

QUDSIYAH MUNIR

RAWALPINDI, PAKISTAN

[ORCID Profile](#)

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[My Website](#)

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PROFILE

Accomplished academic professional with a Gold Medal M.Phil. in HRM and 5 years as a Research Associate in IT. Currently pursuing a Ph.D. in Management Sciences, focusing on Gendered Studies in Digital Entrepreneurship and AI adoption. Committed to student-centered, interactive, and research-driven teaching. Possesses strong analytical, communication, and leadership skills, ideal for dynamic university environments.

AWARDS & HONORS

Gold Medalist, Magna Cum Laude | M.Phil. in Human Resource Management, Bahria University

KEY SKILLS

Research & Analytical:

Quantitative Research
Data Analysis
Critical Thinking
Problem-Solving
Analytical Thinking
Content Research & Development
Survey Design & Implementation

Technical:

MS Office Suite
AI-Driven Content
Generative AI

Teaching &

Communication:

Public Speaking
Dynamic Presentation Skills
Communication
Interpersonal Communication

WORK EXPERIENCE

Research Analyst & Digital Media Specialist | March 2022 – Nov 2025

GlowBug Technologies, Islamabad, Pakistan

- Supported the Feasibility Study for the National Centers of Research Innovation and Entrepreneurship in AI (NCRIE-AI), including questionnaire design, physical/virtual surveys, and stakeholder consultations.
- Drafted feasibility reports, organized feedback from stakeholders, and contributed to the formulation of AI policy recommendations.
- Conducted applied research to provide evidence-based insights for technology and policy initiatives.
- Designed digital content and infographics using Canva and similar tools, producing visually appealing materials for reports, presentations, and social media.
- Developed layout designs for research reports and visual summaries, improving accessibility and professional presentation.
- Conducted initial screening of job applicants, supporting the hiring process by shortlisting candidates for interviews and maintaining organized candidate records.

Content Writer (Freelance) | 2015 – 2018

Rawalpindi, Pakistan

- Developed diverse content, demonstrating strong writing and research skills.
- Managed projects independently and collaboratively, consistently meeting deadlines.
- Maintained professional communication with clients.
- Organized and prioritized work for efficient assignment completion.
- Committed to continuous learning and skill enhancement.

EDUCATION

Ph.D. in Management Sciences | Expected Completion: 2027

Bahria University, Islamabad, Pakistan

- Dissertation Title:* "From Connections to Intentions: How Networking and Human Capital Shape Women Digital Entrepreneurs' Artificial Intelligence Adoption Intention for Digital Venture Growth in Pakistan." *Research Focus:* Quantitative research using PLS-SEM on AI adoption among women digital entrepreneurs.

M.Phil. in Human Resource Management | September 2017 – March 2021

Bahria University, Islamabad, Pakistan

Instructional Design
Principles
Student Engagement
Techniques
Curriculum Development
Academic Writing
Leadership & Management

Leadership Skills

Teamwork & Collaboration
Time Management Decision-
Making Organizational Skills
Adaptability
Project Management
(informal)
Mentorship & Training
Ability to Multitask
Can-Do Attitude

TEACHING INTERESTS

Organizational Behavior
Entrepreneurship
Management
Gender & Leadership Digital
Entrepreneurship Human
Resource Management
Business Communication Data
Analysis for Business

LANGUAGES

English: Fluent

Urdu: Native

Punjabi: Native

REFERENCES

Available upon request.

Gold Medalist, Magna Cum Laude

- *Thesis Title:* "The Mediating Role of Organizational Citizenship Behavior between Workplace Spirituality and Job Performance: Contingent Role of Organizational Commitment."
- *Key Findings:* Demonstrated positive impact of workplace spirituality and OCB on job performance, with organizational commitment moderating this relationship.
- Specialized Coursework: Organizational Behavior, Management

PUBLICATIONS & PRESENTATIONS

Publications:

- Munir, Q. (2025). Women Entrepreneurs: Growth Mindset Versus Fear of Failure. In: **The Palgrave Encyclopedia of Entrepreneurship**. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-68128-9_31-1
- Munir, Q., Basit, D. A & Shirazi, D. S. (2025). Unraveling AI Adoption: The Impact of Strategic Networking and Diverse Skill Sets on Digital Entrepreneurship in Pakistan. **Journal of Social Sciences Research & Policy**. 3 (04), 565-585. <https://doi.org/10.71327/jssrp.34.565.585>
- Munir, Q., & Samdani, H. (2021). The Mediating Role of Organizational Citizenship Behavior between Workplace Spirituality and Job Performance: Contingent Role of Organizational Commitment in Public Sector Organizations. **Journal of Workplace Behavior**, 2(2), 97-112. <https://doi.org/10.70580/jwb.02.02.083>

Conference Presentations:

- 'Can Digital Leadership Mitigate Resistance to Change and Drive Transformation? Examining the Influence of Digital Intelligence Quotient in Pakistan's Banking Sector'

Presented at the **4th International Conference on Business, Management, and Social Sciences, NUST** (April 22, 2024)

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- **Certificate of Completion - Business Analysis Fundamentals** | Microsoft (October 19th, 2025)
- **Certificate of Completion - Intro to ChatGPT and Generative AI** | 365 Data Science (November 2023)
- **Certificate of Completion - Data Analysis with ChatGPT** | 365 Data Science (November 2023)
- **Certificate of Achievement - Introduction to Data and Data Science** | 365 Data Science (November 2024)
- **International Business Skills** | Amsterdam University of Applied Sciences (August 2022)
- **Microsoft Virtual Experience Program Participant** | Microsoft (July 2020)
- **Certified Research Methodology Course (23 webinars)** | Forman Christian College University (FCCU) | June–July 2025

- *Completed an international online course aligned with the Researcher Development Framework (RDF). Earned certificates for active participation in sessions delivered by national and international experts.*
- *Key areas covered:*
 - **Research Methods:** Qualitative, Quantitative, and Mixed Methods
 - **Academic Writing & Publishing:** Proposals, systematic reviews, and disciplinary publishing practices
 - **Digital & AI Integration:** Use of Gen-AI in research design, ethics, literature review, and data analysis
 - **Practical Tools:** Mendeley, SPSS, citation management, and e-library navigation
 - **Scholarly Skills:** Reviewing and editing manuscripts, research ethics, plagiarism, and researcher well-being
- **ENT Pedagogy Series – Prof. Saras Sarasvathy: CAVE Framework & Teaching the Entrepreneurial Method | Academy of Management | 26th Sept-25**
 - Completed a session focused on the CAVE Framework and innovative approaches to teaching the Entrepreneurial Method.
 - Gained insights into effectuation, entrepreneurial decision-making, and experiential pedagogy.
- **Virtual Summer School in Entrepreneurship Research (VSSER-25) VSSER Consortium (Global Initiative in Entrepreneurship Research), Virtual | May – August 2025**
 - Participated in a competitive, no-fee international program focused on advancing research competence in entrepreneurship.
 - Received training in designing, conducting, and publishing high-quality entrepreneurship research.
 - Engaged with leading scholars and an international cohort of researchers (35+ countries).
 - Awarded a certificate of completion.