

## Faculty CV Template

[NAME OF FACULTY MEMBER]

### Academic Rank

Senior lecturer

### Qualifications

- Masters in Business Administration (Marketing)
- Masters in Business Administration (Finance)
- Masters in Genetics
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### Research field(s)

- Marketing
- Consumer Behavior
- Social Media
- Digital Marketing
- Branding
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### Publications *(Last five years)*

- Sharma, A., Pathak, V. K., & Siddiqui, M. Q. (2021). Antecedents of mobile advertising value: A precedence analysis using the hybrid RIDIT-GRA approach. Journal of Indian Business Research, <https://doi.org/10.1108/JIBR-02-2021-0057>
- Sharma A, Dwivedi Y K, Arya V, Siddiqui M Q, (2021) "Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach." Computers in Human Behavior Volume 124, 2021, 106919. <http://doi.org/10.1016/j.chb.2021.106919>

- Sharma A, Abbas H, Siddiqui MQ (2021), "Modelling the inhibitors of cold supply chain using fuzzy interpretive structural modeling and fuzzy MICMAC analysis." PLOS ONE 16(4): e0249046. <https://doi.org/10.1371/journal.pone.0249046>.
- Khurshid, M. M., Zakaria, N. H. ., Arfeen, M. I. ., Rashid, A. ., & Siddiqui, M. Q. . (2020). Predictors for the Adoption of Open Data Technologies: An UMEGA Model. RMC Journal of Social Sciences and Humanities, 1(3), 1–13. <https://doi.org/10.46256/rmcjsochum.v1i3.81>
- **"From brand experience to brand loyalty: Exploring the impact of customer satisfaction and brand trust**, working paper accept for The 14<sup>th</sup> Global conference, Berlin Germany. 8<sup>th</sup> – 10<sup>th</sup> May 2019.

## Courses Taught (*Last five years*)

- Digital Marketing
- Social Media
- Marketing Management
- Product and Brand Management
- Advertising and Promotion
- Personal Selling
- Hospitality and Tourism
- Feasibility and Project Evaluation
- International Marketing
- Marketing Channel
- Retailing Marketing
- Graduation Project
- Services Marketing
- Principles of Marketing
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## Professional Experience

- Head of Department, Marketing. College of Business, Ajman University
- **Adjunct Lecturer.** Szabist, Dubai
- **Adjunct Lecturer.** PAF – Karachi Institute of Economics and Technology,
- **Adjunct Lecturer.** Bahria University, Karachi Campus
- **Adjunct Lecturer.** (Executive program) Preston University. Karachi Campus.
- **Adjunct Lecturer,** (Anatomy and Physiology). Hunter College, City University of New York, N.Y.
- Managing Partner, The Formation School, Karachi.
- Business Associates. First Floor, A flooring company.
- Chief Executive Officer, International Marketing and Management consultant.

- **Product Manager** (Lithotripsy) and Marketing Research Coordinator. The Aga Khan University Hospital, Karachi.
- **Product Manager** (Executive Clinic) And Marketing Services Coordinator. The Aga Khan University Hospital, Karachi.
- Marketing Manager. Bio – Medical Laboratories, Ohio, USA.
- Sales Promotion Officer. Glaxo Laboratories (Pak.) Ltd.

## Committees Work

- Chancellor Taskforce for Student diversity
- AU representative for Department of Economic Development, Dubai (DED)
- Innovation Center (ICA) Executive committee, AU
- Member of Board of Director at Apex .
- IIAZ job Shadow coordinator for AU
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## Honors and Awards

- Best Instructor Award in College of Business Administration, Ajman University 2017-2018.
- Best Teacher Award 2019 – 2020, College of Business, Ajman University.
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- Speaker, Career Fair, Ras Al Khaimah American Academy for Girls, 2019
- Champions of the AU Strategic Plan 2017-2022. Goal 4 Champion
- Lead the Re-branding project of Ajman University, 2017
- Certificate of Appreciation, For supporting students in the cocurricular activities and contributing to the student life enrichment during the academic year 2020 -2021
- Certificate of Appreciation, For Notable contribution as Judge, Hack-19 Virtual Regional Hackathon on COVID -19, School of Business, American University of Cairo, Egypt June 4 – 7 2020
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## Other Contributions and Achievements

- Nominated for Best Service Award, College Business, Ajman University 2019 -2020
- Lead the Re-branding project of Ajman University, 2017
- Certified Digital Marketing Associates, Digital Marketing Institute, Ireland, UK
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جامعة عجمان  
AJMAN UNIVERSITY

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