

MEHREEN KHURRAM

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PROFILE

A creative, resourceful and flexible individual with particular strength in bridging cultural gaps among people through education and interpersonal relations. Dedicated, resourceful and goal-driven professional educator with solid commitment to the social and academic growth and development of every student. Known for an interactive teaching style that encourages student participation and enthusiasm while facilitating learning.

KEY ACHIEVEMENTS

- Event organising.
- Student Counselling.
- Team planning and conflict management at work.
- Expertise in the field of research methodology.

EMPLOYMENT EXPERIENCE

University of Education Bank Road Campus Lahore (May 2015 onwards)

Lecturer at the department of Management Science

Teaching core Management and Marketing courses at MBA and BBA level

University of Gujrat Lahore Campus (April 2014 to August 2014)

Visiting Lecturer at the department of Management Science.

Teaching core Management and Marketing courses at MBA and BBA level.

NUML (Sept 2012 – January 2013)

Visiting lecturer at the department of Management Science

Taught the courses of Marketing and Management at MBA and BBA Level.

LACAS (April 2008 – January 2010)

Taught Mathematics to grade level 4 and 5.

EDUCATION

M-Phil - Marketing & Brand Management

2014

Kinnaird College for Women University (CGPA 3.33)

Thesis title "The role of brand recall, brand recognition and price consciousness in understanding actual purchase".

MBA - Finance

2007

IBA – Punjab University (CGPA 3.78)

B.com

2005

Hailey College – Punjab University (1155/1500)

Intermediate (General Science)

2003

Lahore College for Women University (764/1100)

Matriculation (Science)

2001

Convent of Jesus & Mary (677/850)

WORKSHOPS ATTENDED

- Attended workshop on “Classroom Management”.
- Attended workshop on “Dynamics of Group work/Pair work”.
- Attended a three day workshop on “Project Management-Skill for Success”
- Attended a one day workshop on “Best Research Practices (Western Perspective)”
- Co-ordinated and arranged workshops for the Executive Education Center at the University of Gujrat, Lahore Campus.
- Attended a three day workshop on “Curriculum, assessment & evaluation”
- Attended a three day workshop on “Learners’ Psychology”
- Attended a two workshop on “Qualitative data analysis using SPSS”
- Attended a seven day workshop on “English as a medium of instruction”

CONFERENCES ATTENDED

- ICMBT 2017
 - Paper Title: Consumer Materialism and Positive Word of Mouth: Hedonic versus Utilitarian Products
- 20th SZABIST’s National Research Conference
 - Paper Title: Impact of Consumption Oriented Social Media Sites Use in Stimulating Consumers’ Need For Uniqueness

PUBLISHED PAPER

- 2018-Khurram, Qadeer, Sheeraz-The role of brand recall, brand recognition and price consciousness in understanding actual purchase, 6(2), 219-241

ACADEMIC DISTINCTIONS

- Distinction in Business Mathematics and Statistics at IBA
- Second position at Hailey College (Punjab University)
- Merit Certificates throughout school

SKILLS

- Interpersonal and communication skills
- Strong coordination
- Active learning ability
- Time management

EXTRA CURRICULAR ACTIVITIES

- Active participant of English debating society
- Member of sports team at school
- Member of student council

REFERENCES

NAME: Dr. Faisal Qadeer
POST : Associate Professor University of Lahore
E-MAIL: mfaisalqr@gmail.com
PHONE: 0333-4232334

NAME: Saira Farooqi
POST : Head of Department Management Science
Kinnaird College for Women University
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