**Memoona Zareen**

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English proficiency: PTE 83, July 2024

**Executive Summary**

I am a dedicated learner and honest professional with high integrity and enthusiasm. I have worked in teams and performed solely as well. I have served the academia and worked on institutional collaborations and partnerships. Leveraging my communication and relationship-building skills, I facilitated collaborations of universities to bring coopetition and to create a cooperative network of value creation for mutual win. I have also worked as a lecturer of management, strategy and business and have authored several research papers published in internationally renowned journals and conferences. My doctoral research is focused on multi-organisational ecosystems using blockchain technology. I am keen to work on inter and intra organizational communications, collaboration, negotiations, conflict management and client management for shared goals. I am a great proponent of sustainable work practices, and consider sustainability, diversity and inclusivity crucial for organisational and socio-economic development.

**Education**

• PhD Candidate at the University of Auckland Business School, University of Auckland, New Zealand. (In progress). Thesis: Blockchain Multi-organisational Ecosystems.

• M. Phil Business Administration (2014) with CGPA 3.98/4 from Superior University, Pakistan.

Thesis: Mobile Money: Advancing Financial Inclusion of Unbanked Developing Population.

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

Majors: Information Technology and Finance

• Bachelor of Sciences from The University of Punjab, Pakistan. (Mathematics & Physics)

**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. (2020-2023)

• Distinction in M. Phil (Gold Medalist) - First position in M. Phil from Superior University with a CGPA of 3.98/4 and overall 88% marks.

• Best Paper Presenter Award **-** A conference paper presentation, Mobile Money: Advancing Access to Financial Services, at the International Conference on Management Research (ICMR 2012),on November 22-23, 2012, in Lahore, Pakistan.

**Doctoral Research Contributions**

• Interviewed 35+ C-level executives of multi-organisational blockchain ecosystems across the globe.

• Presented my research on six platforms (details mentioned in conference presentations section).

**Work Experience - The University of Auckland, New Zealand**

**• Data Analysis and Management for Accreditation Committee (fix term, 250 hours) 2024**

Collecting, sorting, cleaning, analyzing and reporting of research and publications data of faculty of business school for accreditation committee. This role also required high level vertical and horizontal communication and coordination with faculty and within team.

**• Graduate Teaching Assistant (GTA) at Business School (Tutoring + Marking)**

In class tutoring and mentoring and off class queries handling, marking and providing feedback to students.

• Semester 01, 2024. Business111 - Understanding Business

• Semester 01, 2023. Infosys305 - Digital Strategy Transformation

**• Senior Resident at the University of Auckland Accommodations (fix term)**

To foster communication and networking, organizing weekly events for students of UOA to provide them with socializing opportunities during summer break from November 2022 to February 2023.

**Other Work – New Zealand**

**• BlockchainNZ** – Executive Council Member 2022-2024

This role required the promotion of adoption and awareness of blockchain technology and representing BlockchainNZ on various platforms. I took initiatives for international partnerships

**• Auckland University of Technology** **(AUT)** – Member Organizing Committee of 15th New Zealand Information Systems Doctoral Consortium (NZISDC) 2024.

This role required result oriented quick and efficient communication, relationship management, task execution and team coordination within time constrains. Multiple formal and informal modes of communication were used within the team and with external stakeholders including IS faculty and doctoral students. Blind review process included assigning unique identifiers to submission, sending them to relevant IS faculty, assuring sufficient feedback is collected, anonymizing feedback, sending it back to students and assuring their participation in the conference.

**II- Pakistan Work Experience (February 2015 to August 2022)**

**Deputy Manager and Secretary Association of Management Development Institutions in Pakistan (AMDIP) at the University of Management and Technology, Pakistan.**

**Key Responsibilities:**

• Institutional Collaborations and Communications with multiple Stakeholders.

• Leading research and development projects.

• Organizing research and development conferences.

• Increasing awareness, outreach, memberships and partnerships.

• Managing funds and sponsorships.

• Onboarding and communication with new members

• Facilitating communication with other South Asian Universities and AMDISA.

• Member of AMDIP Executive Board.

**Convened Annual Executive Board Meetings of AMDIP from 2016 to 2022**

• Setting the agenda of board meetings.

• Producing reports on yearly performance and key activities.

• Devising strategic road map, proposals and operational plans of AMDIP

• Assisting the President in the execution of all Executive Board Meetings.

• Assisting the nomination and selection of the new President.

• Drafting and disseminating minutes of meetings to all participants.

**Organized Research Conferences and faculty development sessions as Secretary AMDIP**

During my term as Secretary AMDIP, AMDIP hosted 30+ research conferences, colloquiums and faculty development programs. Various trainings, workshops, policy roundtables and brainstorming sessions were part of these conferences. I was the conference manager or lead organizer for 14 such events where AMDIP was the organizer and I was member of the organizing committee for 19 events where AMDIP was a partner. Major capabilities used for organizing these conferences included:

• Leading the organizing committee and breaking down roles and responsibilities and assigning them to right individuals keeping an eye on the progress and taking corrective measures.

• Hosting regular progress update meetings and keeping the president and patrons informed.

• Inviting speakers, bringing partners, sponsors and other influencing groups.

• Ensuring the representation of respective industry and their interactions with academics on all levels.

• Keeping an eyes on expenses and finding sponsors.

• Engaging universities based on their competitive advantages.

• Execution of the conference

• Ensuring the dissemination of post conference material and reposts to all stakeholders and media platforms.

**Interviews Conducted on Education Quality and Faculty Development**

• Professor Niasr Ahmad Siddiqui – Vice Chancellor Sukkur Institute of Business Administration University, Pakistan (October, 2018)

• Dr Ishrat Hussain – Advisor to Prime Minister of Pakistan (Federal Minister)/ Former Governor State Bank of Pakistan/ Former Dean IBA Karachi, Pakistan (November, 2019)

• Dr Syed Zahoor Hassan – Professor Emeritus/ Former Vice Chancellor Lahore University of Management Sciences (LUMS), Pakistan. (2020)

**Panel Discussions Organised 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 Organisations". (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 Speeches delivered**

• The Opening Address of the 15th South Asian Management Forum on September 27, 2019.

• A keynote on "Institutional Collaborations" at the 3rd International Virtual Research Conference on Business and Technology, Karachi on November 20, 2021.

• A keynote on "Blockchain Business Application" at the 3rd International Conference on Business and Technological Trends held in Istanbul, Turkey, on January 20, 2022.

• The Opening Address of the 8th International Conference on Business Management (ICOBM), on May 27, 2022.

**Teaching Experience Pakistan (March 2014 – August 2015)**

**• Lecturer of Management**: National College of Business Administration and Economics (NCBA&E), Lahore, Pakistan (March 2014 – February 2015)

Demonstrated the following Courses:

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• Principles of Management

• Strategic Management

• Human Resource Management

• Change Management

• Business Research Methods

**• Visiting Faculty:** National College of Business Administration and Economics (NCBA&E), Lahore, Pakistan (February 2015 - August 2015)

**• Instructor for ACCA** (Association of Certified Chartered Accountants)

**July 2014 - December 2014** Visiting Faculty at Acute Business College (ABC)

**Professional Paper** ***P3:*** ***Business Analysis***

**Research and Publications**

Google Scholar Citations: 580+

https://scholar.google.com/citations?user=2t7YBR0AAAAJ&hl=en

**Journal Publications:**

**• 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.

• Ul Rehman, W., Razzaq, K. and **Zareen, M. (2020).** Organisational 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.

• 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.

**• 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. (highest citation score)

**• 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. http://iiste.org/Journals/index.php/EJBM/article/view/4263

**• 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.

• Razzaq, K. and **Zareen, M., (2013).** Under-Utilisation of the Female Capital: A quantitative study in Pakistani Perspective, *Interdisciplinary Journal of Contemporary Research in Business,* 4(10), 834-855. http://journal-archieves28.webs.com/834-855.pdf

• 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

**Conference Papers and Presentations:**

**• Zareen M., (2024).** Charting The Uncharted Waters: Challenges of Blockchain Multi-Organisational Ecosystems. *New Zealand Information Systems Doctoral Consortium,* Auckland, New Zealand. August 30-31, 2024.

**• Zareen M., (2024).** Failures, but why? A Mystery for Actors of Blockchain Multi-Organisational Ecosystem. *Doctoral Consortium, Pacific Asia Conference on Information Systems* *(PACIS),* **Ho Chi Minh City, Vietnam**. July 1-5, 2024. https://pacis2024.aisconferences.org/program/

**• Zareen M., (2023).** Blockchain Multi-Organisational Ecosystems: Hype-based Adoption to Implementation Realities. *Proceedings of Australasian Conference on Information Systems (ACIS),* **Wellington, New Zealand**. December 5-8, 2023. https://aisel.aisnet.org/acis2023/108/

**• Zareen M., (2023).** Blockchain Governance: A Systematic Literature Review. *13th New Zealand Information Systems Doctoral Consortium (NZISDC).* The University Of Canterbury **Christchurch, New Zealand**. July 7-8, 2023. https://sites.google.com/view/nzisdc-2023/

**• Zareen M., (2023).** Blockchain Consortia: What Didn't Work? *13th New Zealand Information Systems Doctoral Consortium (NZISDC).* The University Of Canterbury **Christchurch, New Zealand**. July 7-8, 2023. https://sites.google.com/view/nzisdc-2023/

• Razzaq, K**., Zareen, M.,** **(2021).** Organisational 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)

**• Zareen, M., (2021).** Contracting in the Age of Blockchain: Case of a Global Value Chain, *Proceedings of Australasian Conference on Information Systems (ACIS),* **Sydney, Australia.** December 6-10, 2021. (online) https://aisel.aisnet.org/acis2021/78/

• Razzaq, K**., Zareen, M.,** **(2021).** Role of Leadership in Fostering Organisational 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)

• Razzaq, K., Rehman, W., and **Zareen, M. (2019).** Organisational 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)

• 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.

**• 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.

• 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.

**• Zareen, M. (2014).** Role of Human Capital in Gaining Competitive Advantage. *Proceedings of South Asian International Conference (SAICON)*, Islamabad Pakistan. August 11-13, 2014.

• 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)

**• Zareen, M. (2013).** Mobile Money Payments: Adoption and Penetration. *Proceedings of South Asian International Conference (SAICON),* Bhurban, Pakistan. December 4-6, 2013.

**• 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.

**• 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.

**Book Chapter and 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.

**• 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.

**Other short courses, training, certifications, Memberships and hobbies**

• Volunteered for the Association of Information Systems (AIS) Doctoral College initiatives during PACIS 2024.

• Volunteered for various fund raising campaigns of Daffodil Foundation and Heart Foundation in New Zealand

• Volunteer for Akhuwat Foundation and interviewed their clients for impact assessment. Also interviewed their transgender employees on their employability.

**• Comprehensive First Aid Training Certification** from Red Cross (Validity: February 16, 2023 to February 15, 2025).

**• Health and Well-being Course** from Macquarie University, Australia (January 2023)

• Microsoft Virtual Bootcamp and Certification (2023 and 2024)

**• Microsoft Power Platforms** Certification (January 2023)

**• Management Development Program (2021-2022)** of the University of Management and Technology, received training on following eight modules:

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• Emotional Intelligence

• Happiness and Well-Being

• Managing and Executing Tasks

• Building High-Performance Teams

• Project Management

• Service Quality

• HR for Line Managers

• Leadership Essentials

• Training for **NVIVO** software packages

• Training on **Team Building** for Synergy and Optimum Results

• Training on **The Entrepreneurial Mindset** by the National Outreach Program

• Training on **Case Writing Training** by NBEAC, HEC

• Member of the **National Outreach Program** (NOP)

• Member of the **Pakistan Human Capital Forum** (PHCF)

• Core team member of the Youth Connect Team of Pakistan Human Capital Forum (Mughal Chapter).

• Organizing committee members of **Service Punch**, Pakistan's first-ever services conference organised by PHCF and Activ8.

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