Syed Wajahat Hussain Naqvi

Hussain Manzil, Mehar Ali Chowk, Green Town Road, Bahawalpur

**Street Address**: Transformer Street near Jamia Khadija-Tul-Kubra (Via Noon House)

Email: wajahat.hussain@ue.edu.pk

Web: [pk.linkedin.com/in/wajehhussain/](http://pk.linkedin.com/in/wajehhussain/%22%20%5Co%20%22View%20public%20profile)

Ph: (333) 856-9076

**Career Objective**

**Work Experience**

**Publications: Research Papers**

1) Critical Success and Failure Factors of Entrepreneurial Organizations: Study of SMEs in Bahawalpur, Pakistan. <http://www.macrothink.org/journal/index.php/jpag/article/view/824>

*Total number of Citations: 41*

2) Social Media Marketing in Pakistan: trends and Impact

(Conference Presentation: AGBA South Asia Chapter, 4th SAICON, 05-07 December, 2012, Bhurban, Muree)

Published

http://www.iiste.org/Journals/index.php/JMCR/article/view/17772

3) Factors Affecting Shoppers’ Loyalty towards Grocery Stores in Bahawalpur

(Co Authored)

(In the queue for publishing)

**Education**

**Awards and Certifications**

Best Presenter:

Topic: Five Minds of a Manager

Best Team Leader:

Project: "Make a Wish" A Name of Hope

Best Presenter:

Topic: Dumping in Pakistan

**Computer Skills**

**Interests**

**References**

To pursue a highly rewarding career, seeking for a job in challenging and healthy work environment where I can utilize my Knowledge, Teaching, and Research skills, efficiently for organizational growth.

* **Lecturer**

Business Administration (BPS-18)

University of Education Lahore (Multan Campus), Multan

May 2015 – Present

* **Visiting Lecturer**

(Financial Management, Intro to Marketing, Logic, Marketing Management, HRM, Consumer Behavior, International Marketing)

The Islamia University of Bahawalpur

September 2012 — May 2015

* **Researcher (Research Society Member)**

Human Resource Management Academic Research Society

(HRMARS) [www.hrmars.com](http://www.hrmars.com)

October 2012 – November 2013

* **English Language In-charge and Computer instructor**

The Educators (Project of Beacon House School System), Bahawal Campus, Bahawalpur

November 2010 — March 2011

* **Internee**

Bank Alfalah Ltd, Circular Road Branch, Bahawalpur,

June 2009 — July 2009

**MBA after BBA (Marketing), 2011 — 2013**

(Equivalent to M.Phil)

80%, CGPA 3.64

*The Islamia University of Bahawalpur*

**BBA (Hon's) Marketing, 2006 — 2010**

81%, CGPA 3.62

*The Islamia University of Bahawalpur*

**F.Sc Pre Engineering, 2004 — 2006**

63%, 1st Division

*Govt. Sadiq Egerton College Bahawalpur*

**Matriculation with Science, 2002 — 2004**

77%, 1st Division

*Govt. Technical High School Bahawalpur*

**Six Months Computer Expertise Diploma, 2009**

*Rays Computer College, Bahawalpur*

Amateur Photographer, Tech-Internet Geek, Reading, Blogging

Will be furnished upon as and when required

**Courses (2018-2019)**

BBA Hon’s

MBA 1.5 and MBA 3.5

Total Number of Years Employed in UE; till May 2019

Marketing Communication

Business Communication

Business Ethics

Retail Management

International Marketing

Advertisement and Sales Promotion

Retail Marketing

International Marketing

04 Years