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DR. RUBAB TAHIR

(Assistant Professor- Management Sciences)

Professional Summary

A proactive faculty member and Trainer. I have experience of serving at national/International universities as faculty member in **Pakistan & UAE**. Attended national/International conferences in **Pakistan & China**, and published research papers in reputable journals with Impact Factor. Played active role in the project of **Establishment of National University of Pakistan**. I am highly motivated and aiming to be an effective part of a leading university.

Professional Experience

1. National University of Pakistan, Islamabad

Project Titled: “Establishment of **National University of Pakistan, Islamabad**” (NUP) by **Ministry of Defence, Government of Pakistan**.
Assistant Professor- Management Sciences (Dec, 2023- July, 2025).

Tasks Performed:

- **Teaching** management science courses.
- Content Creation and Editor for NUP **Social Media Platforms**.
- Appointed as **Head Examiner** for Final Exams.
- Worked on **Planning Commission, PC-1** for PSDP fund.
- Developed **Affiliation Statutes** as member of affiliation committee.
- Developed **Strategic Focus Areas** and **Strategic Plan** for NUP.
- Developed and reviewed **Scheme of Studies & Curriculum** for BBA.
- Designed BBA **Student Handbooks**.

2. Bath Spa University, UK - (International campus, UAE)

Full Time Lecturer- Department of Business Management (2022-2023)
Additionally performed Quality Enhancement Cell tasks.

3. National University of Modern Languages, Pakistan

Visiting Lecturer- Department of Management Sciences,
(2020 –2021).

4. Alhamd Islamic University, Pakistan

Full-time Lecturer- Department of Management Sciences,
(2018- 2019).

Other Duties/ Tasks:

- Research associate for the university research journal.

Classroom Management Tools

MS Office, Generative AI Tools
Canva & Prezi
Mentimeter, Padlet & Google Classroom
Google Meet, Zoom & Loom
LMS (Moodle, Minerva & StudyLab)
Turnitin and Ouriginal

Research Tools

SPSS, Python, Minitab and R.
AMOS, SmartPLS, NVivo,
Mendeley, EndNote, Qiqqa & LaTeX

List of Courses Taught

BUSINESS RESEARCH

Business research methodology
(Supervised 12 research projects)
Business and Management project
(Supervised 25 research projects)

HUMAN RESOURCE MANAGEMENT

Enterprise Design Thinking
Innovation management
Human Resource Management (HRM)
Strategic Human Resource Management
Training and Development
Principles of Management
Strategic Management
Corporate Governance

MARKETING

Entrepreneurship
International Business
Sales Management

FINANCE

Banking and Finance
Financial Management

INTERDISCIPLINARY

Business Psychology
Human Behavior
Management Information Systems
Islamic Management

- Worked on various Quality Enhancement Cell tasks and projects.
- Active member of University Environmental Committee.
- Managed academic linkages with foreign universities.
- Handled and managed annual planning report of university.
- Conducted university Education Expo and admission campaigns.

5. National Bank of Pakistan (Interned from May 2010 – July 2010).

Department: Commercial and Retail Banking, HR, Remittances, Accounts & Finance (Task Rotation in all departments).

Education

Ph.D. Management Science (Sep, 2014- Feb, 2021)

PhD Thesis Title: An analysis of green organizational culture, green washing, and green employee behavior: An empirical study in agri-inputs industry.

CGPA: 3.95/4.00

PMAS- Arid Agriculture University Rawalpindi, Pakistan.

MS(BA) - HRM (Jan, 2012- July, 2014)

Research Thesis: Transformational Leadership & Employee Well-Being.

CGPA: 3.43/4.00

National University of Modern Languages, Islamabad, Pakistan.

BBA (Hons) - Finance (Aug, 2007- Jul, 2011)

CGPA: 3.50/4.00

National University of Modern Languages, Islamabad, Pakistan.

Professional Trainings

Certification of **Two-Week National Faculty Development Program** for Higher Education faculty **Tier-2 (Associate Professors)** organized by **National Academy of Higher Education (NAHE)- HEC, Pakistan** from 13th – 24th Jan, 2025.

Certification of **Four- Week Training Program Digital Marketing in the Era of AI** held by National University of Pakistan from 5th – 30th May, 2025.

Research Publications

Tahir, R., & Javed. M. S. (2025). Addressing impediments in Artificial Intelligence adoption: A design approach to data-driven HRM. (Working Paper).

Other Skills

Blogging
Social Media Marketing
Social Media Content Creation
Networking

Tahir, R., & Javed. M. S. (2025). Reinforcing Green Organizational Culture to Sustain Green Human Capital: Innovative Way for Agri-Inputs Industry. (In-Review).

Javed. M. S., & Tahir, R. (2025). Twenty-First Century Skills and organizational Performance: Empirical Evidence from Agri varsities of Pakistan. (In-Review).

Tahir, R., Athar, M. R., & Afzal, A. (2020). The impact of greenwashing practices on green employee behaviour: Mediating role of employee value orientation and green psychological climate. *Cogent Business & Management*, 7(1),1781996.<https://doi.org/10.1080/23311975.2020.181996>. **(Impact Factor: 3.0)**

Shahani, N., Nawaz, M., & Tahir, R. (2020). A study of work-life balance for the working women in the United Arab Emirates and its impact on their job satisfaction and employee retention: a review study. *International Journal of Business and Economic Affairs (IJBEA)*, 5(2), 71-76. doi: 10.24088/IJBEA-2020-52003.

Tahir, R., Athar, M. R., Faisal, F., & Solangi, B. (2019). Green organizational culture: A review of literature and future research agenda. *Annals of Contemporary Developments in Management & HR (ACDMHR)*. doi:10.33166/ACDMHR.2019.01.004.

Tahir, R. & Athar, M. R. (2018). Impact of cooperative team environment and procedural justice on work environment creativity: An empirical study of banking industry. *International Journal of Business and Administrative Studies*, 4(5), 224-231. doi: <https://dx.doi.org/10.20469/ijbas.4.10004-5>.

Tahir, R., & Athar, R. (2018). Analysis of Social Exchange Factors Stimulating Work Environment Creativity. *Bahria University Journal of Management & Technology*, 2(1), 40-48.

Faculty Trainings

Trainer at Faculty Development Training (hybrid mode) held by National University of Pakistan and its Affiliated Colleges across Pakistan on 27th Feb, 2025. Key Modules covered include;

- **Artificial Reality & Virtual Reality** Integration in education.
- Futuristic approach to Immersive Learning (**Metaverse**).
- **Andragogy skills & psychological strategies** for student engagement.

- Implementation of effective **academic planning & implementation strategies**.
- **Assessment & evaluation**, adoption of **Generative AI & digital learning tools**.

International / National Conferences

- Presented research paper at “Academic Research on Social Sciences and Humanities” on 24th August 2018, held at **Beijing, China (Travel Grant: Higher Education Commission, Pakistan)**.
- Presented research paper at “An international conference on Governance, Management and HR; Strategic Directions” held on 20-21st March 2018, at Punjab University at **Lahore, Pakistan**.
- Presented research paper at Ph.D. Multidisciplinary Research Conference held on April 2017 at Bahria University **Islamabad, Pakistan**.

Workshops

- Attended Two-Day hands-on-workshop on Data Analytics **using Python, Minitab and R** held by **National University of Sciences and Technology (NUST)**.
- Attended workshops on business research software packages including **SPSS, AMOS, SmartPLS, NVivo, Mendeley, EndNote, Qiqqa and LaTeX**.

Speaker & Resource Person

- Trainer & Resource Person at **Professional Grooming and Career Planning Workshop** held by National University of Pakistan.
- Resource Person at a **1-day certification workshop on stress management** held by National University of Pakistan.
- Trainer at **Business Bootcamp** held by National University of Pakistan.
- Speaker at a seminar on **Women’s Day** held by Alhamd Islamic University.
- Speaker at a seminar on **Student’s Code of Conduct** held by Alhamd Islamic University.
- Speaker at a **Career Counselling Seminar** held by Alhamd Islamic University.