

ZUNAIRA SHAHZAD
PhD Scholar & Visiting Faculty

0923334712267 • zunairashahzad1981@gmail.com • House # 320-B, Street # 26, G-6/1-2, Islamabad
• CNIC # 35202-2720534-0

Cover Letter

Respected Sir,

I am writing to express my interest in the position opening in this prestigious institute. With a PhD in Management (in progress), MPhil in Management Sciences, MBA in Finance, and over 3 years of experience as a visiting faculty member at prestigious institutions, I am eager to contribute to the academic excellence of your department.

During my tenure as a visiting faculty member at Bahria University, Air University, International Islamic University, and Fatima Jinnah Women University, I have had the privilege of teaching a diverse range of courses, including Principles of Management, Organizational Behavior, Principles of Marketing, Entrepreneurship, Project Management, Business Ethics & Society, Creative Thinking & Reasoning, Microeconomics, Managerial Economics, Business Communication & Report writing, Corporate Skills, Oral Communication & Presentation, etc. My teaching philosophy emphasizes not only the theoretical foundations of these subjects, but also their practical applications in the real world. This method has consistently yielded positive feedback from students and colleagues.

Besides my teaching experience, I have actively engaged in research, with several publications in double-blind, peer-reviewed journals. My research focuses on areas such as workplace behavior, leadership, and service quality, and I am keen to continue contributing to the academic community through impactful research.

Furthermore, I have experience in curriculum development, student advising and evaluation, and extracurricular program coordination. I am adept at using various educational technologies to enhance the learning experience and am committed to fostering an inclusive and engaging learning environment.

I am enthusiastic about the opportunity to bring my expertise in teaching, research, and student development to this prestigious institute. I am confident that my skills and experience align with the goals of your department, and I would welcome the chance to discuss how I can contribute to your team.

Thank you for considering my application. I look forward to the possibility of contributing to your esteemed institution and am available at your convenience for an interview.

Sincerely,

Zunaira Shahzad
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Professional Summary

Dedicated and goal-driven academic with a sound foundation in Management Sciences, currently pursuing a PhD and bringing over three years of experience as Visiting Faculty at esteemed universities. My approach to teaching blends real-world relevance with academic rigor, creating engaging and inclusive learning environments where students feel challenged and supported. With several HEC-recognized publications and a background in course design, student mentoring, and classroom innovation, I'm excited to contribute meaningfully to a department that values both research and teaching excellence.

Work Experience

Bahria University	Islamabad
Visiting Faculty: Management Studies Department	03/2022 - Present
Air University	Islamabad
Visiting Faculty: AUSOM	09/2025 - Present
International Islamic University	Islamabad
Visiting Faculty: Faculty of Management Sciences	09/2022 - Present
Fatima Jinnah Women University, Rawalpindi	Islamabad
Visiting Faculty: Department of Business Administration	08/2024 - Present

Responsibilities as Visiting Teacher

- Delivered 10+ business and communication courses to undergraduate classes, maintaining a student feedback rating above **4.6/5** consistently.
- Boosted classroom engagement by **25%** through the introduction of case-based learning and industry-driven assignments.
- Combined formal lectures with practical activities, projects, and group discussions to create a **dynamic learning environment**.
- Utilized diverse teaching modalities and technology to enhance student engagement and understanding.
- Integrated the **flipped classroom model**, resulting in improved pre-class preparation and deeper in-class discussion.
- Contributed to the **revision of undergraduate syllabi**, ensuring alignment with current business practices and market needs.
- Provided constructive feedback to support students' academic and professional growth.
- Designed **assessment rubrics**, improving grading consistency and academic transparency.
- Managed assessments, including grading and updating results in the university database along with preparing OBE sheets.
- Actively supported new faculty onboarding and **peer mentoring** programs to improve instructional quality across the department.

Education

International Islamic University, Islamabad	02/2020 - Present
PhD Management GPA: 3.91 / 4.00	
- Course work completed - Comprehensive Exam: Passed - PhD Thesis in progress	
University of Lahore, Islamabad	2015 - 2019
MPhil Management Sciences GPA: 3.90 / 4.00	
University of Punjab, Lahore	2000 - 2002
MBA Finance GPA: 3.78 / 4.00	

Education

Lahore College For Women, University of Punjab, Lahore

1998 - 2000

B.Sc. Science

- Pre Engineering: 71%

Research Interests

Workplace behavior, leadership styles, knowledge management, HR analytics, AI in business education, digital transformation in organizations, and service quality in the public and private sectors.

PUBLICATIONS & PROJECTS

Indus Journal of Social Sciences, 3(2), 227-242. (HEC Y) 2025

HR Tech and Employee Experience: Exploring the Role of AI, Automation, and People Analytics in Modern Workplaces.

Zunaira Mahmood, SarfarazRazaKhan, Dr. Shahid Ali Durrani, Muhammad Zulqarnain & Dr. Osama Ali

The Critical Review of Social Sciences Studies, 3(2), 50-65. (HEC Y) 2025

The Role of Artificial Intelligence in Personalized Marketing: Enhancing Customer Experience, Predictive Targeting, and Brand Engagement.

Dr. Razia Bano, Farangis Azim, Zunaira Mahmood, Dr. Asif Sanaullah & Dr. Osama Ali

NUML International Journal of Business & Management, 16(2), 114-128. (HEC Y) 2021

Emotional Neglect, Self-Deception, and Unethical Workplace Behavior: Moderating Effect of Machiavellianism

Ayesha Shafique, Shahida Mariam, & Zunaira Mahmood

Bulletin of Business and Economics (BBE), 10(4), 13-21. (HEC Y) 2021

EMPLOYEES' OWN PERSONALITY MAY INDUCE THEIR VICTIMIZATION AT WORK: EVIDENCE FROM UNIVERSITIES IN LAHORE

Farooq Ahmad, Amna Gul, Syed Ali Raza Hamid, Zunaira Mahmood, & Shahida Mariam,

Global Management Sciences Review, VI, 6, 1-16. (HEC Y) 2021

Following in the Footsteps: An Empirical Model of Leader-Signaled Knowledge Hiding by Subordinates.

Zunaira Mahmood, Kausar Fiaz Khawaja, & Shahida Mariam,

Bulletin of Business and Economics (BBE), 9(4), 202-210. (HEC Y) 2020

WHAT WINS THE CUSTOMER SATISFACTION, MOST? AN EVIDENCE FROM SERVICE QUALITY PERSPECTIVES IN BANKING SECTOR

Farooq Ahmad, Maqsood Ahmad, Shahida Mariam, Zunaira Mahmood, & Muhammad Nawaz Qaisar,

M.Phil Thesis 2019

Effect of Work Stress on Personal Life of Female Doctors in Pakistan

Courses Taught

◆ Principles of Management

◆ Organizational Behavior

◆ Principles of Marketing

◆ Entrepreneurship

◆ Project Management

◆ Managerial Economics

◆ Microeconomics

◆ Macroeconomics

◆ Business Ethics & Society

◆ Creative Thinking & Reasoning

◆ Corporate Skills

◆ Oral Communication & Presentation

◆ Business Communication & Report Writing

Awards

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- | | | |
|---|--------------------------------|---|
| ☆ HEC Indigenous Scholarship
(2015- Present) | ☆ Gold Medal in M.Phil. (2019) | ☆ Academic Roll of Honor in MBA
(2002) |
| ☆ Academic Roll of Honor in B.Sc.
(1998) | | |

Core Competencies

Classroom management · Lesson planning · Curriculum design · Student feedback and assessment

Lecture delivery and instructional design

Academic research · Statistical analysis (SPSS, AMOS) · Data visualization · Publication in peer-reviewed journals

MS Office Suite (Word, Excel, PowerPoint) · Online tools (Zoom, Microsoft Teams, Google Classroom)

Adaptable · Communication · Interpersonal Skills · Collaborative · Problem-solving · Critical thinking · Attention to detail · Time Management · Leadership and mentorship · Multitasking under pressure

Languages

English Proficient ●●●●●	Urdu Native ●●●●●	Punjabi Proficient ●●●●●
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References

References available upon request