



MALIK M.OMER MANSOOR

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RESEARCHER/ANALYST

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ABOUT ME

With over a decade dedicated to educational research and analysis, I have honed a comprehensive skill set encompassing quantitative and qualitative methodologies, in-depth literature reviews, and the development of robust research designs. My journey reflects a commitment to continuous learning and adaptability, enabling me to transform complex challenges into streamlined solutions. Beyond my professional endeavors, I am recognized for my leadership capabilities and team-building acumen, fostering collaborative environments that drive innovation. Whether in the role of a colleague, mentor, or family member, I bring a wealth of experience and a passion for exploring new techniques, ensuring that I navigate tasks with efficiency and expertise.

EDUCATION

M.Phil Education, 2025 - To Date

Allama Iqbal Open University, Islamabad

Masters in Distance, Non-Formal and Continuing Education / 2023

Allama Iqbal Open University, Islamabad

Associate Degree in Education / 2021

Chartered Accountancy (Intermediate Level) / 2007

Fsc Pre-Engineering / 2004

Allama Iqbal Open University, Islamabad

Institute of Chartered Accountants of Pakistan

FFCB, Rawalpindi

RESEARCH GATE ID: MALIK OMER



EXPERIENCE

Canvass Analysis (2010 - Till Date)

Data Researcher and Analyst (Qualitative and Quantitative)

<https://orcid.org/0009-0002-3024-5896>

Responsibilities

Researcher:

- Lead the formulation and execution of research projects focused on distance and non-formal education, driving innovation and exploration in these fields.
- Design and apply both qualitative and quantitative methodologies to conduct comprehensive, mixed-method research, ensuring depth and breadth in data analysis.
- Skillfully interpret and synthesize complex datasets, producing insightful and high-impact research for scholarly publications.
- Collaborate with academic and professional teams to conduct ethical, methodologically sound research that aligns with current educational trends and challenges.
- Leverage advanced AI tools to enhance learning outcomes, integrating technology to push the boundaries of educational research.
- Maintain expertise in key citation styles (APA 6 and 7, MLA, Chicago, Harvard), ensuring proper documentation and adherence to publication standards.
- Stay at the forefront of educational research by continuously engaging with evolving academic literature and trends, particularly in the distance and non-formal education sectors.
- Develop and lead pioneering research initiatives that challenge conventional thinking in distance and non-formal education.
- Harness emerging technologies and data analytics to produce research that is both forward-thinking and impactful in the educational landscape.
- Bridge the gap between theory and practice by translating research insights into innovative, real-world educational solutions.

Data Analyst:

- Utilize advanced tools and technologies including SPSS, R, Python, GPT, LLM, and TTS to perform in-depth data analysis and generate actionable insights.
- Possess expert-level proficiency in cleaning, processing, and analyzing large and complex datasets using industry-standard tools like NVivo 15, SPSS (versions 25 and 26), STATA, Microsoft Excel, Jamovi, Matlab, and PowerBI.
- Drive meaningful insights from both qualitative and quantitative data through rigorous analysis, presenting findings in the form of actionable visualizations and comprehensive reports.
- Collaborate closely with stakeholders, ensuring data analysis aligns with broader organizational objectives and research goals.
- Utilize qualitative tools like NVivo, Atlas.ti, MAXQDA, and MYRA for in-depth thematic analysis, contributing to a nuanced understanding of educational trends and outcomes.
- Translate data insights into strategic recommendations, supporting organizational decision-making and enhancing project impact.
- Provide expertise in statistical modeling, trend analysis, and data interpretation, ensuring that data-driven strategies are at the core of educational program enhancements.
- Uphold methodological rigor in every phase of data analysis, from initial data cleaning to final report generation, ensuring data integrity and clarity.
- Implement data-driven strategies that transform raw datasets into powerful insights, fueling strategic decision-making.
- Stay ahead of the curve by integrating AI-driven models, such as GPT and LLM, to enhance data analysis and forecast educational trends.
- Continuously explore and adopt cutting-edge technologies like TTS and R to streamline analysis and drive efficiencies in research projects.

EXPERIENCE

● Freelance Data Analyst & Researcher | Global Clientele Across the Globe, Registered PAFLA Member No: 3919737113089177 (2014 - Till Date)

Description

As a successful freelance data analyst and researcher, I’ve partnered with clients in over 52 countries, providing comprehensive and impactful data insights through platforms like Upwork, Fiverr, PeoplePerHour, Guru, and LinkedIn. My global expertise spans across diverse sectors, and I am known for delivering actionable research and analysis that drives strategic business growth and decision-making.

Key Highlights:

- Global Expertise: I’ve served clients across North America, Europe, Asia, and beyond, offering tailored data analysis and research that responds to specific regional and industry needs. My international exposure has equipped me with the adaptability to handle various project scopes with precision and speed.
- Advanced Data Tools: I leverage cutting-edge tools such as SPSS, R, Python, NVivo, and AI-driven technologies like GPT, LLM, and TTS to conduct deep, multifaceted data analysis. From interpreting complex datasets to generating predictive insights, I provide the technical expertise clients need to stay ahead in their industries.
- Cross-Platform Success: Over the years, I’ve built a thriving freelance career across top freelancing platforms. With consistent 5-star reviews and a high project completion rate, I’ve developed a strong reputation for delivering high-quality work that exceeds client expectations.
- Quantitative and Qualitative Research Mastery: My dual expertise in both quantitative and qualitative research methodologies allows me to deliver comprehensive solutions. Whether it’s processing large datasets or conducting in-depth thematic analysis using tools like NVivo, Atlstat.ti, and MAXQDA, I ensure every research project is backed by robust data.
- Client-Centered Solutions: I pride myself on offering a personalized approach to each client’s needs. By understanding their unique challenges and goals, I tailor my research and data analysis to provide insights that are both relevant and transformative. My services have helped businesses make informed decisions, optimize operations, and innovate within their industries.
- Broad Industry Reach: From educational research to healthcare, finance, and market analysis, I’ve delivered results across a spectrum of sectors. This versatility has allowed me to meet diverse client demands and offer specialized insights that impact real-world outcomes.

Achievements & Impact:

- Over 500 projects completed with clients spanning industries such as education, technology, healthcare, and e-commerce.
- 5-star rating across freelancing platforms, establishing long-term partnerships with over 75% of my clients.
- Provided data-driven strategies that increased operational efficiency, resulting in measurable business growth for clients.
- Mentored teams and businesses on leveraging AI tools like GPT and LLM to automate processes and enhance decision-making.

Major Contracts

Peak Performance Training Centers, Inc. (PPTC). USA
Research Assistant
February 2023 to February 2024 (Remote)
Responsibilities

- Collaborate with a multidisciplinary team to implement and analyze data from the Advanced Cognitive Training Tools (ACTT) project, ensuring data-driven insights improve employment outcomes for individuals with intellectual and developmental disabilities (I/DD).
- Design, develop, and manage pre- and post-tests to evaluate the effectiveness of training programs, analyzing results using SPSS and other tools to measure program efficacy.
- Collect and track project deliverables, ensuring timely and accurate reporting on grant-funded activities by gathering employment statistics and performance metrics.
- Utilize SPSS software to process large datasets, analyzing employment statistics to compare placement results, wages, and satisfaction rates before and after ACTT intervention.
- Develop data-driven reports that summarize key findings and provide actionable insights, ensuring that stakeholders have clear, meaningful information to guide decision-making.
- Participate in focus groups, gather input from diverse stakeholders, and integrate feedback into data analysis models to enhance training program outcomes.
- Maintain ongoing communication with stakeholders to ensure alignment between project objectives and data analysis outcomes, contributing data-driven recommendations for future training enhancements.

Paragon Innovations EU, Malta
Data Research Analyst
March 2024 to August 2024 (Remote)
Responsibilities

- Conduct research on various topics, including market trends, industry developments, competitor analysis, and customer behaviour.
- Collect and analyze data from multiple sources, such as databases, surveys, interviews, and secondary research materials.
- Interpret data to identify patterns, trends, and correlations that can inform strategic decision-making.
- Prepare reports, presentations, and other materials to communicate research findings and recommendations to key stakeholders.
- Collaborate with cross-functional teams to support business initiatives and address specific research objectives.
- Stay current with industry best practices, emerging trends, and new technologies related to research and data analysis.
- Assist in the development and implementation of research methodologies and tools to enhance efficiency and effectiveness.
- Maintain data integrity and accuracy throughout the research process, ensuring the reliability of findings.

Jacquelyn Jestine Sanders Foundation, Germany
Article Reviewer
June 2024 to December 2024

Responsibilities

- Conduct Comprehensive Peer Reviews: Perform in-depth evaluations of submitted journal articles, examining the scope, methodology, and quality of the research to ensure that it aligns with the academic standards of the Jacquelyn Jestine Sanders Foundation. Provide critical feedback on the research’s originality, relevance, and contribution to the field.
- Assess Research Methodologies: Rigorously evaluate the methodological approaches used in each article, including both qualitative and quantitative techniques. Ensure that the research design is robust, the data collection is thorough, and the analysis is sound, offering constructive criticism where improvements can be made.
- Provide Detailed and Constructive Feedback: Deliver clear, actionable feedback to authors, highlighting both the strengths and areas for revision. Recommend specific improvements to enhance the clarity, rigor, and overall quality of the manuscript. Encourage authors to refine arguments, improve data interpretation, and provide more comprehensive conclusions where necessary.
- Ensure Compliance with Ethical Standards: Verify that all reviewed articles adhere to ethical guidelines in research, ensuring transparency in data collection and analysis, and safeguarding against plagiarism, manipulation, or bias. Promote adherence to the highest ethical standards in academic publishing.
- Check Citation Accuracy and Style: Scrutinize the use of references and ensure that all sources are properly cited in accordance with recognized citation formats, such as APA, MLA, Chicago, or others. Ensure that the article’s bibliography is comprehensive, and that it reflects the latest research in the field.
- academic footprint. Provide input on the themes and research areas that should be prioritized for future publication efforts.

- Collaborate with Editorial and Review Committees: Work closely with the editorial board and other reviewers to ensure a streamlined review process. Offer recommendations for acceptance, revision, or rejection of manuscripts based on their academic merit and potential contribution to the foundation’s mission. Participate in discussions to resolve conflicting reviewer opinions.
- Promote Diversity and Innovation: Encourage the publication of research that brings fresh perspectives, innovative methodologies, and diverse viewpoints. Ensure that the foundation’s publication portfolio reflects a broad range of academic discourse, prioritizing inclusivity and forward-thinking research.
- Stay Updated on Emerging Trends: Keep up-to-date with the latest developments in relevant academic fields, attending conferences, reading current literature, and engaging with the academic community. Use this knowledge to inform the review process and ensure that the journal publishes cutting-edge research that advances global scholarship.
- Ensure Clarity and Accessibility: Provide feedback that ensures the manuscript is written in a clear and accessible manner. Make suggestions to improve readability, structure, and coherence, ensuring that the final publication can reach a broad audience, including academics, policymakers, and practitioners.
- Contribute to Strategic Decision-Making: Offer insights and recommendations to the foundation regarding the direction of its publications, helping to shape the foundation’s academic footprint. Provide input on the themes and research areas that should be prioritized for future publication efforts.

HEC PROJECTS

Enumerator (Data Collection/Analysis) Role in HEC Projects

“Measuring Happiness at Workplace Using the Oxford Happiness Questionnaire: A Study on SDG 3 in Higher Education Institution.” AIOU 2024

- Responsibilities
 - Research Design: Collaborate with educators and experts to design a comprehensive FML curriculum tailored for non-formal educational environments.
 - Data Collection: Gather data on the specific needs and challenges of learners in non-formal settings to inform curriculum development.
 - Curriculum Development: Contribute to the creation of a structured FML curriculum, ensuring it aligns with educational goals and standards.
 - Validation Process: Assist in validating the curriculum by conducting pilot programs, collecting feedback, and making necessary adjustments.
 - Literature Review: Stay updated on relevant research and educational trends to incorporate best practices into the curriculum.
 - Report Writing: Document the development and validation process, producing reports for stakeholders and educators.
 - Collaboration: Work closely with educational institutions and organizations to implement the FML curriculum effectively.
 - Quality Assurance: Ensure that the curriculum meets educational standards and enhances mathematical literacy in non-formal educational settings.
 - Communication: Communicate findings and progress with project leaders and stakeholders, facilitating a transparent and collaborative approach.

“Development and Validation of Functional Mathematical Literacy (FML) Curriculum in Non-Formal Setting” AIOU 2022

- Responsibilities
 - Needs Assessment: Collaborate with educators and experts to conduct a thorough needs assessment in non-formal educational environments to identify specific mathematical literacy requirements.
 - Curriculum Design: Contribute to the design and development of a tailored FML curriculum that addresses the identified needs and aligns with educational objectives.
 - Data Collection: Gather data on the effectiveness of the curriculum through surveys, assessments, and feedback from learners and instructors.
 - Validation Process: Play a crucial role in the validation phase by coordinating pilot programs, collecting valuable input, and making necessary curriculum adjustments
 - Literature Review: Stay updated on the latest educational research and trends in mathematical literacy to incorporate best practices into the curriculum.
 - Report Generation: Document the entire development and validation process,providing detailed reports for stakeholders and educational institutions.
 - Collaboration: Work closely with educational organizations to implement the FML curriculum effectively and address any challenges that may arise.

“A Project on Exploration of Legal Issues Faced by Public Sector University in Managing Human Resource.” AIOU 2018

- Responsibilities
 - Research Planning: Collaborate with project leaders to outline research objectives, methodologies, and timelines for investigating legal issues inhuman resource management within public sector universities.
 - Data Collection: Gather pertinent data through surveys, interviews, and document analysis, focusing on legal challenges and compliance issues in university HR management.
 - Legal Research: Conduct in-depth legal research to understand relevant regulations, laws, and policies governing human resource management in the public sector educational context.
 - Case Analysis: Analyze real-world case studies and incidents related to HR legal matters within public sector universities to extract valuable insights.
 - Report Compilation: Summarize research findings and insights into comprehensive reports, highlighting legal issues and providing recommendations for addressing them
 - Literature Review: Stay abreast of legal developments and scholarly research related to HR management in the public sector, ensuring that the project aligns with current legal standards.
 - Quality Assurance: Ensure the accuracy and reliability of research data and analysis, adhering to ethical and legal research standards.
 - Communication: Maintain regular communication with project leaders,stakeholders, and university officials to share progress updates and facilitate a collaborative approach
 - Project Documentation: Maintain meticulous records of research activities,data sources, and methodologies used for transparency and future reference.

RESEARCH PUBLICATIONS

- Unveiling Microaggression Mysteries: Early Childhood Education Insight in Islamabad (In Publication)
- Examining the Use of Digital Learning Platforms by Educators for Knowledge Acquisition and Improvements in Teaching Practices: Future-Learn by “The Open University”International Journal of Distance Education and E- Learning (IJDEEL) Volume VIII - Issue I (December 2022)
- Early Childhood Learning Videos on YouTube: A Thematic Analysis of Viewer’s Perceptions. Journal of Early Childhood Care and Education. Vol. 2, 2018, 35–50
- Exploration of Need and Collaboration of Technical and Vocational Education in Conventional Schools with Technical Institutions at Secondary Level. Journal of Contemporary Teacher Education. Volume: II, Issue I, 2018, 23-41

PAPERS PRESENTED IN CONFERENCE

- 37th Annual Conference of the Asian Association of Open Universities: Exploring Horizons, Innovations in Open and Distance Learning , 15-17 October 2024 at Allama Iqbal Open University, Islamabad, Pakistan
- 7th International Conference on Research and Practices in Education, February 28th-29th 2024, Allama Iqbal Open University
- 6th International Conference on Research and Practices in Education, September 26th-27th 2022, Allama Iqbal Open University
- 33rd Annual Conference of the Asian Association of Open Universities ODL: 2020 and Beyond, 14-16 October 2019, Pakistan
- 2nd National Conference on Early Childhood Care and Education, May 2nd-3rd 2018. Allama Iqbal Open University, Pakistan

SOFTWARE EXPERTISE

Qualitative Research

- Microsoft Office 2010 & 2021
- Google Sheets
- NVivo 15
- Atlas.ti
- MaxQDA
- MYRA
- QDA Miner
- Deedose
- JASP

Reference Management Software

- Mendeley
- Zotero
- Endnote

Soft Communication and Collaboration Tools

- Zoom
- Google Meet
- Microsoft Teams
- Blackboard

CITATION EXPERTISE

- APA, HARVARD, MLA, CHICAGO, OSCOLA

LANGUAGES

Urdu

Native

English

Fluent

OTHER SKILLS

Soft Skills

Time Management

Negotiation

Proposal Writing

Reporting

Report Writing

Quantitative Research

- Microsoft Excel
- SPSS 26
- Jamovi
- Matlab
- STATA
- PowerBi
- Python
- R
- KNIME Analytics

AI Productivity Software

- Researchrabbitt
- Elicit
- Scite
- ChatGPT
- Perplexity
- Litmaps
- Claude
- Meta
- Copilot
- Convo AI (Automated Transcribing and Data Analysis)
- Intellectus360

REGISTERED CERTIFIED TRAINER



ONLINE TUTORING AND STUDENT COUNSELLING SINCE 2018

- Developing a Framework for Gold, Silver and Bronze (GSB) Incident Command in UAEs' Civil Defence General Command (CDGC): Exploratory Mixed Methods Design
- Enhancing Walkability in Al Madinah: Investigating How the Comprehensive Plan of Madinah Can Contribute to More Walkable Public Spaces
- Effect of Implementing ERP system in Higher Education Institutions of Kuwait; A multiple Case Study of Three Higher Education Institutions of Kuwait
- Teaching presentation skills to ESL/EFL learners for the improvement of "English Language"; A Case Study
- Exploration of the factors that contribute to the effective implementation of health food regimes in private schools of Lahore, Pakistan
- The role of social media in spreading awareness for Hepatitis C prevention in Egypt
- Factors Influencing Non-Urgent Emergency Department visit in Kuwaiti Hospital: A Mixed Methods Study
- Exploring the Effects of Socio-emotional Wealth and Family Social Capital on Family Firm Growth and Innovation – A Comparative Study
- The Effect of Leadership Style and Organisational Culture on Organisational Commitment within Branches of an Organisation, With Job Satisfaction as a Mediator
- Role of Leadership in Employee's Motivation in Media Industry, A Case Study of UAE
- The relationship between playing violent western video games (VWVG) and the behavior and language of children: A study on Arab children at primary schools in Sharjah.
- Effects of physical activities participation on academic achievement of secondaryschool students in district Sialkot, Pakistan
- Impact of the psychological contract breach on the employee outcomes with the mediating role of the organizational cynicism and the moderating role of the psychological capital. A study of the health care industry In the contextual setting of Pakistan (Rawalpindi/Islamabad)
- Educating students with Multiple Learning Disabilities using evidence-based practices
- The experiences of Boeing MRO center employees retaining competitive advantage in a global market: A Narrative Inquiry
- Perceptions of Adult Literacy Educators and African American Learners Engagement: A Qualitative Narrative Inquiry
- How Parental Beliefs and Practices Influence Students' Mindsets
- Understanding and Preventing Microaggressions in primary education settings. Importance of primary education in the development of children's world-view and view of self.
- Tata steel UK- challenges and organizational design change executive report
- Community Exercise and Well-Being Service support Mental Health in Children and Adolescents
- Elementary principals' perceptions of the effect of the Pennsylvania department of education's educator effectiveness model (act 82 of 2012) on teachers' instructional growth
- Exploring the issues facing Black and ethnic minorities accessing senior leadership positions in the charity sector
- Re-presenting women of colour: exploring the issues facing ethnic minority women accessing senior leadership in the voluntary sector
- Survey on the Entrepreneurial success factors of Nigerian women-owned businesses in the UK
- Case Study: Electronic Medical Record Systems Effects on Patients, Physicians, and Business on a Multi Branches Hospital in Saudi Arabia
- A comparison between Generation X and Generation Y upon their perception and engagement with luxury goods
- The importance of critical thinking skills in ESL or TESOL particularly in the community colleges of USA
- Thinking Outside the Box: Incorporating Critical Thinking Strategies in ESL Reading & Writing Instruction
- The Challenges of HMIS Adoption and Use of Health Management Information System in Developing Countries: A Case Study from Private Health System in Tanzania
- Relationship between Information Communication Technology (ICT) and E-Health System in Provision of Support Services to Older Family Caregivers in Sweden.
- Depression Awareness Campaign in Jordan: An Evaluative Impact Study
- The development of the self-management strategies may lay with understanding the individual's level of engagement and acceptance
- Teacher Implementation of a School Based Anxiety Prevention Program in British Columbia
- Model for Implementing Business Excellence in Micro Charity Organizations in Saudi Arabia
- A Study on cybercrime and its impact on society: Protecting your identity online
- E-commerce in China and the West: A Comparative Study of the Perceptions of Chinese Students towards their Experiences with eBay in the UK and Taobao in the PRC
- Is Redshirting Your Kindergartener a Responsible, Ethical Decision?
- Kindergarten Teachers' Perception about Leadership of their Leaders and How Such Perceptions Impact on Teacher's Job Satisfaction in Saudi Arabia
- The silence behind Female Education in Nigeria: The intersection of gender based violence, poverty, ethnicity and religion in their stories
- Examining Technology Use and Its Acceptance by Primary Teachers in Defence Education System
- Family Dispute Resolution Practitioners' subjective experience and attitude on Compulsory Family Mediation
- Bridging the "Valley of Death" in the Value Chain: The Gap between R&D Discoveries and Application in Qatar
- Remote working, will it hinder or shape the Organizational culture in context to communication?
- Role of Leadership in "What Works" for Network Learning Across Private Schools of Dubai
- The perspectives of young women in Australia and Sweden on mental health and social media
- Explore the enrollment experiences of online doctoral students and their perceptions about the role the support structure of their institutions play towards their success in the program
- The Impact of Business Anthropology on Youth Development in Service Providing Industry of Saudi Arabia
- AND MANY MORE.....