**Memoona Zareen**

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Address: Auckland, New Zealand

**Executive Summary**

I am a dedicated learner and honest professional with high level of integrity and enthusiasm. I have worked in teams and performed solely as well. I have served the academia of Pakistan and strived for institutional collaborations of business and management schools to bring coopetition and to promote research culture in the region. That includes initiatives for supporting, standardizing and strengthening business and management education through collaborative efforts in a cooperative environment. I have also worked as lecturer of management, strategy and business. I have authored several research papers, published in internationally renowned journals. My knowledge of qualitative and quantitative research tools includes NVIVO, SPSS and R software packages. I am keenly interested in cooperation challenges, integrity and growth of organisations, ecosystems and associations for shared goals. Also, I am a great proponent of women literacy, empowerment, and right to work, and consider inclusivity crucial for socio-economic development.

**Qualification**

* PhD Scholar at the University of Auckland Business School, University of Auckland, New Zealand. (In progress).

*Thesis Title: Blockchain Governance in Multi-Organisational Ecosystems: Coping with Coopetition*

* M. Phil Business Administration with CGPA 3.98/4 from Superior University, Pakistan.

*Thesis Title: Mobile Money: Enhancing Financial Inclusion of Unbanked Developing Population*

* Masters of Business and Information Technology (MBIT) from University of the Punjab, Pakistan.

*Majors: Information Technology and Finance*

* Bachelors of Sciences from The University of Punjab, Lahore, Pakistan. (Mathematics & Physics)
* Higher Secondary School Examination, from the Board of Intermediate and Secondary Education Lahore, Pakistan.
* Secondary School Examination, from the Board of Intermediate and Secondary Education Lahore, Pakistan.

**Special Achievements**

* **Dean’s Doctoral Scholarship Award–** Recipient of Dean’s Scholarship award for PhD from the University of Auckland Business School, University of Auckland, New Zealand.
* **Distinction in M. Phil (Gold Medalist) -** Achieved first position in M. Phil from Superior University with CGPA 3.98/4 and 88% marks.
* **Best Paper Presenter Award -** A conference presentation the paper entitled, “**Mobile Money: Advancing Access to Financial Services**”, at *International Conference on Management Research* (***ICMR 2012),*** on November 22-23, 2012, Lahore, Pakistan.

**Research and Publications**

Google Scholar Citations: 498

**Journal Publications:**

1. **Zareen, M**., Ahmad, N. and Arif, M., **(2020).** Measuring the Impact of Coronavirus at Grassroot Level in Pakistan: Perils, Pitfalls and Preventive Strategies. *Empirical Economic Review*, 3(2), 62-82.
2. ul Rehman, W., Razzaq, K. and **Zareen, M. (2020).** Organizational climate and performance: Mediating role of Affective commitment, knowledge sharing practices and perceived cost of knowledge sharing. *International Journal of Management Research and Emerging Sciences*, 10(02), 72-84.
3. Shuja, A., Qureshi, I. A., Schaeffer, D. M., and **Zareen, M. (2019).** Effect of m-learning on students’ academic performance mediated by facilitation discourse and flexibility. *Knowledge Management & E-Learning,* 11(2), 158–200. **Citations: 53**
4. **Zareen, M.**, Razzaq, K. and Mujtaba, B. G. **(2015)**. Impact of Transactional, Transformational and Laissez-Faire Leadership Styles on Motivation: A Quantitative Study of Banking Employees in Pakistan. *Public Organization Review*, 15(4), 431-549. DOI 10.1007/s11115-014-0287-6. **Citations: 290**
5. **Zareen, M.,** Razzaq, K., and Mujtaba, B. G., **(2013).** Job Design and Employee Performance: The Moderating Role of Employee’s Psychological Perception. *European Journal of Business and Management*, 5(5), 46-55. Website:<http://iiste.org/Journals/index.php/EJBM/article/view/4263> **Citations: 102**
6. **Zareen, M.,** Razzaq, K., and Ramzan, M., **(2013).** Impact of Employee Retention on Performance: The Moderating Role of Employee’s Psychological Perception towards Retention Plan. *Interdisciplinary Journal of Contemporary Research in Business,* 4(10), 822-833. Website: <http://journal-archieves28.webs.com/822-833.pdf> **Citations: 31**
7. Razzaq, K. and **Zareen, M., (2013).** Under-Utilization of the Female Capital: A quantitative study in Pakistani Perspective, *Interdisciplinary Journal of Contemporary Research in Business,* 4(10), 834-855. Website: <http://journal-archieves28.webs.com/834-855.pdf>
8. Razzaq, K**., Zareen, M.,** and Ramzan, M., **(2013).** Virtual Learning: Emerging Trend in Education sector of Pakistan, *Interdisciplinary Journal of Contemporary Research in Business,* 4(10), 856-875*.*Website: <http://journal-archieves28.webs.com/856-875.pdf>

**Report:**

* **Zareen** **M., (2019).** *15th - South Asian Management Forum*, Association of Management Development Institutions in South Asia. India. Retrieved from <https://policycommons.net/artifacts/1608332/15-th/2298100/> CID: 20.500.12592/9kx1j5.

**Book Chapter:**

* **Zareen, M** and Razzaq, K **(2015).** Leadership and Employee Motivation, pp. 173-186, Chapter 11 in “**Gender, Education, and Employment Development in South Asia**: A review of Progress in Afghanistan and Pakistan” book edited by B. G. Mujtaba. ILEAD Academy: **Florida, USA**. ISBN-13: 9781936237111. **(Book)**

**Conference Papers:**

* 1. Razzaq, K**., Zareen, M.,** **(2021).** Organizational Climate and Knowledge sharing practices: Empirical Evidence from Pharmaceutical Sector, Proceedings of 3rd International Conference on Business and technological Trends (ICBTT), **Istanbul, Turkey**. January 19-20, 2022. (online) <https://conference.rtsolz.com/index.php/3rd-ICBTT/index/about/editorialPolicies#custom-1>
  2. **Zareen, M., (2021).** Contracting in the Age of Blockchain: Case of a Global Value Chain, Proceedings of Australian Conference on Information Systems (ACIS), **Sydney, Australia.** December 6-10, 2021. (online) <https://aisel.aisnet.org/acis/>
  3. Razzaq, K**., Zareen, M.,** **(2021).** Role of Leadership in fostering Organizational Performance: An Empirical Evidence from Pharmaceutical Sector of Pakistan, *Proceedings of 1st International Management, Entrepreneurship and Leadership Conference (FIMECON)*, **Anyigba,** **Nigeria**. November 8-10 2021. (online)
  4. Razzaq, K., Rehman, W., and **Zareen, M. (2019).** Organizational climate and performance: Mediating role of perceived cost of knowledge sharing, Knowledge sharing practices and Affective commitment, *Proceedings of 1st Scientia Academia Conference,* ***Kuala Lumpur, Malaysia***. April 6-7 2019. (online)
  5. Razzaq, K., **Zareen, M., (2015).** Knowledge Management an Emerging Discipline: A critical review of Scientometric Studies. *Proceedings of South Asian International Conference (SAICON)*, Islamabad Pakistan. August 19-21, 2015.
  6. **Zareen, M.** and Razzaq, K. **(2014).** Development of Competitive Advantage through Human Capital: Moderating Role of Learning, Training and development. *Proceedings of International Conference on Management Research (ICMR)*, Lahore, Pakistan. November 20-21, 2014.
  7. Razzaq, K., **Zareen, M. (2014).** Virtual vs. Traditional Learning: An Investigatory Study in Pakistani Education Sector. *Proceedings of International Conference on Management Research (ICMR)*, Lahore, Pakistan. November 20-21, 2014.
  8. **Zareen, M. (2014).** Role of Human Capital in Gaining Competitive Advantage. *Proceedings of South Asian International Conference (SAICON)*, Islamabad Pakistan. August 11-13, 2014.
  9. Mujtaba, B.G., Kiani, A., Kaifi, B. A., Aslami, W., Safi, F. R., Batool, Q., Begum, R., Zahid, A., Rehman, S., Rehman, C. A., **Zareen, M.,** Razzaq, K., and Ahmed, M. **(2014).** *Gender Diversity in South Asian Management and Education*. Professional Development Workshop at **Academy of Management Conference, Philadelphia, USA**., August 01, 2014 @ 8-11 AM. (online)
  10. **Zareen, M. (2013).** Mobile Money Payments: Adoption and Penetration. *Proceedings of South Asian International Conference (SAICON),* Bhurban, Pakistan. December 4-6, 2013.
  11. **Zareen, M. (2013).** Mobile Money vs. Mobile Banking: A Twofold analysis of Customers’ Preferences for Financial Transactions. *Proceedings of International Conference on Management Research (ICMR 2013)*, Lahore, Pakistan. November 21-22, 2013.
  12. **Zareen, M. (2012).** Mobile Money: Advancing Access to Financial Services. *Proceedings of International Conference on Management Research (ICMR 2012)*, Lahore, Pakistan. November 22-23, 2012. **(Best Presenter)**

**New Zealand Work Experience**

**At University of Auckland**

1. **Graduate Teaching Assistant (GTA) at University of Auckland Business School**

Semester 01 (2023), InfoSys305, Digital Strategy Transformation

1. **Senior Resident at University of Auckland Accommodations (55 Symonds)**

November 2022 to date (Casual)

**Key Roles and Responsibilities**

Organizing weekly events for residents of UOA to provide them socializing opportunities .

1. Christmas Tree Decoration
2. Mount Eden Hike
3. Christmas Pot Luck
4. Movie Night
5. Games Night
6. Auckland Museum Trip
7. Farewell BBQ

**At New World**

1. **Produce Assistant at New World Victoria Park**

December 2022 to March 2023 (Part-time Permanent)

**Key Roles and Responsibilities**

1. Managing produce and ensuring the supply of fresh produce to customers.
2. Managing good relationships with customers and handling queries.
3. Assuring the availability of fresh produce on the shelves.
4. Assuring the disposal of rotten produce and expired products.
5. Ensuring timely rotation of fruits and vegetables
6. Managing inventory using FIFO method.

**Pakistan Work Experience**

**Teaching Experience (total 1 year and 8 months)**

1. **Lecturer of Management**: National College of Business Administration and Economics (NCBA&E), Lahore, Pakistan

**January 2014 - February 2015**

Demonstrated following Courses:

* Principles of Management
* Strategic Management
* Human Resource Management
* Change Management
* Business Research Methods

1. **Visiting Faculty:** National College of Business Administration and Economics (NCBA&E), Lahore, Pakistan

**February 2015 - August 2015**

1. **Instructor of ACCA** (Association of Certified Chartered Accountants)

**July 2014 - December 2014** (one Semester)

(visiting faculty): Demonstrated at Acute Business College (ABC)

**Professional Paper** ***P3:*** ***Business Analysis*** (Study Method)

**Administrative Experience (February 2015 to August 2022)**

**At University of Management and Technology, Lahore**

**Institutional Collaborations of Academia**

**Deputy Manager and Secretary Association of Management Development Institutions in Pakistan**

AMDIP is the representative body of business schools in Pakistan and is constituent of AMDISA (Association of Management Development Institutions in South Asia) which is a SAARC Recognized Body and operating in South Asia with Secretariat in India. AMDIP has a vision to establish integrity among management development institutions in the country bringing together business schools of Pakistan for the development of business and management education in the region. Various research conferences, faculty training and development sessions, colloquiums for doctoral programs, meet-ups and other events were organized from 2015 till date focusing on changing needs of business and management education. The major focus remained on knowledge sharing by bringing business schools closer to work in a cooperative manner for the shared goal of development of management education. Secretariat of AMDIP is housed in University of Management and Technology, Lahore. It is a consortium of business schools of Pakistan with nine nation-wide chapters and more than 30 members that are leading business schools of Pakistan. Web Url: <http://www.amdip.org.pk/>

**Key Roles and Responsibilities as Secretary of AMDIP**

**January 2016 - August 2022**

* Member of AMDIP Executive Board
* Head of Membership Admission Committee
* Liaison among President, local Chapter Presidents and AMDISA Executives
* Collaboration initiatives with VCs/Rectors/Deans/Directors/Heads of business schools in Pakistan
* Manager/Lead Organizer of events managed or facilitated by AMDIP
* Chief Editor of Newsletter
* Revived AMDIPs’ agenda and ensured its smooth operations
* Initiatives for the growth of AMDIP
* Strengthen inter-university linkages through exchange programs and joint research conferences.
* Supervised membership drives

**February 2015 - January 2016**

**Key Roles and Responsibilities as Senior Officer**

* Managing Memberships, membership drives and awareness campaigns
* Establishing linkages with Heads of Business Schools
* Writing reports and letters

**Events Organized in Collaboration with Various Universities (February 2015 – August 2022) -** (In ascending order)

1. Research Conference on Business Challenges and Management Transformation, Lahore (November, 2015)
2. South Asian Colloquium on Doctoral Program, Lahore (February, 2016)
3. Annual Board Meeting of AMDIP 2016, Lahore (February, 2016)
4. 1st National SME Conference, Lahore (May, 2016)
5. 1st AMDIP Librarians Meetup, Lahore (September, 2016)
6. 7th International Conference on Business Management, Islamabad (October, 2016)
7. 1st IOBM – AMDIP Faculty Colloquium, Karachi (November, 2016)
8. 1st International Conference on Business, Economics & Education Management, Sukkur (December, 2016)
9. 1st National Colloquium for Budding Researchers & Faculty of Business Schools, Peshawar (January, 2017)
10. Asian Conclave on Doctoral Program, Islamabad (February, 2017)
11. Annual Board Meeting of AMDIP 2017, Islamabad (February, 2017)
12. 2nd International Small and Medium Enterprises Conference, Lahore (March, 2017)
13. 2nd IOBM- AMDIP Faculty Colloquium, Karachi (September, 2017)
14. 2nd International Conference on Experiential Learning, Karachi (October, 2017)
15. 5th Deans and Directors Conference, Karachi (February, 2018)
16. Annual Board Meeting of AMDIP 2018, Karachi (February, 2018)
17. 2nd International Conference on Business, Economics & Education Management, Sukkur (February, 2018)
18. 1st International Conference on Social Entrepreneurship, Karachi (September, 2018)
19. 3rd International Conference on Experiential Learning, Karachi (October, 2018)
20. 3rd International SME Conference, Lahore (November, 2018)
21. 3rd International Conference on Business, Economics and Education Management, Sukkur (March, 2019)
22. Annual Board Meeting of AMDIP 2017, Islamabad (February, 2017)
23. 15th South Asian Management Forum, Sukkur (September, 2019)
24. 3rd International Conference on Islamic Banking and Finance, Karachi (October, 2019)
25. 4th International Conference on Experiential Learning, Karachi (October, 2019)
26. 1st International Conference on Business and Technological Trends (ICBTT), Dubai (January, 2020)
27. 1st International Conference on Diversity and Social Inclusion, Lahore (January, 2020)
28. Annual Board Meeting of AMDIP (April, 2020)
29. 2nd International Virtual Research Conference on Contemporary Business Trends & Technology (October, 2020)
30. 4th International Conference on Islamic Banking and Finance, Karachi (November, 2020)
31. 7th International Conference on Business Management - ICOBM (December, 2020)
32. 2nd International Conference on Business and Technological Trends – ICBTT (February, 2021)
33. Annual Board Meeting of AMDIP (April, 2021)
34. 5th International Conference on Islamic Banking and Finance, Karachi (November, 2021)
35. 1st International Management, Entrepreneurship and Leadership Conference, Nigeria (November, 2021)
36. 3rd International Virtual Research Conference on Business and Technology, Karachi (November, 2021)
37. 3rd International Conference on Business and Technological Trends, Turkey (January, 2022)
38. 8th International Conference on Business Management held at 5 universities – ICOBM (May, 2022)
39. Annual Board Meeting of AMDIP 2022 (August 19, 2022)

**Interviews Conducted (Education Quality and Faculty Development)**

1. Professor Niasr Ahmad Siddiqui – Vice Chancellor Sukkur IBA University, Pakistan (October, 2018)
2. Dr Ishrat Hussain – Advisor to Prime Minister of Pakistan (Federal Minister)/ Former Governor State Bank of Pakistan/ Former Dean IBA Karachi, Pakistan (November, 2019)
3. Dr Syed Zahoor Hassan – Professor Emeritus/ Former Vice Chancellor Lahore University of Management Sciences (LUMS), Pakistan. (2020)

**Panel Discussions Organized and Moderated**

* **Vice Chancellor Forum** on “Inclusive Growth, Business Education, Institutional Collaborations: Role of AMDIP and AMDISA”. (September 27, 2019)
* **Business Schools Deans Forum** on “The Challenges and Consequences of Transformation to Virtual Teaching Methods”. (December 20, 2020)
* **Vice Chancellor Forum** on “Emerging New Normal for Resilient Organizations”. (May 25, 2022)

**Focus Group Conducted**

* Business School Faculty Development Program – A focus group of Senior Faculty/HODs and Deans of Business Schools to identify needs and key areas for faculty development. (2020)

**Keynote Addresses**

* Delivered opening Address of 8th International Conference on Business Management (ICOBM), on May 27, 2022.
* Delivered a keynote speech on “Blockchain Business Application” at 3rd International Conference on Business and Technological Trends held at Istanbul, Turkey, on January 20, 2022.
* Delivered a keynote speech on “Institutional Collaborations” at 3rd International Virtual Research Conference on Business and Technology, Karachi on November 20, 2021.
* Delivered opening Address of 15th South Asian Management Forum on September 27, 2019.

**Trainings Delivered**

* **‘Time Management’** organized by Maktab Foundation, Lahore in July, 2018
* **‘How to Overcome Shyness and Gain Confidence’** organized by Lahore School of Management (LSM) in August, 2017

**Other Courses, Trainings, Certifications, Conferences and Memberships**

1. Comprehensive First Aid Training – Red Cross (Validity: February 16, 2023 to February 15, 2025)
2. University Health and Wellbeing Course - Macquarie University, Australia (January 2023)
3. Microsoft Virtual Bootcamp and Certification (January 2023)
4. **Microsoft Power Platforms** Certification (January 2023)
5. **Management Development Program (2021-2022)** of University of Management and Technology, completed eight training modules including:
   1. Emotional Intelligence
   2. Happiness and Well-Being
   3. Managing and Executing Tasks
   4. Building High Performance Teams
   5. Project Management
   6. Service Quality
   7. HR for Line Managers
   8. Leadership Essentials
6. Training for **NVIVO** software packages
7. Training on **Team Building** for Synergy and Optimum Results
8. Training on **The Entrepreneurial Mindset** by National Outreach Program
9. Training on **Case Writing** by NBEAC, HEC
10. A member of **Pakistan Human Capital Forum** (PHCF)
11. A member of **National Outreach Program** (NOP)
12. A core team member of **Youth Connect** team of PHCF (Mughal Chapter).
13. Participated in **Asian Leadership and HRM Summit** organized by Nutshell Forum.
14. Organized **Service Punch**. Pakistan’s first ever services conference organized by PHCF and Activ8
15. Participated in **1st International Conference on Experiential Learning** by IOBM, Karachi
16. Participated in **South Asian International Conference** (SAICON)
17. Participated in **1st International Conference on Business and Management Research**, Mirpur, Azad Kashmir
18. Participated in Annual **Deans and Directors Conferences** by National Business Education Accreditation Council (NBEAC), **Higher Education Commission of Pakistan** from 2016 to 2021.

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