

Dr. Muhammad Asif Gul

Associate Professor

National University of Pakistan

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Personal Information

Father's Name	Gul Khan Khattak
CNIC	37104-6788229-1
Born on	June 15, 1981

Academic Qualification

PhD English	Foundation University, Islamabad
MS (Linguistics & Literature)	Air University, Islamabad
M.A. English (Linguistics & Literature)	1 st div Degree, NUML, Islamabad
B.Sc	Punjab University Govt Gordon College, Rawalpindi
F.Sc	A-grade Certificate, FBISE, Islamabad F.G.Sir Syed College, The Mall, Rawalpindi
Matric	A1-grade Certificate, BISE Rawalpindi Govt High School, Chhab, Attock

Publications

- i. The Influence of Behavioral and ESG Drivers on Consumer Intentions for Online Fashion Renting: A Pathway Toward Sustainable Consumption in China's Fashion Industry
(Sustainability, Vol. 16 Issue. 22 (2024)
- ii. Effects Of Bilingualism On Emotional Intelligence & Cognition Of Pakistani ESL Learners
(X Category) Migration Letters Vol. 21 Issue S13 (2024)
- iii. Relative Effectiveness of Writing Activities in the Pakistani ESL Context
(W Category) Kurdish Studies Vol. 12 No. 4 (2024)
- iv. Analyzing Communication Failure In Gandhi & Jinnah's Talks: A Socio-Cognitive Perspective On Grecian Cooperation Principles
(W Category) Kurdish Studies Vol. 12 No. 4 (2024)
- v. Relative Effectiveness of Reading Activities in the Pakistani ESL Context
(X Category) Migration Letters Vol. 21 No. 8 (2024)
- vi. Interpreting Quranic Rhetorical Questions as Indirect Speech Acts: Part-III
(X Category) Migration Letters Vol. 21 No. 8 (2024)
- vii. Interpreting Quranic Rhetorical Questions as Indirect Speech Acts: Part-II
(X Category) Remittances Review Vol. 9 No. 2 (2024)
- viii. Interpreting Quranic Rhetorical Questions as Indirect Speech Acts: Part-I
(X Category) Migration Letters Vol. 21 No. S11 (2024)
- ix. Making the Best Use of Ads in Flipped Classroom for Improving Critical Reading Comprehension
(X Category) Migration Letters Vol. 21 No. S1 (2024)
- x. The Relative Affordance of Flipped Method in the Pakistani ESL Context
(X Category) Remittances Review Vol. 9 No. 1 (2024)
- xi. The Relative Effectiveness of Flipped Method in the Pakistani ESL Context
(X Category) Migration Letters Vol. 20 No. S6 (2023)
- xii. A Mismatch between Interests of Students and Content of Grade XI English Textbooks
(Y Category) Global Language Review (GLR) Vol. VIII, No. II (Spring 2023)

Professional Experience

- Serving National University of Pakistan, Islamabad, Secretariat, 190-A, Sir Syed Road, Rawalpindi as Associate Professor since March 2024 to the date
- Served University of Central Punjab, Rawalpindi Campus as Lecturer from Fall 2012 to Fall 2024
- Served Punjab Group of Colleges, Rawalpindi as Lecturer from July 2010 to September 2012
- Served 502 Model College, Lalazar, Rawalpindi as Lecturer in English from August 2006 to June 2010
- Served Aviation Army Public School & College, Qasim Base, Dhamial Camp, Rawalpindi as Lecturer in English from March 2004 to August 2006

Research Interests

- Linguistics, Experimental Research, Curriculum Development and Syllabus Design, Language Planning and Policy, Corpus Linguistics, EAP/ESP, ELT and technology
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