

Muhammad Awais Ahmad



DOB 1st March , 1988
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Domicile Sheikhpura

Education

MBA-E (2020-21)

Grade: 3.80/4.00 (**Gold Medalist**)

IQRA University, Islamabad Campus, H-9, Islamabad

Specialisation Topics:

International Finance

Portfolio Management

Securities Analysis

CMA Cost and Management Accountant (Inter/Managerial Certification) (2013 - 2015)

Institute of Cost and Management Accountants Islamabad

Specialisation Topics:

Business Taxation

Corporate Law and Secretarial Practices

Management Accounting

Risk Management and Audit

BBA Honors (2009- 2013)

Grade: 3.36/4.00

IQRA University, Islamabad Campus, H-9, Islamabad

Specialisation Topics:

Ratio Analysis

Portfolio Management

Financial Management

Experience

- Freelancing at different freelancing forums (2015- Continue)

Research/Data Analyst

Providing research analytical services on freelancing forums in the fields of Social Sciences, Management Sciences, Finance and Economics to help the clients to conduct research work by developing conceptual frameworks/models, data collection procedures primary or secondary, design and conduct surveys, statistical computation of raw data, providing codes on different econometric models using Stata, R / Eviews and documentation on research findings. Also, providing financial and economics indicators' time series or panel data from developing and developed countries collected and managed by our team.

Business Development/Financial Analyst

Providing services to write business plan covering the business prospect, market analysis, business evaluation based on SWOT, PESTEL, or competitive forces model, marketing plan (design product or services, define target audience, communication channels), financial plans (forecasted sales, profits & loss, statement of financial position, cash flows, vertical and horizontal analysis, ratio analysis, sensitivity analysis and graphical presentation. Main areas of interest in business domains are accommodation, food & beverages, travel & tourism, event management, E-commerce, C2C, B2C, and B2B, mobile-commerce, call centers and help desk.

- Assistant to Legal Advisor Gilgit-Baltistan Council Sectt. Islamabad (Pakistan)
June 2015 -April 2016)

Intern

Assisting the Legal Officer in receiving and issuing legal notices, preparing drafts, searching judgments relevant to the ongoing proceedings.

Main Areas of Research

Financial Strategy & Policy: Markowitz Portfolio theory, Capital Asset Pricing Model, Fama and French Three Factors and Five Factors Models.

Stock Market Behavior: Efficient Market Hypothesis, Random Walk, Stock Valuations, Stock Volatility, Event Study Analysis.

Corporate Governance: Board Diversity, Board Independence, Characteristics & Ownership Structures.

Corporate Social Responsibility

Knowledge Management, Emotional Intelligence, Conflict Management, Leadership Styles, Personality Traits.

Consumer Buying Behavior, Customer Switching Intention, Branding concepts, E-commerce and Social Media Marketing strategies

▪ **Skills & Expertise**

- Strong grip on statistical tools including SPSS, STATA, Eviews, AMOS, Smart PLS, R Programming and Python (for Natural Language Processing)
- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Management: Acquired leadership, analytical and communication skills
- Languages: English, Urdu, Punjabi

▪ **Useful Knowledge about:**

- Conducting field surveys and interviews
- Text mining and web scrapping
- Design and Train Artificial Intelligence (AI) models especially in textmining and sentiment analysis
- Impact evaluation, randomization, selection of instrumental variables and comparative analysis