



Muhammad Salman Arshad

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ABOUT ME

MS (Management) specialization
Marketing

Objective

*To work in a stimulating environment where I
can apply and enhance my knowledge, skills to
serve the firm to the best of my efforts.*

QUALIFICATIONS

- 2013: MS (Management) specialization Marketing, IBMS, University of Agriculture Faisalabad (3.20/4.00) 1st Division.
- 2010: BBA (HONS) Marketing, University of Central Punjab Lahore (3.17/4.00).
- 2005: FSc (Medical) BISE, Faisalabad (Govt. Science College Faisalabad 556/1100).
- 2003: Matriculation, La Salle High School Faisalabad. (613/850-1st Division).

Research Publications:

1. The Impact of Advertisement on Consumer's Purchase Intentions. Arshad, M. S., & Aslam, T. (2015). The Impact of Advertisement on Consumer's Purchase Intentions. *Available at SSRN 2636927*.
2. The effects of interactive marketing, customer satisfaction and flashes on customer loyalty. Aslam, T., Hamid, K., & Arshad, M. S. (2015). (The effects of interactive marketing, customer satisfaction and flashes on customer loyalty. *EuroEconomica*, 34(1).)
3. Exploring the chronicles of advertisement: A case of Pakistan. Arshad, M.S., 2015. (Exploring Chronicle of Advertisement: A Case of Pakistan. *Available at SSRN 2707969*.)
4. Investigate the Effect of Corporate Social Responsibility and Word of Mouth on Consumer Buying Behavior Aslam, T. and Arshad, M.S., 2015. (Investigate the Effect of Corporate Social Responsibility and Word of Mouth on Consumer Buying Behavior. *Available at SSRN 2650286*.)
5. To check the effect of advertising, personal selling and public relations on consumer preferences, A case of telecommunication sector in Faisalabad. Arshad, M.S & A. Ghafoor (2017) (*International Journal of Management and Sustainability* 6 (4), 75-80, 2017)
6. The Impact of Risk Management in Multinational Corporations Hedging. Javed, S.A. and Arshad, M.S., 2015. (The Impact of Risk Management in Multinational Corporations Hedging)

Other credentials in education

- Advertising Officer, Co-editor, Treasurer In “Punjab Pulse” magazine of Punjab College during the academic session 2009.
- Electronic media Ads made by the name of “Punjabian Dew”

Achievements and Accreditation

- **Thesis** on “Impact of Advertisement on Consumer’s Purchase Intentions”
- **Seminar** on “Research problems resolutions”
- **Project** on “Investigating consumer’s preferences towards national and Global brands in beverages industry”.

Fields of Interest

Teamwork, Marketing, Management, Teaching, Research, Relationship building.

Languages

An expert in English writing and fluency in speaking. Urdu and Punjabi.

Computer Literacy

SPSS (Statistical package for Social Sciences), Internet frequent Utilization.

Microsoft Office (Word, Power Point, Excel, Publisher).

Conference Presentations

“Customer and Market Centric Innovation Management” (IBMS, UAF 4/5/2013)

EXPERIENCE

Visiting lecturer at the University of Sargodha, Sargodha Campus

Semester Fall 2013.

Spring Semester 2014.

Visiting lecturer at University of Agriculture, Faisalabad:

Spring Semester, 2014 to date.

Winter 2015 UAF, Toba-tek Singh campus

Subject taught and Projects supervised

- Principles of Marketing, Brand Management, Supply Chain Management, Business, Communication and report writing, Research Methods in Business, Global Marketing, International Business, International Marketing, Quantitative techniques in Business, Business Mathematics and statistics to the classes of BBA, MBA 3.5 years, MBA 1.5 Years, M.COM and MS-Management (Marketing),
- Team leader and marketing sales officer at State Life Insurance Corporation.

Teaching Experience/ duration

- September 2013- June 2014 at University of Sargodha (Main campus Sargodha).
- Research Supervisor at Riphah International University, Faisalabad Campus (October 2014- January 2015)

Industrial exposure

Merchandising officer

- Masood textile Mills Faisalabad 2011-2012
- Sales manager at state life insurance Corporation Pakistan 2013- to date