I buy the ultimate: Ideal-self congruence and customer-brand engagement". (Final review phase under *Pakistan Business Review*- HEC X Category).

Sameeni, M. S., & Alvi, T., "An empirical study on measuring the impact of organizational variables on innovation capability".

Sameeni, M. S., "Measuring the impact of individual dimensions of customer-brand engagement and brand experience among online banking users of Pakistan."

Sameeni, M. S., "Situational self-congruence: Towards a greater understanding of consumer orientation towards sports specific consumption context".

Conference Presentations

Sameeni, M. S. (25th – 27th October, 2018). Impact of environmental constructs on mall loyalty: A study of hedonic versus task oriented malls of Lahore. *3rd International Conference on Business & Management Perspectives in the Asian Context*, University of Lahore.

Sameeni, M. S., & Shahid, S. (25-27 April, 2018). Measuring the impact of product, price and quality on consumer satisfaction: Mediating role of customer value and product competitiveness. *1st International Conference on Social Sciences and Humanities*, Kinnaird College for Women, Lahore.

Sameeni, M. S. (19-21 October, 2017). Impact of social media on consumer loyalty towards brands: Moderating role of age and gender. *2nd International Conference on Business and Management Perspectives in the Asian Context*, University of Lahore.

Sameeni, M. S., & Khurram, M. (19 April, 2017). Need for uniqueness and positive word of mouth: The moderating role of gender. *20th National Research Conference, SZABIST University Islamabad*.

Sameeni, M. S., & Moin-Ud-Din, N. (19 April, 2017). Impact of consumption oriented social media sites use in stimulating consumer's need for uniqueness. *20th National Research Conference, SZABIST University Islamabad*.

Sameeni, M. S. (12-15 March, 2017). Consumer materialism and positive word of mouth: Hedonic versus utilitarian products. *International Conference on Management, Business and Technology, University of Engineering and Technology Lahore*.

Sameeni, M. S., & Qadeer, F. (20-22 October, 2016). Brand-self connection and share of wallet: The role of emotions in business-to-business sector. *International Conference on Business and Management Perspectives in the Asian Context: Challenges and Prospects, University of Lahore*.

Services on Dissertation Committees

- Supervised MPhil Thesis of 3 Post Graduate Students (Marketing Specialization) at National University of Modern Languages, Lahore Campus.
- Supervised MPhil Thesis of a student (Marketing Specialization) at Beaconhouse National University, Lahore.
- Supervised MBA degree final research project of 10 students at University of Education, Bank Road Campus, Lahore.
- Supervised BBA degree final research project of 30 students at University of Education, Bank Road Campus, Lahore.

Other Achievements/ Memberships

- Member of *Master Trainer Batch for improving Communication Skills* of Faculty at University of Education, Lahore
- Member of *External Review Board of Dissertation Committee* at National University of Modern Languages, Lahore Campus
- Member *Sports Committee* at University of Education, Bank Road Campus, Lahore
- Secretary *Discipline Committee* at University of Education, Bank Road Campus, Lahore
- Member *Cleanliness & Anti-Dengue Committee* at University of Education, Bank Road Campus, Lahore
- Conducted various summer camps of Spoken English at college and university levels
- Conducted various academic and grooming based extra-curricular activities such as celebrating entrepreneurial day, business competitions, brand building etc
- Conducted various workshops of personality grooming and confidence building
- Active participation in various Lahore Chamber of Commerce and Industry Competitions during study years
- Head of session, member of student council during study years

Personal Strengths

- Excellent communication skills
- Command on English language
- Sports women
- Managerial qualities
- Research Oriented
- Equipped with students' grooming methods
- Up-to-date with latest field concepts, teaching tools & techniques

Training & Workshops Attended

- 'Women Leadership Program' by The Career Buzz Team.
- 'Stir up! Sales for Life' by HR Professional Mr. Nadeem A. Malik at Lahore Chamber of Commerce and Industry.
- 'Women Entrepreneurship' at Lahore Chamber of Commerce and Industry.
- 'Trade, Not Aid' by Lahore Chamber of Commerce and Industry.
- 'Brand Power' by Lahore Chamber of Commerce and Industry.
- 'Youth Development & Training' by Green and White Pakistan.

References

Dr. Faisal Qadeer
Head of Research Department
Lahore Business School,
University of Lahore.

Ms. Samina Naheed
Professor (Rtd.), Ex Principal,
University of Education,
Bank Road Campus, Lahore.