

Dr. LEENA ANUM

ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT SCIENCES
LAHORE GARRISON UNIVERSITY – LGU
CLUSTER HEAD – SUPPLY CHAIN MANAGEMENT
ASSOCIATION FOR SUPPLY CHAIN MANAGEMENT (MEMBER)

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Scholar: <https://scholar.google.com/citations?user=REWoCWkAAAAJ&hl=en>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=57221768022>



EXECUTIVE SUMMARY

I am a dynamic and dedicated academician in Business Administration with a robust academic background and a passion for both teaching and research. With extensive experience in the higher education sector, I have excelled in both academic and administrative roles. In the classroom, I demonstrate a strong ability to cater to diverse learning styles, ensuring clarity and engagement across a varied student body. On the administrative side, I possess the skills to translate strategic perspectives into impactful academic interventions, driving meaningful student development. My goal is to leverage my research expertise and my passion for teaching to contribute to academic excellence and intellectual growth at a reputable business school. I am committed to fostering an engaging and inclusive learning environment, advancing research in business and management, and mentoring students to help them reach their full potential

EMPLOYMENT

May 2024 – to date	Adjunct Faculty	Robert Cavelier University, USA
Oct 2020 – to date	Assistant Professor	Department of Management Sciences, Lahore Garrison University (LGU), Lahore
Mar 2021 – Mar 2024	Head of Department	
Feb 2020 – Oct 2020	Management Consultant & Trainer	Customerservice.ae - C/O Live Admins DMCC
Jul 2019 – Sep 2020	Management Consultant & Lead Facilitator	Fine Line Consultants, Lahore
Mar 2016 – Jul 2019	Assistant Professor	School of Business Administration, National College of Business Administration and Economics, Lahore

Mar 2012 – Mar 2016	Lecturer	School of Computer Science, National College of Business Administration and Economics, Lahore
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Additional Roles and Responsibilities Performed		
Mar 2024 – to date	Head of Strategic Planning Committee	Department of Management Sciences - LGU
Jun 2021- Jun 2022	Associate Editor	Academic Journal of Social Sciences - LGU
Sep 2021- to date	Cluster Head SCM	Department of Management Sciences - LGU
2021, 2022, 2023, 2024	Conference Secretary	1 st International Conference on Management Sciences - ICMS 2 nd ICMS, 3 rd ICMS, 4 th ICMS – Lahore Garrison University
Dec 2018- Jun 2019	Focal Person	Pakistan Citizen's Portal (for) NCBA&E, Lahore
May 2016 - Mar 2018	Junior Investigator	Knowledge Team - Lahore Knowledge Park Company

EDUCATION

Doctor of Philosophy (Bus. Admn.) National College of Business Administration & Economics, Lahore. <i>Thesis:</i> Knowledge Transcendence (KnoTran) Model: Helix between Heterogeneity and Homogeneity. KnowTran Model was developed to resolve the issues of knowledge redundancy, and to establish the properties of new knowledge development in the organizations. Mixed Method Research was conducted using Soft Systems Methodology by applying Case Study, Activity Theory and Simulation for model testing. <i>Supervisors:</i> Prof. Dr. Suleman Aziz Lodhi, Prof. Dr. Khalil Ahmed	2014 - 2019
Master of Philosophy (Bus. Admn.) National College of Business Administration & Economics, Lahore. <i>Thesis:</i> Transforming Intellectual Capital into Knowledge Capital for International Business Generation.	2011- 2014
Bachelors in Business Administration (Hons) National College of Business Administration & Economics, Lahore	2007- 2011

JOURNAL PUBLICATIONS

- Arshad, S., Anum, L., Samna, M. E., & Manzar, R. (2024). Does emotional fabrication matter? The role of emotional and promotional strategies in predicting turnover intentions. *Bulletin of Business and Economics*, 13(1). <https://doi.org/10.61506/01.00209>
- Rafique, S., Mushtaq, R., Anum, L., Hamid, K., Iqbal, M. W., & Ruk, S. A. (2024). Analytical study of OLTP workload management in database management system. *Journal of Computing & Biomedical Informatics*, 6(2), 384-401. (HEC Y). <https://doi.org/10.56979/602/2024>
- Ali, S. Y., Farooq, U., Anum, L., Mian, N. A., Asim, M., & Alyas, T. (2024). Securing cloud environments: A convolutional neural network (CNN) approach to intrusion detection system. *Journal of Computing & Biomedical Informatics*, 6(02), 295-308.(HEC Y). <https://doi.org/10.56979/602/2024>
- Dawood, F., Arshad, S., & Anum, L. (2023). When employees doubt, does being green and ambidextrous pay off? *Governance and Management Review (GMR)*, 8(1), 31-49. (HEC Y). <https://pu.edu.pk/home/journal/37/Current-Issue.html>
- Arshad, S., Anum, L., Khan, R. A., Najam, H., & Alyas, T. (2023). Competent subordinates and managers' perception: A threat or an asset - An empirical evidence from the higher education sector of Pakistan. *Journal of Statistics, Computing and Interdisciplinary Research*, 5(2), 165-202. (HEC Y). <https://doi.org/10.52700/scir.v5i2.144>
- Arshad, S., Anum, L., & Imran, A. (2023). Protean career attitude as an antecedent of employee resilience. *Journal of Policy Research*, 9(4), 254–263. (HEC Y). <https://doi.org/10.61506/02.00148>
- Yasir, A., Ahmed, A., & Anum, L. (2022). Corporate financial crimes in Pakistan – A review and analysis. *Journal of Financial Crime*, 29(3), 1064-1077. <https://doi.org/10.1108/JFC-10-2021-0233>. (HEC X)
- Ali, N., Ahmed, A., Anum, L., Ghazal, T. M., Abbas, S., Khan, M. A., ... & Ahmad, M. (2021). Modelling supply chain information collaboration empowered with machine learning technique. *Intelligent Automation & Soft Computing*, 29(3), 243-257. (HEC X). <https://doi.org/10.32604/iasc.2021.018983>
- Abid, G., Ahmed, A., Naqvi, F. N., Rehmat, M., & Anum, L. (2021). Nomological network of thriving at work. *AJSS*, 5(1), 58-84. <https://doi.org/10.54692/ajss.2021.05011428> (HEC Y).
- Iram, S., Rafique, A. K., & Anum, L. (2021). Impact of workplace spirituality on organizational citizenship behaviour with mediating role of job satisfaction: An empirical study of higher education institutes at Karachi. *AJSS*, 4(4), 1077-1097. <https://doi.org/10.54692/ajss.2020.04041314> (HEC Y).
- Arshad, M., Abid, G., Ahmad, J., Anum, L., & Khan, M. M. (2021). Impact of employee job attitudes on ecological green behavior in the hospitality sector. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 31. (HEC X). <https://doi.org/10.3390/joitmc7010031>

- Rehman, S., Hamza, M. A., Anum, L., Zaid, F. S., & Hussain, A. (2021). What if it is too negative? Managing emotions in the organization. *Management Science Letters*, 11, 1489–1498. (HEC X). <https://doi.org/10.5267/j.msl.2020.12.024>
- Fatima, A., Khan, M. A., Abbas, S., Waqas, M., Anum, L., & Asif, M. (2019). Evaluation of planet factors of smart city through multi-layer fuzzy logic (MFL). *The ISC International Journal of Information Security*, 11(special issue), 51-58. <https://doi.org/10.22042/isecure.2019.11.0.7> (HEC Y).
- Saeed, A., Yousif, M., Fatima, A., Abbas, S., Khan, M. A., Anum, L., & Akram, A. (2019). An optimal utilization of cloud resource using adaptive back propagation neural network and multi-level priority queue scheduling. *The ISC International Journal of Information Security*, 11(special issue), 145-151. <https://doi.org/10.22042/isecure.2019.11.0.19> (HEC Y).
- Anum, L., Lodhi, S. A., & Ahmed, K. (2018). Knowledge transcendence: Strengthening knowledge management efforts on modeling transdisciplinary knowledge using artificial intelligence. *IJCSNS International Journal of Computer Science and Network Security*, 18(6), 139-147. (HEC Y). http://paper.ijcsns.org/07_book/201806/20180618.pdf

CONFERENCE PAPERS

- Impact of TQM Practices on Product Innovation, (2023), Conference Proceedings, 3rd International Conference on Management Sciences (ICMS2023), page 39.
- Framework for Decision Making with Technological Inference in Management, (2011), Conference Proceedings, 11th Islamic Countries Conference on Statistical Sciences (ICCS11), page 557-562.

ARTICLES ON THE WEB

- Career Saving Skills for Remote Work - [www.customerservice.ae](https://www.customerservice.ae/resources/featured/career-saving-skills-for-remote-work/)
<https://www.customerservice.ae/resources/featured/career-saving-skills-for-remote-work/>
- Handling Disruption through Change Mastery - [www.customerservice.ae](https://www.customerservice.ae/resources/featured/handling-disruption-through-change-mastery/)
<https://www.customerservice.ae/resources/featured/handling-disruption-through-change-mastery/>

ADVISORY BOARD MEMBERSHIP

- Center for Multidisciplinary Research (CMR) University of Management and Technology, Lahore.

PROFESSIONAL MEMBERSHIP

- **ASCM:** Association for Supply Chain Management.
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RESEARCH JOURNAL REVIEWER

- PLOS-ONE
 - Frontiers in Psychology
 - Governance and Management Review (GMR)
 - Bahria University Journal of Management & Technology
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RESEARCH EXAMINER

- University of Engineering and Technology, Lahore
 - University of the Punjab, Lahore
 - Minhaj University Lahore
 - Lahore College for Women University, Lahore
 - NCBA&E, Lahore
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RESEARCH INTERESTS

- **Core Areas**
 - Knowledge Management
 - Knowledge Based Systems
 - Organizational Development
 - **Cross-disciplinary Interests**
 - Innovation and Entrepreneurship
 - Sustainable Development
 - Smart Cities
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PROJECTS

- **Corporate Research**
 - Lahore Knowledge Park
 - Situational Analysis
 - Business Plan
 - **Proof of Concept Development**
 - IoT energy management
 - AI Assistants
 - Facial Recognition & Tacking Systems
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CERTIFICATIONS

- Train the Trainer - Torque, Karachi
 - Balanced Scorecard and KPI Development - PIQC, Lahore
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TRAINING & DEVELOPMENT ACTIVITIES

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| <ul style="list-style-type: none">• Trainings conducted<ul style="list-style-type: none">– Knowledge Management -(Graph Databases Perspective) - Lahore Garrison University (Summer 2019)– Persuasive Communication -CCL Pharmaceuticals Ltd, Confiz.– Professional Communication - PSTD - (Telenor / PTL)–Problem Solving and Decision Making - CCL Pharmaceuticals | <ul style="list-style-type: none">• Trainings received<ul style="list-style-type: none">– Business Simulation Training-Company Game, Spain– Strategic Planning - NBEAC– Case Study Teaching and Writing - LGUPEC– Bibliometric Analysis - LGUPEC– NVIVO - LGUPEC– Accreditation Strategies - NBEAC |
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COURSES TAUGHT

- **Under Graduate Level**

- Purchasing & Inventory Mgt.
- Sustainable Supply Chain Mgt.
- Total Quality Management
- Business Communication
- Business Strategy
- Personal Development & IT
- Professional Issues/ Ethics
- Human Computer Interaction

- **Post Graduate Level**

- Cases in Supply Chain Management
- Global Supply Chain Management
- Entrepreneurship
- Business Innovation and Creativity
- Business Research Methodology
- International Business

TOOLS & SKILLS

- **Tools**

- Neo4j
- MS Office
- SPSS
- MATLAB
- NVIVO
- Mendley
- RStudio
- Bibliometrix

- **Skills**

- Communication and Public Relations
- Coaching
- Instructional Design
- Mind Mapping and Frameworks
- UI Design and Storyboarding

HOBBIES & INTERESTS

- Photography
- Creative Writing

References would be furnished upon request