

# Dr. RUBINA JABEEN

Pakistan, HP #: 00923215135194, [S: rubinajabeen71](https://www.linkedin.com/in/rubinajabeen71), @: [rubina.jabeen@gmail.com](mailto:rubina.jabeen@gmail.com)

Offering **PhD** primed in Management in addition to 13 years of prior experience in industry and education sectors focusing towards performance excellence

## EXPERIENCE CHRONOLOGY

1. **Feb 23, 2023 till date:** working as **visiting Faculty** at **COMSATS University, Wah Cantt**
2. **Jan 2019 till 13 Feb, 2022:** Worked as **Assistant Professor** at **Iqra University, Karachi**
3. **Sep 2016-till Jan, 2019:** Worked as **Assistant Professor and Manager Advanced Studies**. **Foundation University Rawalpindi, Pakistan**
4. **Oct 2009 till May 2010:** Performed as **Assistant Manager Sales/ Foreign Procurement** at **Industrial Equipment Services Islamabad, Pakistan**.
5. **Jul 2006 till Aug 2006:** In order to support the career shift objectives, served as **Internee** at **National Development Complex, Islamabad, Pakistan**.
6. **Mar 1999 till Sep 2005:** Performed role of **Vice Principal** at **Wah Islamic School of Excellence, Wah Model Town, Wah Cantt.Pakistan**.

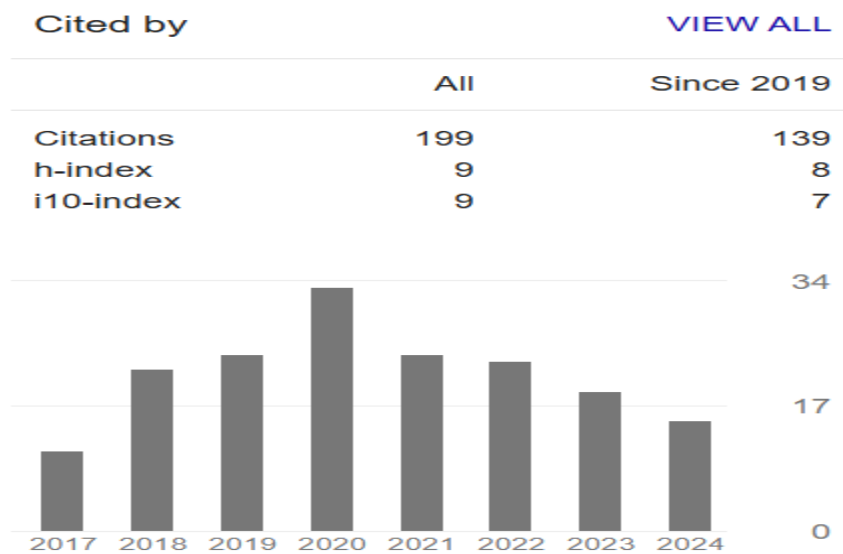
## EDUCATION

- PhD, Management** (2012 – 2015)  
**University Utara Malaysia (AACSB & AMBA)**
- Successfully achieved the doctorate of philosophy (PhD) in Management and theorized the moderating effect of external environment on performance of SMEs in Pakistan specifically and around the world with similar conditions. The study is adaptable and can be generalized to global SMEs provided the similar environmental conditions exist.
- MBA, Human Resource Management** (2005 – 2007)  
**COMSATS Institute of Information Technology, Wah Cantt, Pakistan**
- Bachelor of Education** (1999 – 2001)  
**Allama Iqbal Open University, Islamabad, Pakistan**
- Bachelor of Science** (1988 – 1990)  
**Government Girls College, Haripur. Pakistan**

## PUBLICATIONS (20)

1. Ghayas, M.M., & Jabeen, R. (2024). Validation of Abusive Supervision Scale: Evidence from School Teachers of Australia. *UW Journal of Management Sciences*. (Under Review)
2. Ellahi, H., & Jabeen, R., Shehu, A. M. (2024). Factors Affecting on the Purchase Decision of Customers During Covid-19 Pandemic; A Study on Restaurant Industry of Pakistan. *UW Journal of Management Sciences*, 8(1), 45-66.
3. Ramalan, J., Shehu, A. M., & Jabeen, R. (2024). Moderating Effect of Interest Rate on the Relationship between Investment Decision and Financial Performance of Listed Consumer Good Firms' in Nigeria. *Bayero Business Review* 7(2)

4. Ibrahim, A.S., Shehu, A. M., & Jabeen, R. (2024). Moderating Effect of Research and Development (R&D) on the Relationship between Dividends Policy and Firm Performance of Consumer Goods Firms in Nigeria (2018 -2022). *Bayero Business Review*. 7(2)
5. Ellahi, H., & Jabeen, R. (2022). Exploring the Causes of Brand Consciousness Among Youth and its Effects on Family Buying Behavior. Published in 4TH International Conference on Business, Economics & Education Management, iCBEEM2022.
6. Yahya. A., & Jabeen, R. (2022). Effect of Facebook Marketing on Consumer Buying Behaviour. An Empirical Analysis. Published in 4TH International Conference on Business, Economics & Education Management, iCBEEM2022.
7. Rose, A., & Jabeen, R. (2022). Factors Impacting Online Information Credibility in the Crisis of Covid-19 in Pakistan. 4TH International Conference on Business, Economics & Education Management, iCBEEM2022.
8. Ghayas, M.M., & Jabeen, R. (2020). Abusive Supervision: Dimensions & Scale. *New Horizons*. 14(1), 107-130.
9. Nugraha, A. T., & Jabeen, R. (2020). Education Quality Management a way forward to promote Sustainable Development Goals by encouraging Wellbeing's and discouraging Inequality among the societies. *International Journal of Innovation, Creativity and Change*. 10(10), 444-458.
10. Jabeen, R., & Ain, Q. (2018). An Empirical Investigation of Factors Associated with Performance of Manufacturing SMEs of Pakistan. (*Paper presented for 2nd International Conference on Business, Economics, & Education Management – ICBEM 2018, Sukkur, Pakistan*)
11. Jabeen, R., & Ringim, K. J. (2017). Concept and Practices of Human Capital Development in Pakistan: A Conceptual Approach. *International Journal of Economic Research*, 14(14), 275-288.
12. Raza, M. A., Gulzar, A. Jabeen, R. (2017). Impact of Distributive Justice on Trust in Leader and Employee Turnover Intention. *Journal of Islamic Business and Management*, 7(2), 248-265.
13. Jabeen, R., Shehu, A. M., & Mahmood, R. (2016). The Moderating Effect of External Environment on the Relationship between Market Orientation and Business Performance: A Quantitative Approach *International Postgraduate Business Journal*, 8(1), 16-25.
14. Jabeen, R., Shehu, A. M., Mahmood, R., & Bambale, A. J. (2015). Total Quality Management Dimensions and SME Performance: A Quantitative Approach. *International Postgraduate Business Journal*, 7(1), 21-35.
15. Jabeen, R., & Mahmood, R. (2014). The Relationship between TQM, EO and Business Performance of SMEs: Mediating Role of Market Orientation. *International Postgraduate Business Journal*, vol. 6 (Special Issues) (1), 77-93 (2014)
16. Jabeen, R., & Mahmood, R. (2014). The Effects of Total Quality Management and Market Orientation on Business Performance of Small and Medium Enterprises in Pakistan. *British Journal of Economics, Management & Trade*, 5(4), 408-418 (2014)
17. Jabeen, R., & Mahmood, R. (2014). Effect of External Environment on Entrepreneurial Orientation and Business Performance Relationship. *Social and Basic Sciences Research Review*, 2(9), 394-403
18. Jabeen, R., Shehu, A. M., & Mahmood, R. & Mata, B. A. K. (2014). TQM and Knowledge Management Impacts on SMEs Performance. *International Postgraduate Business Journal*, 6(2), 23-43.
19. Jabeen, R., & Mahmood, R. (2014). The Moderating Role of External Environment on the Relationship between Total Quality Management and Business Performance: A PLS Approach. *Social and Basic Sciences Research Review*, 3(2), 116-124.
20. Jabeen, R., Alekam, J. M.E., Aldaoud, K.H. M., Nik Mat, N. K., Zureigat, B. N.I., Nahi,A. K., Junaidi, A. M. F. J., & Hassan. (2013) Antecedents of Firm's Performance: Empirical Evidence from Yemeni SMEs. *American Journal of Economics*, 3(1), 18-22.



### Google Scholar Citations Index:

## CONFERENCES

1. Yahya, A., & Jabeen, R. (2022). Effect of Facebook Marketing on Consumer Buying Behaviour. An Empirical Analysis. **4TH International Conference on Business, Economics & Education Management, iCBEEM2022.** . (21<sup>st</sup> Oct – 22nd October, 2022)
2. Rose, A., & Jabeen, R. (2022). Factors Impacting Online Information Credibility in the Crisis of Covid-19 in Pakistan. **4TH International Conference on Business, Economics & Education Management, iCBEEM2022.** . (21<sup>st</sup> Oct – 22nd October, 2022)
3. Ellahi, H., & Jabeen, R. (2022). Exploring the Causes of Brand Consciousness Among Youth and its Effects on Family Buying Behavior. **4TH International Conference on Business, Economics & Education Management, iCBEEM2022.** (21<sup>st</sup> Oct – 22nd October, 2022)
4. Ellahi, H., & Jabeen, R. (2021). Impact of Brand Image, Product Price and Word of Mouth Communication on Purchase Decision of Customers: A COVID-19 Perspective. **Emerging Business Opportunities and Challenges: Covid-19 Perspective. 7th International Conference on Contemporary Issues in Business Management. University of Central Punjab, Lahore, Pakistan. Virtual. (Paper Presented)** (22nd Nov – 23rd November, 2021)
5. Nugraha, A. T., & Jabeen, R. (2020). Impact of New Product Design on Attitudinal and Behavioral Brand Loyalty Of Footwear Brands' Customers Of Indonesia: Mediating Role of Perceived Quality. **1st International Conference on Entrepreneurship Education, Technology and Sustainable Development: Covid-19 and Beyond. Nigeria. (Online)** (28th –30th September, 2020 )
6. Jabeen, R., & Nugraha, A. T. (2020). Changing Perspectives on Entrepreneurship Amid Covid-19 Crisis. **1st International Conference on Entrepreneurship Education, Technology and Sustainable Development: Covid-19 and Beyond. Nigeria. (Online)** ( 28th –30th September, 2020)
7. Jabeen, R., & Sadiq, M. A. (2020). Critical Barriers to Productivity Improvement in Public Sector Organization of Pakistan. **1st International Conference on Entrepreneurship Education, Technology and Sustainable Development: Covid-19 and Beyond. Nigeria. (Online)** (28th –30th September, 2020)

8. Malik, I. A., Jabeen, R & Raza, M. A., (2018). Inspirational Factors of Electronic Word of Mouth: A Case of Social Networking Sites. **4th Asia International Conference. AIC 2018, Langkawi International Convention Centre, Langkawi, Malaysia.** (8-9 December, 2018)
9. Jabeen, R., & Ain, Q. (2018). An Empirical Investigation of Factors Associated with Performance of Manufacturing SMEs of Pakistan. (**Paper presented for 2nd International Conference on Business, Economics, & Education Management – ICBEM 2018, Sukkur, Pakistan**) (23rd - 24th February 2018)
10. Jabeen, R., & Ringim, K. J. (2017). Concept and Practices of Human Capital Development in Pakistan: A Conceptual Approach. **4th Conference on Business Management (2017). The Gurney Resort Hotel and Residences, Penang, Malaysia.** (29th - 30th October 2017)
11. Jabeen, R., Alekam, J. M.E., Aldaoud, K.H. M., Nik Mat, N. K., Zureigat, B. N.I., Nahi, A. K., Junaidi, A. M. F. J., & Hassan. (2013) Antecedents of Firm's Performance: Empirical Evidence from Yemeni SMEs. **2nd Global Conference for Academic Research on Management and economics, Grand Season Hotel, Kuala Lumpur, Malaysia** (Dec 07- 09, 2012)  
Acquire the certification of participation and presented 1 paper in 2nd Global Conference for Academic Research on Management and economics.

#### **REVIEWER OF RESEARCH JOURNAL (September, 2016 – Present)**

- Asian Research Journal of Arts & Social Sciences
- Advances in Research Journal
- British Journal of Economics, Management & Trade
- Asian Journal of Economics, Business and Accounting
- Asian Journal of Agricultural Extension, Economics & Sociology
- South Asian Journal of Social Studies and Economics
- Journal of Education, Society and Behavioural Science

#### **PANELIST/MEMBER/SESSION CHAIR/DISCUSSANT OF CONFERENCE PAPERS**

1. **GUEST SPEAKER:** Webinar organized by Industrial Engineering Study Program ITERA (Institut Teknologi Sumatera) with the topic “Digital Marketing. **(October 3, 2023)**
2. **JURY :** 100 IDEAS COMPETITION. Iqra University Karachi. **(2019) & (May 29, 2021)**
3. **PANELIST:** The Influence of Technology in Marketing Operations and Consumer Experience. Annual Marketing Summit 2.0: The influence of Technology in Marketing Operations and Consumer Experience. **(Nigeria 2021-Virtual)**
4. **DISCUSSANT:** Perceptive of Interdisciplinary Research in Business and Management. National Business Research Symposium (NBRS 2019) Iqra University. Karachi. Pakistan. **(19th and 20th April 2019)**
5. **MEMBER** of the Health & Education Sub Committee, Karachi Chamber of Commerce and Industry for the year **2018-2019**
6. **SESSION CHAIR/DISCUSSANT:** 2nd International Conference on Business, Economics, & Education Management – **ICBEM 2018, Sukkur, Pakistan**

7. **RESEARCH ASSISTANT** – School of Business Management, UUM – (2015)
8. **MODERATOR:** *2nd Global Conference for Academic Research on Management and economics, Grand Season Hotel, Kuala Lumpur, Malaysia. (Dec 07- 09, 2012)*

## TRAININGS & CERTIFICATIONS

1. **Business Education in a Time of Change: Towards a New Normal For Business Schools In Pakistan. Deans & Directors. Conference 2021** 06th-07th APRIL, 2021 | ONLINE – ZOOM
2. **Book Launch- Take That Leap (Online). Author: Dr. Ayo Adeyemi** (27<sup>th</sup> October, 2020)
3. **COVID 19 and Business Challenges: Between Hope and Hype. UMT. Lahore. Pakistan (Zoom). (20<sup>th</sup> June, 2020)**
4. **Webinar by HEC & Elsevier: Align yourself to the Publication Process.** (20th May 2020)
5. **Teaching through cases-NBEAC. Pakistan.** (19<sup>th</sup> September, 2019)
6. **Perceptive of Interdisciplinary Research In Business And Management. National Business Research Symposium (NBRS 2019) Iqra University. Karachi. Pakistan. (Discussant ). (19th and 20th April 2019)**
7. **National Entrepreneurship competition. Iqra University Karachi. Pakistan. (Evaluator).** (2019)
8. **Workshop on Outcome Based Education using Bloom’s Taxonomy and Balanced Scorecard (September 7, 2018)**  
*Professional Development Center. Faculty of Business and Technology, FURC. Pakistan*
9. **Workshop on PLS-SEM** (21-22 Feb, 2018)  
*Sukkur IBA University, Pakistan*
10. **Seminar On "How to do effective and efficient research"** (22nd October, 2017)  
*Foundation University Islamabad*
11. **Training Workshop on Self-Assessment Report Writing** (September 26, 2017)  
*Foundation University Islamabad*
12. **Workshop on Book Publishing from Thesis** (Nov 18-20, 2014)  
*EDC Hotel, University Utara Malaysia*
13. **Industry Talk: Building Ethical Leaders** (Apr 02, 2014)  
*School of Business Management, University of Utara Malaysia*  
Acquired the certification of participation while achieved the diverse knowledge for building ethical leaders.
14. **Workshop on SPSS (Statistical Package for the Social Sciences)** (Jan 23, 2014)  
*School of Business Management, University of Utara Malaysia*  
Acquired the certification of completion while completing the workshop aimed at developing the SPSS talent.

15. **Entrepreneurship in Middle Eastern Economics** (Oct 01, 2013)  
*School of Business Management, University Utara Malaysia*  
 Acquired the certification of participation studying the Middle Eastern economics and the potential entrepreneurship in the ever booming economic conditions.
16. **9th Symposium on Business Postgraduate Research** (Dec 18, 2012)  
*EDC Hotel, University Utara Malaysia*  
 Participated the symposium organized to share and bolster the research ideas by postgraduate students.
17. **Academic Research on Management and Economics (2<sup>nd</sup> GCARME)** (Dec 07- 09, 2012)  
*2nd Global Conference for Academic Research on Management and economics, Grand Season Hotel, Kuala Lumpur, Malaysia*  
 Acquire the certification of participation and presented 1 paper in 2nd Global Conference for Academic Research on Management and economics.  
 The event aimed to discover new cultures and traditions through the organized educational tours of the region.
18. **8th Symposium on Business Postgraduate Research** (Jun 28, 2012)  
*Othman Yeop Abdullah Graduate School of Business, University Utara Malaysia*  
 Participated in the symposium organized to share and bolster the research ideas by postgraduate students on business related areas.
19. **Workshop on SEM & PLS** (May, 2012)  
*University Utara Malaysia*  
 Acquired the certificate of completion for the workshop on SEM & PLS that aimed to focus on the technique to model construction organizations' willingness to participate in e-bidding.
20. **Workshop on Research Methodology** (Apr, 2012)  
*University Utara Malaysia*  
 Acquired the certification of participation while achieving the basic and advanced knowledge of academic writing, e-resources, literature search and reference management, tools and techniques of data collection and undertaking research projects.
21. **Summer Course** (Jun, 2009)  
*Al-Huda International Institute of Islamic Education for Women, Islamabad, Pakistan*  
 Acquired certificate of excellence by attending the summer course aimed at improving the Islamic knowledge.
22. **Peachtree Computerized Accounting System (Sage 50)** (Jul, 2008)  
*National university of Sciences & Technology, Islamabad, Pakistan*  
 Acquired the certification of Peachtree accounting system acknowledging the knowledge and art of managing the accounting, payroll and payments complying to the best in-class accounting standards.
23. **FOXPRO and LAN** (Aug, 1997)  
*CTI, Haripur, Pakistan*  
 Acquired the certificate of proficiency in FOXPRO and Local Area network knowledge areas.
24. **Office Automation** (Jun, 1997)  
*CTI, Haripur, Pakistan*  
 Acquired the certificate of proficiency in Microsoft Office though continuously upgraded the knowledge of latest versions to perform the educational and professional tasks at hand.

## EXPERIENCE (13 YEARS)

**Visiting Faculty**  
**COMSATS University Wah Cantt**

**(Feb, 2023 till date)**

**Assistant Professor**  
**Iqra University, Karachi**

**(Jan, 2019 – Feb, 2022)**

**Appointed Manager Advanced Studies in Feb 2017**

**Foundation University Rawalpindi, Pakistan**

**Roles and Responsibilities:**

- Preparation for various higher level academic meetings
- Conducting PhD student's status meeting
- PhD student's milestone check
- Management, implementation and up gradation of policies for post graduate studies
- Liaison with Manager Curricula, HEC, national/international body(ies), and propose and implement necessary changes,
- Issue resolution for PhD students
- Ensure compliance of post graduate programs with regulatory bodies and other national/international requirements,
- Assist in the recruitment process for Faculty positions in FB&T

**Assistant Manager Sales/ Foreign Procurement**

**(Oct 2009 – May 2010)**

**Industrial Equipment Services Islamabad, Pakistan**

*Achieved the following expectations and goals of the organization while serving in the domain of manufacturing:*

- Achieved the expectations of profiling the manufacturing industry for implementing the projects in the pipelines by supervising the sales efforts to meet all the targets related to finding the leads.
- Exceeded the expectations by managing the procurement process, the bidding and contract management processes.
- Managed the communication plans for effective project communication and reporting thus leading to clear insights, risks and issues related to the projects.
- Trained and developed the pre-sales and sales teams to achieve the operational targets while equipped with the right skills, knowledge and talent.
- Also achieved the issues thresholds to its acceptable range by managing the active accounts, bridging gaps between the end user and the manufacturer. Moreover monitored, controlled and reported the deviances related to the time, scope, quality of all the ongoing projects.

**Internee**

**(Jul 2006 – Aug 2006)**

**National Development Complex, Islamabad, Pakistan**

*In order to support the career shift objectives from education to sales and HRD, served as **Internee** at one of the highly sensitive defense research facility in Pakistan. Moreover, achieved the following accomplishments:*

- Produced the survey report "Productivity in Pakistan by Human Resource Development" by surveying multiple success cases as well as internal case studies and environment / process for human resource development.

**Vice Principal/ Senior Science Teacher**

**(Mar 1999 – Sep 2005)**

**Wah Islamic School of Excellence, Wah Model Town, Wah Cant, Pakistan**

*Designed and executed the strategy to win the vision to become amongst the top schools of the town by achieving the following goals:*

- Developed a highly motivated, productive and efficient staff achieving performance appraisal targets by administering, governing, grooming and developing the academic, operations and administration job families.
- Moreover, supervised the initiatives to improve the premises for sports, laboratories, library and auditoriums along with introducing events and awareness programs all around the year.
- Attained the annual targets of the top achieving pupils by improving casting techniques, creating in-class project atmosphere and arranging co-curricular activities.
- Continuously improved the curriculum by annual assessment of the parents' council feedback as well as internal advisory board.

- Achieved the “best teacher of the year 2001” award in the 2nd year of joining the school.

### **COURSES TAUGHT AT POSTGRADUATE AND UNDERGRADUATE LEVELS**

- Principles of Management
- Business Research Methods
- Information Management
- Conflict & Negotiation Management
- Entrepreneurship
- Introduction to Entrepreneurship
- Managing Entrepreneurial Venture
- Organization Behavior
- Recruitment and Selection
- Industrial Projects
- Introduction to Future Studies
- Leadership and Team Management
- Human Resource Management
- Contemporary Issues in HRM
- Employee Relations Management
- Advance in Human Resource Development and Management
- Seminar in Management

### **PhD STUDENTS SUPERVISED**

| <b>S No</b> | <b>Name of Scholar</b>   | <b>Program</b> | <b>Title</b>                                       | <b>Year of Graduation</b> |
|-------------|--------------------------|----------------|----------------------------------------------------|---------------------------|
| 1           | Muhammad Muzammil Ghayas | Ph.D           | Dimensions and Consequences of Abusive Supervision | 2021                      |

### **THESIS EXAMINED AND SUPERVISION**

- PhD student supervised (Completed): 1
- MS students supervised (degree awarded): 14 students
- MS Thesis examined: 7

### **ACHIEVEMENTS**

- Developed course content during COVID-19 for the online synchronous and asynchronous learning of the students.
- Member of the online content development review committee in the IQRA University
- Member interview Panel (Undergraduate, Graduate, MS and PhD level)
- Provided educational guidance and counselling to Students



- As a Team member worked on AACSB data compilation (in Iqra University) and NBEAC data compilation (Foundation University)
- Academic advisor/mentor for university students in their educational, personal development and for career advice,
- As a team member, conducted scholarship interviews of students in Iqra university.
- Member Faculty Recruitment committee at Foundation University

## IT SKILLS

- Smart PLS 3 (Structural Equational Modeling).
- SPSS (Statistical Packages of Social Sciences)
- Endnote
- G\*power
- Familiar with Mendeley.
- Zoom and Google Meet classroom.
- Microsoft Office (Word, Excel, PowerPoint).
- Online video recording and editing tools
- Learning Management System (LMS) & Blackboard

## OTHER SKILLS

- Able to get along well with supervisors and coworkers.
- Willing to try new things and interested in improving efficiency on assigned tasks.
- Self-Motivated, Excellent interpersonal skills and able to work under minimum supervision

## SPECIALTIES

- Human Resource Management
- Human Resource Development
- Academic Governance, Administration, Advisory
- Presentations development and mentoring
- Microsoft Word, PowerPoint, Excel

## VOLUNTEER WORK

### Social Work Program

#### ***Government Degree College for Women, Haripur, Pakistan***

- Volunteered and participated in the social work program aimed at organizing various ideas, tools and platforms for improving the social disciplines related to quality of life of individuals, families, couples, groups and communities.

## INTERESTS

- Book Reading

- Gym
  - Academic and Literary Writing
  - Nature, Sight Seeing
  - Travelling
  - Personal development & Self-assessment
-