

DR. KASHIF ABRAR

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PROFILE

A proactive and results-driven marketing academic and practitioner with over 13 years of diversified experience across higher education, digital marketing, and corporate sales. Demonstrates strong business acumen, a customer-centric mindset, and proven expertise in strategic planning, research supervision, and cross-functional project execution. Skilled in managing stakeholder expectations, driving institutional initiatives, and delivering outcomes through collaborative engagement and data-informed decision-making

KEY ACHIEVEMENTS

- Winner of the Inter-University Innovation Challenge 2024 held at SZABIST University Islamabad
- Received the “Best Research Paper” award at the 5th IABRC Conference, organized by International Islamic University Islamabad, held at Faisal Masjid Auditorium (May 2016)
- Secured a Silver Medal in the M.Phil. program
- Winner of the Best Sales Award for Yamaha YBR in the North Region of Pakistan (2015–2016)
- Obtained certification in “Foundations of Digital Marketing and E-commerce” from Google
- Organized multiple events, including Extravaganza, Business Idea Competition, Indigenous Entrepreneurship Conference – 8, Job Fairs, and a Workshop on Innovating the Olive Value Chain
- Served as a core team and marketing team member for the 23rd International Research Conference 2025 at SZABIST University Islamabad
- Moderated two online sessions during the 23rd International Research Conference 2025 at SZABIST University Islamabad
- Attended multiple training workshops, including the “Capacity Building Training Workshop for Fresh PhD Supervisors” (April 14–22, 2025), Workshop on Power BI and Tableau (August 2024), Workshop on Research Grant Proposal Writing (July 2024), Workshop on Faculty Performance Management (August 2024), Workshop on the Application of Machine Learning in Financial Research (August 2024), Workshop on Digital Teaching Practices (August 2024), and CDA 26th Training Course on Human Resource Management (December 2015)
- Successfully conducted training workshops and sessions for undergraduate and graduate students on digital content creation using Canva, literature review writing in research, SPSS, SmartPLS, Google Looker Studio, Power BI, HubSpot’s Smart CRM, and creating databases using MS Access
- Served as a member of various administrative committees, including the Marketing Team, Admissions Committee, Departmental Ethical Review Committee, MBA Club, NBEAC Team, Course Folder Audit Committee, and Convocation Reception Committee
- Presented a research paper at the IBA Sukkur Conference held at IBA Sukkur (December 2016)
- Presented two research papers at the Bahria University Conference held at the Islamabad Campus (April 2017)
- Presented a research paper at the ICCSS Conference held in Indonesia (November 2017)
- Participated in the Twenty-Seventh Sustainable Development Conference (SDC), organized by the Sustainable Development Policy Institute (SDPI), as part of professional development (November 2025)
- Presented a research paper at the IMP Forum Seminar held in Poznań, Poland (July 2025)
- Prepared course outlines for 15 marketing electives as part of the MBA and MSMS program revamp
- As part of the marketing cluster, proposed and prepared the course outline for a new marketing elective titled “Pricing Strategies” for MBA and MSMS programs, which was approved by the Curriculum Review Committee (CRC)
- Supervised 20 research theses for MSMS, EMBA, MBA, and Ph.D. (IRS) students in contemporary marketing domains including metaverse user behavior, robot anthropomorphism, social media marketing, 2D animation motion graphics visual content marketing, green advertising, and ethical consumer behavior
- Awarded scholarships during M.Phil. and Ph.D. programs at Bahria University Islamabad
- Consistently placed on the Rector’s Honor List in all semesters of BBA, M.Phil., and Ph.D. programs at Bahria University Islamabad
- Achieved overall 2nd position in school (Grades 6 to 8)
- Achieved overall 2nd position in college (1st and 2nd Year)
- Actively participated in debates, quiz competitions, and sports activities at the SSC level

- Worked as group leader in most group projects during university studies
 - Served as Class Representative (CR) from Grade 6 to 12 and during the M.Phil. program
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Professional Experience:

- **Freelance Digital Marketer** from March 2023 till August 2023
Major Responsibilities: To design, implement, and optimize digital marketing strategies for clients across diverse industries. To manage paid advertising campaigns on platforms such as Facebook, Instagram, and Google Ads. Responsible for content creation, SEO optimization, and social media engagement to enhance brand visibility and generate leads. To conduct performance analysis using digital marketing tools and provide actionable insights for campaign improvement. Also handled client communication, reporting, and recommendations for strategic growth
- **Digital Marketing Manager** at Kaufmann Enterprises Pvt. Ltd. from March 2021 to March 2023
Major Responsibilities: Managing Social Media Ad Campaigns and Google Ad Campaigns. Working over Google My Business profile listing and ranking. Managing complete SEO as well as increasing organic reach over social media platforms. Writing website content and answering queries of online customers regarding the services
- **Manager Sales and Marketing** at KSC Yamaha from February 2012 till March 2021
Major Responsibilities: To develop and implement strategic marketing plans, sales plans and forecasts to achieve corporate objectives. To plan and oversee advertising and promotion activities including print, online, electronic media, and direct mail. Responsible for post sales services and client relationship management
- **Social Media Marketing Manager** at FirmTrak (An American law firm) from April 2019 to April 2020
Major Responsibilities: To advance and execute digital marketing strategies via social media marketing software (Hootsuite) over major social media platforms such as Facebook, Twitter, Pinterest, YouTube, Instagram and Tumblr. To respond towards queries of consumers regarding services provided by FirmTrak and connect them with concerned consultants for professional guidance in minimal time

Teaching Experience:

- **Assistant Professor** at SZABIST Islamabad from September 2023 till date
Major Courses Taught: E-Commerce, Digital Marketing, Strategic Marketing, Integrated Marketing Communications, Consumer Behavior & Management Information Systems
- **Visiting Faculty Member** at Bahria University Islamabad from September 2017 till date
Major Courses Taught: Consumer Behavior, Services Marketing, Brand Management, Business to Business Marketing, Principles of Marketing, Marketing Management, E-Commerce & IT in Business
- **Visiting Faculty Member** at Air University Islamabad from September 2021 till February 2022
Major Courses Taught: Advertising & Events Management

Research Papers (Published):

- **Research Paper:** Impact of Online Store Atmosphere, Customized Information and Customer Satisfaction on Online Repurchase Intention (Kashif Abrar, Sobia Zaman and Zoya Wajid Satti. GMJACS: Volume 7, Number 2, 2017)
- **Research Paper:** Impact of Perceived Risk on Online Impulse Buying Tendency. An Empirical study in the Consumer Market of Pakistan (Kashif Abrar, Muhammad Naveed and Muhammad I Ramay. Journal of Accounting & Marketing: Volume 6, Issue 3, 2017)
- **Research Paper:** Impact of Social Media Interaction and Social Media Usability on Brand Love and Brand Attachment with the moderating role of Gender (Kashif Abrar, Dr. Muhammad Arif, Muzammal Ilyas Sindhu and Abrar Hussain. Journal of Business and Tourism: Special Issue: ICCSS, Indonesia November 2017)
- **Research Paper:** Brand Love: Some Antecedents and Consequences (Sobia Shujaat, Baseer Durrani, Kashif Abrar and Tahir Rashid. International Journal of Sales, Retailing and Marketing: Volume 7, Number 2, 2018)

- **Research Paper:** Impact of Augmented Reality on Consumer Purchase Intention with the Mediating role of Customer Brand Engagement: Moderating role of Interactivity in Online Shopping (Kashif Abrar. Bahria University Journal of Management & Technology: Volume 1, Number 2, 2018)
- **Research Paper:** Impact of Customerization and Customer Engagement on Brand Love with the Mediating role of Brand Performance: Evidence from Hotel Industry of Pakistan (Kashif Abrar. Sukkur IBA Journal of Management and Business –SIJMB: Volume 6, Number 1, 2019)
- **Research Paper:** Impact of Electronic Word of Mouth on Customer Purchase Intention: Moderating Role of Social Risk and Mediating Role of In-person Word of Mouth. A study of the Gaming Industry of Pakistan (Kashif Abrar, Dr Asif Khurshid Mian and Sobia Zaman. GMJACS: Volume 9, Number 2, 2019)
- **Research Paper:** How Customer Experience Quality Affects Customer Satisfaction-Loyalty with Moderating role of Competitive Choices and Familiarity: Assessment of Private Hospitals in Pakistan. (Kashif Abrar, Muhammad Ali Saeed, Israr Ahmad and Sabir Ali. Sukkur IBA Journal of Management and Business –SIJMB: Volume 7, Number 1, 2020)
- **Research Paper:** Innovations for Potential Entrepreneurs in Service quality and Customer Loyalty in the Hospitality Industry. (Zoya Wajid Satti, Dr. Samreen Babar, Shagufta Parveen, Kashif Abrar and Asma Shabbir. Asia Pacific Journal of Innovation and Entrepreneurship: Volume 14, Number 3, 2020)
- **Research Paper:** Modeling Social Network Gaming Habitual Behavior Among Young Consumers. A Uses and Gratification and Flow Perspective (Kashif Abrar and Asif Khurshid Mian. Abasyn Journal of Social Sciences: Volume 13, Number 2, 2020)
- **Research Paper:** How Social Gratification affects Social Network Gaming Habitual Behavior: A Sequential Mediation Model (Kashif Abrar, Dr Asif Khurshid Mian and Sobia Zaman. GMJACS: Volume 11, Number 2, 2021)
- **Research Paper:** Effect of Information and Communication Technologies (ICT) as Innovation Tool on Business Performance: Evidence from Pakistan (Kashif Akbar, Kashif Abrar and Salman Ali Khan. Annals of Human and Social Sciences: Volume 3, Number 3, 2022)
- **Research Paper:** Impact of Social Gratification and Game Design Elements on Social Network Gaming Habit: Mediating Role of Consumer Satisfaction (Kashif Abrar, Sohrab Khan, Muhammad Danish and Muhammad Ahsanullah Qureshi. Journal of Business and Management Research: Volume 3, Number 1, 2024)
- **Research Paper:** Navigating the Challenges of Social Media Marketing for Small and Medium Enterprises (SMEs) in Pakistan: A Qualitative Study (Kashif Abrar. SZABIST International Journal of Management Sciences: Volume 1, Number 2, 2024)
- **Research Paper:** Impact of Online Reviews on Consumer Trust, Perceived Value, and Purchase Behavior in Pakistan's E-Commerce Market (Kashif Abrar, Sana Irfan, Fozia Malik. Journal of Business and Management Research: Volume 3, Number 3, 2024)

CASE STUDIES (Published):

- **Pakistan Railways:** Where the Rail is on Track but Management isn't! (Published in Case Center <http://www.thecasecentre.org>)
- **Merger of Mobilink with Warid:** Consequences for Employees, Profits for Telecom Giants (Published in Case Center <http://www.thecasecentre.org>)

PUBLICATION IN NEWSPAPER:

- **Bridging the Digital Divide:** Reassessing Technology Access in Pakistan's Universities. Published in Daily Hope of Jammu Kashmir (April 2025)

RESEARCH THESIS & MAJOR PROJECTS:

- **Research Thesis (Ph.D):** Determinants of Social Network Gaming Habitual Behavior among Young Consumers of Pakistan. A Uses and Gratification Perspective
- **Research Thesis (M.Phil):** Impact of Consumer Emotional Intelligence on Impulse Purchase Behavior. A study based on Young Consumers of Pakistan
- **Principles of Marketing:** Launch a New Product or Service and Develop Marketing Strategy
- **Brand Management:** Rebranding of a Brand that no longer exists (Frost Juice)
- **Sales Management:** Sales Training Program for Sales Force of "Haleeb Foods"
- **Marketing Research:** Decline in Sales of "Emaar Pakistan" (Reasons & Recommendations)
- **Promotion & Advertising Management:** 360 Degree Advertising Campaign for "Paradise Frost"
- **Consumer Behavior:** 20 minutes Documentary and Presentation on "Terrorism & Relation to CB"

EDUCATION:**Ph.D (MS) (CGPA 3.58)****Bahria University Islamabad****2016 – 2022****M.Phil (MS), SILVER MEDALIST (CGPA 3.70)****Bahria University Islamabad****2014 – 2016****BBA (Hons) Marketing (CGPA 3.62)****Bahria University, Islamabad****2008 – 2012****REFERENCES**

Can be furnished upon request