

T A Y Y B A F A T I M A

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Personal Objective: With my personal and professional qualifications and career achievements, I seek a challenging position within a competitive professional environment with great potential for growth, utilizing a solid academic foundation, entrepreneurial skills, and creativity.

SKILL SET: Excellent Communication Skills, Time Management, Service-focused, Team Player, Communication Skills, Good Command on MS Office, SPSS, SmartPLS3, Decision Maker, Data Analysis Trainer,

EDUCATION

PhD in Marketing (Ongoing) – COMSATS University, Islamabad (2022–Present)

MS/MPhil in Marketing – COMSATS University, Islamabad (2020)

BBA (Hons) in Marketing – Fatima Jinnah Women University, Rawalpindi (2016)

HSSC (Pre-Medical) – Rawalpindi Board (2011)

SSC (Pre-Medical) – Rawalpindi Board (2009)

WORK EXPERIENCE

Lecturer

Shifa Tameer-e-Millat University | Nov 2021 – Present

- **Lecturer & Student Mentor**

Deliver lectures across undergraduate/postgraduate programs, mentor students academically and professionally, and coordinate academic activities to support effective learning outcomes.

- **Admission In-charge**

Oversee the complete admissions process, ensuring transparency, efficiency, and compliance with institutional policies.

- **Event Coordinator**

Plan, organize, and execute academic and extracurricular events to enhance student engagement and institutional visibility.

- **Program In-charge**

Manage program-level operations, curriculum implementation, faculty coordination, and student affairs to ensure academic quality and alignment with strategic goals.

- **Quality Enhancement Cell (QEC) – Assessment Team Member**

Contribute to internal academic audits, assessment reviews, and quality assurance processes by national quality standards and accreditation requirements.

Academic Assistant

Roots International Schools (Head Office) | Nov 2020 – Mar 2021

- Designed curriculum and classroom materials.
- Assessed learning outcomes and performance metrics.

Research Associate

COMSATS University, Islamabad Jan 2019 – Oct 2020

- Managed research projects and conducted data analysis.
- Contributed to academic publications and official communication

PUBLICATIONS

1. K Zaheer, T Mumtaz, T Fatima, M Kamran, M Alharthi (2025). Perceived risk & Intention to invest through online real-estate sites, *Real Estate Management and Valuation*, (**Scopus**)
2. Fatima et al., (2024). Consumer Perception of Environmental Protection to Promote Mindful Consumption Behaviour through Mindfulness and Ascription of Responsibility, *Global Management Science Review (Y-Category)*
3. Fatima et al., (2023). Accelerators and Restrictors of Made-in-China Covid-19 Vaccine Acceptability. *Journal of Modern Science*
4. T Fatima, M Kamran, TM Awan, M Szostak, M Sarfraz (2023) Changing the Attitude of Pakistani Females toward Mobile Phones' Perceived Innovation, *Journal of Intercultural Management*,
5. T Fatima & TM Awan (2023). Role of Big Data in Agile Business Management: A Conceptual Framework, Agile Leadership for Industry 4.0, Apple Academic Press Inc. Co-published with CRC Press (Taylor & Francis)
6. Awais, M., Fatima, T., Awan, M.T. (2022). Assessing behavioral intentions of solar energy usage through value-belief-norm theory. *Management of Environmental Quality: An International Journal. (X-Category)*
7. Ch, T. R., Awan, T. M., Malik, H. A., & Fatima, T. (2021). Unboxing the green box: an empirical assessment of buying behavior of green products. *World Journal of Entrepreneurship, Management and Sustainable Development*.
8. Fatima, T., Awan, T. M., & Kamran, M. (2021). Impact of Interactive and supportive service innovation in customer retention: an interplay of value creation and participation. *Foundation University Journal of Business & Economics*, 6(1). (**Y-Category**)
9. Fatima, T., Aslam, F., & Awan, T.M., (2021) Classification of M-Payment Users' Behavior using Machine Learning Models, *Journal of Financial Services Marketing (X-Category)*
10. Fatima, T., Kashif, S., Kamran, M., & Awan, T. M. (2021). Examining factors influencing adoption of M-payment: extending UTAUT2 with perceived value. *International Journal of Innovation, Creativity, and Change*, 15(8), 276-299 (**Impact Factor**)
11. Awan, T.M., Latif, T., Aslam, F., Fatima, T., (2021). Interactive websites of e-Malls instigate intentions to generate e-WoM, *International Journal of Electronic Marketing and Retailing Publisher (Scopus)*
12. Khan, R., Awan, T. M., Fatima, T., & Javed, M. (2020). Driving forces of green consumption in sharing economy. *Environmental Quality: An International Journal. (Scopus)*
13. Mansoor, M., Fatima, T., & Ahmad, S. (2020). Signaling Effect of Brand Credibility Between Fairness (Price, Product) and Attitude of Women Buyers. *Abasyn Journal of Social Sciences*, 13(1) (**Y-Category**)
14. Fatima, T., & Abbas, T. (2016). Impact of Advertising Beliefs and Personalization on Attitude towards Advertising: Mediating Role of Advertising Value. *International Journal of Business Management and Commerce*, 1(2), 10-19.

RESEARCH PROJECTS

1. **Title:** Impact of CPEC in Changing Consumers' Perception of Made-in -China Products
2. **Title:** The Nexus Between Green Supply Chain Management Practices, Sustainability Performance and Environmental Collaboration

Awarding Body: Higher Education Commission of Pakistan

Awarded To: Dr. Tahir Mumtaz Awan (Assistant Professor) CUI

Duration: Two Year **Role:** Research Assistant

3. Southern Contaminant Program Awarding Body: World Bank

Awarded To: Dr. Jabir H. Syed (Assistant Professor) CUI

Role: Research Assistant

TRAINING AND SEMINAR CONDUCTED

- Data Analysis Advance Level Workshop Using Smart PLS3 at Fast Business School, (9 June,2021)
- Data Analysis Advance Level Workshop Using Smart PLS3 at Barani Institute of Management Science, (20 January 2020)
- Seminar on new trends of Innovation “**Frugal Innovation**” at Comsats University Islamabad (6 March,2019)

TRAINING AND SEMINAR ATTENDED

- **Hands-On Data Analytics Using R:** Comsats University Islamabad (18th &19th Feb 2020)
- **Smart PLS3 Intermediate Level:** A Focus on Modeling Mediation, Exploring Moderation and Higher Order Factors by Professor T. Ramayah from Malaysia (12th & 13th February 2020)
- **Smart PLS3:** The Current Development of SEM and Data Analysis Using Smart PLS3 by Professor T. Ramayah from Malaysia (16th & 17th September,2019)

REFERENCES

Will be furnished on dem