

Shaukat Ayaz

CURRICULUM VITAE

CONTACT DETAILS

Lecturer in Marketing
IQRA National University,
Business Administration Department
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Date of Birth: March 2nd, 1989
Country of Citizenship: Pakistan
Highest Degree Level: Ph.D. in Progress

RESEARCH INTERESTS

Shaukat Ayaz is a Lecturer in Marketing, at Business Administration Department, IQRA National University, Peshawar. Trained as a digital marketer, marketing analyst, and communication scientist, he conducts experimental and trace-data research to understand the effectiveness of marketing communication on consumer behavior in digital environments (e.g. targeted advertising, online behavioral advertising, consumer decision-making, and personalized persuasive communication). His current research and teaching interests include personalized marketing communication, digital marketing, marketing analytics, and computational communication research.

ACADEMIC APPOINTMENTS

10/2022 — Till date	Lecturer in Marketing Iqra National University Peshawar, Pakistan
03/2022 — 8/2022	Visiting Scholar Department of Advertising, Institute of Communication Research, University of Illinois Urbana Champaign, USA.
09/2021-02/2022	Lecturer in Marketing Iqra National University Peshawar, Pakistan
03/2016—08/2021	Lecturer in Marketing, Lecturer at Shaheen College of Science and Commerce Karak, Pakistan

EDUCATION

- 2017- In progress **Ph.D. in Management Sciences (Marketing)**, COMSATS University, Islamabad Abbottabad Campus.
Dissertation title: Impact of Personalized Persuasive Principles on Content Effectiveness of Targeted Advertisement
- 2013- 2016 **MS in Management Sciences (Marketing)**, Kohat University of Science and Technology, Kohat, Pakistan.
Dissertation title: Investigating the Comparative Effectiveness of Demonstrative and Straight-Sell Comparative Advertisements
- 2009-2012 **Bachelor of Business Administration (BBA Marketing)**
Kohat University of Science and Technology, Kohat, Pakistan
- 2007-2008 **Fsc. pre-Engineering**
BISE, Kohat, Pakistan
- 2005-2006 **Matric Science**
BISE, Kohat, Pakistan

JOURNAL PUBLICATIONS

Ayaz,S., & Shah, SAM., (2023). Using persuasive principles to target regulatory focus: An experiment. *Cogent Business & Management*, **Accepted**.

Ayaz.S., Shah, SAM., (2022). Tailoring reciprocity and scarcity to the regulatory focus of consumers in targeted ads: Mediating role of persuasion knowledge. *International Journal of Business and Management Sciences (IJBMS)* (Accepted)

Ayaz, S., Ahmad, W., & ur Rashid, M. (2018). Investigating the Comparative Effectiveness of Demonstrative and Straight-Sell Comparative Advertisements. *The Journal of Humanities and Social Sciences*, 26(1), 103.

CONFERENCE PRESENTATION

Raja Muhammad Akhizer, Wisal Ahmed, **Shaukat Ayaz**, Ayaz Ahmed, (2016). "Antecedents of attitude towards viral marketing and its mediating role towards brand awareness" 1st International Management and Applied Sciences Conference (MASCON 2016).

Work In Progress

Ayaz, S., Shah, SAM., (In preparation for submission). Role of gender in the effectiveness of contextually targeted advertisement.

Ayaz, S., (Under working), Influence of sponsored influencer in promotion of the destination image.

Ayaz, S., (conceptualization of model stage) Reaction of the customer to inclusiveness in online ads.

CERTIFICATION

- Applying Data Analytics in Marketing, University of Illinois at Urbana-Champaign.
- Power Bi for Data Analytics

RESEARCH SEMINARS AND WORKSHOPS

- Workshop on data literacy and data analytics using R and R-Studio at the University of Illinois Urbana Champaign, USA.
- Workshop on SPSS at Kohat University of Science and Technology, Kohat (2014).
- Workshop on SPSS at Khushal Khan Khattak University, Karak. (2016)
- Presentation in Qualitative and Quantitative research seminars at Kohat University of Science and Technology, Kohat (2014 to 2016).

SKILLS and Software:

1. **R & R-Studio**, for data analysis, chart building, interpretation and report writing.
2. **Power BI** for Business Analytics, data visualization, report building and presentation.
3. SPSS, Excel, Adobe Photoshop, Word, PowerPoint, and Neuro marketing techniques.

ACADEMIC REFERENCES

Will be provided on demand.