

SHERAZ AHMED, PhD

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Nationality: Pakistani

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Associated with



OBJECTIVE

To work for a progressive institute with full devotion and to utilize all theoretical and practical knowledge to contribute towards growth of the institute or university in particular, and self-growth in general.

PROFESSIONAL EXPERIENCE

Assistant Professor

*International College of Management Sciences (ICMS)
Roots IVY Lahore.*

October, 2024 – to date

Marketing Consultancy

Current Projects:



February, 2021 – to date

- Logical Acquisitions Search, London, UK (*working remotely as the Head of Research*)

Assistant Professor

*Lahore Business School
University of Lahore.*

January, 2020 – October, 2024

Awarded Extraordinary Teacher Certificate

Additional charge at Lahore Business School:

- Managing Editor ~ LBS Marketing Journal

Assistant Professor (Adjunct Faculty)

*School of Economics
Beaconhouse National University, Lahore.*

February, 2024 – June, 2024

Assistant Professor (Adjunct Faculty)

*Institute of Administrative Sciences
University of the Punjab, Lahore.*

February, 2021 – May, 2021

Assistant Professor (Adjunct Faculty)
Riphah School of Business and Management
Lahore.

March, 2021 – July, 2021

Assistant Professor (Adjunct Faculty)
Institute of Business and Information Technology
University of the Punjab, Lahore.

September, 2019 – 2021

Branch Manager
Boss Furniture Private Ltd.

July, 2016 – September, 2016

Internee
Coca Cola Beverages Pakistan Ltd. (CCBPL Lahore)

July, 2012 – September, 2012

COURSES TAUGHT

Contemporary Marketing and Consumer Behavior	Level 7
Power BI for Data Analysis and Visual Storytelling	Level 6
Organisational Behaviour	Level 5
Principles of Marketing	Level 4
Perspectives of Modern Marketing	Level 7
Marketing Management	Level 5
Brand Management	Level 5
Integrated Marketing Communications	Level 6
Services Marketing	Level 6
Retail Marketing	Level 7
Sales Management	Level 7
Health Care Marketing	Level 7
Advanced Marketing Research	Level 6
Business Research Methods	Level 5
Seminars in Marketing	Level 8
Marketing Planning and Analysis	Level 8
International Marketing	Level 7
Value Chain Logistics	Level 5

CERTIFICATIONS

Introduction to Social Media Marketing



Social Media Management



Fundamentals of Social Media Advertising

Work Smarter with Microsoft Excel



Ask Questions to Make Data-Driven Decisions

How to design Facebook and IG stories using Canva

Foundations: Data, Data, Everywhere

Foundations of Digital Marketing and E-commerce

Attract and Engage Customers with Digital Marketing

Brand Management: Aligning Business, Brand and Behaviour

Marketing Analytics: Know Your Customers

McKinsey Forward Learning Program

Fidelity Investments - Customer Service Job Simulation



MACQUARIE
University



SCHOLASTIC

PhD (Marketing)

2016 – 2019

University of Malaysia, Sarawak, Malaysia.

Excellence Award in PhD

PhD completed in 2.5 years along with fulfilling achievements of research publications, conferences, seminars, and training workshops.

Master of Business Administration (Marketing)

2014 – 2016

Comsats Institute of Information Technology, Lahore.

CGPA – 3.42

Bachelor of Business and Information Technology (Hons.)

2009 – 2013

University of the Punjab, Lahore, Pakistan.

CGPA – 3.03

BUSINESS CASE STUDIES



Hamme' ~ A Sales Debacle. Business Case Study. Under review by Emerald Emerging Markets Case Studies (EMCS).



Sheba Najmi - A Journey from Gulshan-e-Iqbal, Karachi, to Silicon Valley. In-Progress.



Small Case Discussions on Brand Hate featuring various industries of Pakistan.

DISSERTATIONS

1. Exploring Selfies as a Digital Phenomenon: Does it lead to Self-esteem, Narcissism, or Self-exploration. *(MBA Thesis, 2016, COMSATS Lahore)*
2. Antecedents of Brand Hate and the Role of Brand Recovery towards Brand Reconciliation in the Pakistani Fast-Food Industry. *(PhD Thesis, 2019 University of Malaysia, Sarawak)*

PUBLICATIONS

1. Ahmed, S. & Hashim, S. (2018). The moderating effect of brand recovery on brand hate and desire for reconciliation: A PLS-MGA approach. *International Journal of Business and Society*, 19(3), 833-850.
2. Hashim, S. & Ahmed, S. (2019). Antecedents of brand hate in the fast-food industry. *Spanish Journal of Marketing*, 23(2), 227-248.
3. Hashim, S., Yi Ying, E. L. & Ahmed, S. (2019). Exploring the Strategic Role of Brand Equity towards Competitive Advantage in the Smartphone Industry. *Asia-Pacific Social Science Review*, 19(3), 42-55.
4. Rehman, B., Zafar, Z., & Ahmad, S. (2023). Life Satisfaction Among Working and Non-Working Women. *Advances in Business and Commerce*, 1(1), 09-16.
5. Rehman, B., Ahmad, S., Bajwa, F., & Ahmad, S. (2024). The Moderating Effect of Regret Recovery Strategies on Buyer's Remorse and Repurchase Intention: A Pls-Mga Approach. *International Journal of Business and Management Sciences*, 5(1), 73-90.
6. Rehman, B., Ahmad, S., & Bajwa, F. (2024). Situational Stimuli Influencing Impulse Buying Behavior Among Generation Z in the E-commerce Setting: A Study on the Apparel Sector. *Advances in Business and Commerce*, 2(2), 01-20.
7. Shehzad, K., Ahmad, S., & Bajwa, F. (2024). Marketing-Technical Integration and Supply Chain Integration in Innovative Firms: Achieving What Public Procurement Demands. *International Review of Management and Business Research*, 13(2), 143-156.
8. Shahzad, M. K., Ahmed, S., Anwar, F., & Hussain, T. (2024). Achieving competitiveness through innovation capability: developing what public sector customers really need. *Measuring Business Excellence*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MBE-04-2024-0052>
9. Mateen, H. A., Tanveer, H., Mehmood, A., & Ahmed, S. (2024). Factors Affecting the Physician/Doctor Prescription Decision, the Moderating Role of Cost-Benefit Ratio. *GISRAS Journal of Management & Islamic Finance (GJMIF)*, 4(2), 67-96.
10. Shehzad, K., Ahmad, S., & Bajwa, F. (2024). Marketing Orientation, Supply Chain Integration, and Marketing-Technical Integration: Antecedents of Competitive Advantage. *Pakistan Business Review*, 26(1), 86-103.

TRAININGS & WORKSHOPS

1. Conducted 'Marketing Analytics: Know Your Customers' for industry professionals at University of Lahore. 1st – 2nd June, 2024.
2. Conducted 'Teaching with Technology Workshop' for Indus University, Karachi. October 10th, 2022.
3. Conducted 'Case Writing Workshop' at Lahore Business School, UOL. September 15th, 2022.
4. Case Writing Workshop by Dr. Ehsan Ul Haque, LUMS. Conducted by NBEAC, Iqra University Karachi, July 27th – 29th, 2022.
5. Experiential Learning Training. Conducted by National Business Education Accreditation Council, Training and Development Wing (TDW). Iqra University, March 17th – 18th, 2022.
6. Project Formulation Workshop, Conducted by Pakistan Science Foundation. University of Lahore, October 27th – 28th, 2021.
7. Training of Trainers Program. Global Integrity Education Project, Conducted by United Nations Office of Drugs and Crime (UNODC). Participated as Ethics Ambassador. Emporium, Lahore, 9th Dec, 2020 – 16th Jan, 2021.
8. Implementing the United Nations Integrity Curriculum at your university (Pakistan version). Conducted by UNODC Global e-learning. 3rd Jan, 2021.
9. The Ingredients of an Award-winning Case ~ Online Case Discussion, Conducted by The Case Centre UK. 23rd March, 2021.
10. Workshop on PLS-SEM: Foundation & Intermediate Levels, conducted by Dr. Ida Rosnita Ismail, Organized by Faculty of Economics and Business, Universiti Malaysia Sarawak, Malaysia, 5th – 6th July, 2018.
11. Critical Literature Review, Postgraduate Lunch-hour Talk Series, Conducted by Dr. Hamrila binti Abdul Latif, Organized by Faculty of Economics and Business, Universiti Malaysia Sarawak, Malaysia, 6th October, 2017.
12. Data Analysis using PLS-SEM (Smart PLS 3.0), Borneo Business Research Colloquium, Conducted by Professor Dr. T. Ramayah, Organized by Faculty of Economics and Business, Universiti Malaysia Sarawak, Malaysia, 7th-8th December, 2016.

13. Delivered a lecture on “An Insight into Corporate World: A Pakistani Marketing Research Perspective”. Guest Speaker at Riphah International University. [e-learning]
14. Delivered a lecture on “Theory and Application of Marketing Analytics”. Guest Speaker at Riphah International University. [e-learning]

CONFERENCES

1. E-World Marketing Summit (eWMS), A Big Bang by Kotler and Partners. Conducted by Kotler and Partners, e-learning, November 6th-7th, 2021.
2. Hashim, S. & Ahmed, S. (2018). Antecedents of brand hate. *Presented in 8th International Borneo Business Conference. Diginomics: Promise and Pearl.* 4th – 5th October 2018, Kuching, Sarawak, Malaysia.
3. Ahmed, S. (2018). Brand hate antecedents and the process of brand recovery. *Presented in 3rd Borneo Business Research Colloquium.* 4th – 6th July 2018, Kuching, Sarawak, Malaysia.
4. Attended International Digital Economy Conference Sarawak (IDECS 2019) in Borneo Convention Centre Kuching (BCKK), Sarawak, Malaysia. 8th – 9th July, 2019.
5. Attended Borneo Business Research Colloquium (BBRC 2016) organized by Faculty of Economics and Business, Universiti Malaysia Sarawak, Malaysia, 7th-8th December, 2016.

THESIS SUPERVISION

Sr. #	Students	University and Dept.	Thesis topic	Status
1	Bushra Rehman (PhD)	LBS, University of Lahore	Impact of situational stimuli on impulse buying behavior, a complete process from pre-purchase to post-purchase in the e-commerce setting	Final Submission Stage
2	Khuram Shehzad (PhD)	LBS, University of Lahore	Supply chain ambidexterity as a dynamic capability: building a strategic alliance	Final Submission Stage
3	Amina Hameed (PhD)	LBS, University of Lahore	Uncovering the Antecedents, Process, Boundary Conditions and Consequences of Sustainable Careers: A JD-R and Career Construction Theory Approach	Synopsis Stage
4	Shahid Nadeem (PhD)	LBS, University of Lahore	Topic selection stage	In-Progress
5	Asif Ali	IBIT, University of the Punjab	Modeling of tourists, local population, natural and cultural resources toward	Completed