**Muhammad Arshad:**

**University of education Faisalabad**

**Muhammad.arshad@ue.edu.pk**

**041-9330052, 041-2563344,03336812880**

**Educational qualification.**

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| --- | --- | --- | --- |
| **Qualification** | **year of completion** | **educational Institution** | **grade /CGPA** |
| **MS (Marketing)** | **2014** | **Riphah university Islamabad** | **3.29** |
| **MBA(3.5)** | **1999** | **University of sind** | **67 approx** |
| **BBA ( hons)** | **1997** | **University of sind** | **70.71** |
| **Fsc(pre engin)** | **1994** | **cadet college petaro** | **76%** |
| **Matriculation** | **1992** | **cadet college petaro** | **80%** |

**Professional experiences**

1. Nine years experience working as a lecturer in the University of Education Lahore.
2. Worked as visiting teacher in the department of education.
3. Organize and attend training workshop for teachers and students.
4. Participated in teacher training courses funded by HEC.
5. Serve as a resource person in HEC workshops.
6. Participate in different motivational courses.
7. Served as a teacher trainer in prominent schools and colleges jauharabad.
8. Twelve years administrative experience along with teaching.
9. Worked as head of Examination UE jauharabad campus.
10. Worked as estate care head at UE jauharabad.
11. Working as Estate Care in UE Faisalabad campus.

**Personal skills:**

1. Can communicate in four different languages.
2. The applicant has the ability to work as a team player in different projects.
3. Can serve as a motivational trainer.
4. Have excellent negotiation skills.
5. Have good interpersonal abilities.
6. Has the ability to set goals and design strategies to achieve those goals.

**Weak nesses:**

1. Cannot work easily in a rapidly changing environment.
2. Not good in using technical devices.
3. Do not feel pleasure in travelling.

**Research work:**

**!)” impact of colors on advertising and packaging on buying behavior”**

**2) Impact of consumption aspiration and brand knowledge on customer decision making”**

**3) projects based on research was aided to BBA(hons) final year students in jauharabad campus.**