

Aimen Rasheed

MS Management Sciences
Comsats University Islamabad Attock Campus
E-mail: aymenrasheed07@gmail.com
Field of Interest: Management, Marketing & Human Resource Management
Contact number # 0334-9027229-0317-5797596
<https://www.linkedin.com/in/aimen-rasheed-8b5209255/>



A self-motivated Professional University Teacher and Researcher, having the ability to bridge the course content with real-world challenges; Creative, resourceful and flexible, known for an interactive teaching style that encourages student participation and enthusiasm while facilitating learning; Lived and taught in Pakistan, Worked in both Metropolitan and Interior parts of Country to serve the community and mentor where my teaching and research services are required the most with the passion to serve the underprivileged students with urge and zest to learn and explore.

EDUCATION

MS Management Sciences) 2012-2014

(Thesis Title on Female attitude towards social media marketing of fashion Apparel Brands)
COMSATS University Islamabad

MBA (Management) 2007-2009

COMSATS University Islamabad

BS (BSc) 2005 – 2007

Government Degree College for Women Punjab University

AWARDS/DISTINCTIONS

- The COMSATS University (CUI) Merit Scholarship Grant 2014
- Awarded Prime Minister Laptop
- Distinction in Masters Business Administration in the Third Semester.
- Represented as a student ambassador at many social events

PUBLIC SPEAKING ACTIVITIES

Delivered Lectures at various universities on different topics related to social and business administration themes that includes Bahria University Islamabad, Comsats University Islamabad, Lincoln Corner Pakistan, Sindh University Campus Larkana, & Government Degree college Larkana

Research Interest

- Social Media Marketing
- Consumer Behavior and Decision Making

- Transforming Technologies and its impact on behavior (Consumers/Employees)
- Cyber loafing, workplace Leisure activities and Innovative Work behavior
- Sustainable Business practices. Green HRM and Green Behavior
- Research methodology (Structural Equation Modelling)

ACADEMIC EXPERIENCE

Lecturer Management, HRM, Communication and Marketing SZABIST University
Feb 2018– June 2024

- Taught various Master and Undergrad courses in the Management department
- Supervised research thesis of undergraduate and graduate students

Senior Teacher Beacon House School AECHS Islamabad Expressway
Dec 2015- 2017 Dec

- Taught various courses like English, Mathematics, IT and Geography

Research Associate COMSATS University Islamabad CUI
Aug 2012 – Dec 2014

- Worked under the supervision of HoD Management Sciences

HR Officer Medicare Hospital Attock
October 2009– Dec 2011

RESEARCH & PUBLICATION

- Rana, S., Shafi, F., Rasheed, A., & Malik, M. I. (2024). Online environmental platforms service and green consumer behaviour nexus: a multi-mediator study. *Future Business Journal*, 10(1), 1-18.
- Babar, A., Rasheed, A., & Sajjad, M. (2014). Factors influencing online shopping behavior of consumers. *Journal of Basic and Applied Scientific Research*, 4(4), 314-32

PAPERS UNDER PUBLICATION PROCESS

- "Impact of Green HRM Practices on Employees' Green Behavior The Role of Employee Engagement and Their Individual Behaviour submitted online and is presently being given full consideration for publication in the *Journal of Organizational Effectiveness: People and Performance* manuscript id is JOEPP-07-2023-0307
- "Learning Factory Projects for Sustainable Education and Social Development" is under publication in *British Educational Research Journal* - Manuscript ID CBER2022-0384 submitted for September 2022.

SUPERVISED RESEARCHWORK

- Impact of Green HRM practices on Employees' Green Behavior in Private Corporate and Insurance Sector, submitted by (MBA), SZABIST (June, 2023)

- Impact of Human Resource Management Practices on Teachers' Efficacy and Performance (MBA), SZABIST Larkana, (June 2023)
- Impact of Social Media Marketing on Customer Purchase Intention with Customer Engagement as a Mediator (MBA), SZABIST (January 2023)
- Role of Artificial Intelligence in-relation to Emotional Intelligence in the Health Sector (MBA), SZABIST (January, 2023)
- The Link between Customer Value, Customer Loyalty, and Customer Satisfaction in Hospitality and Tourism Industry in Pakistan, The Moderating Role of Service Quality (MBA) SZABIST (June 2022)
- Impact of Instagram Celebrity Influencers' Credibility on Purchase Intention (MBA), SZABIST (June 2022),
- Impact of SMS Marketing on females' online purchase intention of clothing (MBA), SZABIST (June 2021)
- Impact of Psychological Entitlement on Cyber loafing through the Mediating Role of Organizational Justice (A Pakistan's Organizational Perspective) (MBA), SZABIST (June 2021)
- Workplace Internet leisure and employees' productivity the mediating role of Employee satisfaction, an empirical study,(MBA), SZABIST (Jan, 2021).
- Impact of Entrepreneurial Motivation and Training in Developing Entrepreneurial Intention Among Business Administration and Management Students, A case study of University Students (MBA), SZABIST, (June,2020)
- Factors Affecting Customer Satisfaction in the Telecom Sector of Pakistan A Case Study of Rajanpur (MBA), SZABIST (June 2019)
- Impact of work-life balance. Coworker support, and role conflict on job stress: A study is about Banking, Education and Health Sectors employees (MBA), SZABIST (June 2020)
- The Impact of Cyber Loafing and Habitual Mobile Usage on Smartphone Addiction: A Case Of University Students, (BBA), SZABIST (June 2020)
- Impact of Workplace Internet Leisure on Employee Productivity. A Case Study of Educational Institutes (BBA), SZABIST (June 2019)
- The Impact of Cyber Loafing Activities and Innovative Work Behavior on Employee Gains (BBA) SZABIST. (December 2018)

TRAINING AND WORKSHOPS ATTENDED

- Workshop on Case Study Writing on 21st July 2023 delivered by Dr. Raheem Bux Soomro, certified Smart Pls-4 Trainer & faculty member at Institute of Business Administration SALU Khairpur

- Attended Workshop on Critical Pedagogy For Learner Autonomy on Saturday, December 02, 2023 conducted by Dr Sumera Umrani is an Associate Professor of Applied Linguistics/TESOL at Institute of English Language & Literature, University of Sindh, PhD in Edinburgh and PostDoc in Michigan at SZABIST University, Larkana Campus.
- Attended a Workshop Case Study Writing on 8th Feb 2022 delivered by Dr Kamran Akber Soomro, Assistant Professor, Faculty of Management Sciences, SZABIST Karachi.
- Research Center organized the one-day workshop for the faculty of SZABIST Larkana on Thursday, June 09, 2022. Dr. Bisharat Hussain Chang, Assistant Professor, IBA Sukkur (SIBA) conducted a session on 'How to Publish in Impact Factor Journals.
- Attended a workshop for the faculty on "How to Effectively Write a Research Paper" by Dr. Bisharat Chang Assistant Professor, IBA Sukkur (SIBA) on 30th September 2022.
- Faculty and Institutional Development one-day workshop conducted by Dr Niaz Ahmad Bhutto HoD Management Science IBA Sukkur University, (SIBAU) held on 13 October 2019.
- Workshop on Qualitative Research Methodology on November 7-8, 2019 conducted by Dr. Farooq Ahmad ,Assistant Professor, SZABIST Larkana
- On November 29, 2019, SZABIST Larkana organized one day workshop on "Quality Assurance" by Dr. Sher Muhammad Doudpota - Director Quality Enhancement Cell - Sukkur IBA University.
- Attended a workshop on Workplace Harassment for all employees (Faculty & Staff) of SZABIST Larkana by Dr. Zahida Abro - Head of Campus SZABIST Larkana in November 2020
- Attended a workshop on “Using and Developing Case Studies” conducted by Professor Dr. Syed Zahoor Hussain (Ex Vice-Chancellor of LUMS Lahore) on 30th May 2018
- Workshop on "Advanced Excel Techniques for Managers" by Faculty of Management Science, Mr Muhamma d Azam Ramay 11th May 2018

Technology Skills

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- MS Office; Different e-mail Packages/Operating Systems; SPSS for Statistics; AMOS; Smart PLS

References

Muhammad Shakeel

Senior Lecturer Teesside University UK
onlyshakil@gmail.com

Ms Irum Tanveer

Professor York Univeristy Canada
iram.tanvir@gmail.com

Dr Muhammd Imran Malik

Associate Professor CUI, Attock Campus.
dr.imran@ciit-attok