

NAVEED AHMED QURESHI



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SUMMARY

Highly dedicated Lecturer with 7+ years of teaching experience in Business Administration and Management Sciences. Strong academic background with extensive experience teaching Management, Marketing, Entrepreneurship, and Research Methods at reputable institutes. Proven ability to design curriculum, supervise student research, and deliver interactive, outcome-focused lectures.

WORK EXPERIENCE

- Visiting Lecturer, Fatimah Jinnah Women University** Feb 2026- Present
- Taught Courses to B.COM and BBA
- Lecturer, Centre of Excellence in Advanced Studies (UOG)** Sep 2022- Present
- Teach undergraduate and graduate courses in Management Sciences.
 - Courses taught: Principles of Marketing, Marketing Management, Services Marketing, Principles of Management, Research Methods in Business.
 - Develop lesson plans, conduct assessments, and maintain academic quality.
- Program Manager (BBA), National Textile Institute (NTI)** June 2019- Aug 2021
- Oversaw academic operations of the BBA department, ensuring compliance with HEC standards.
 - Collaborated with faculty on course outlines, assessments, and semester planning.
 - Supervised final-year research projects and guided students in research methodology.
 - Delivered lectures in core business and management subjects
- Senior Lecturer, Comwave Institute of Science & Information Technology** June 2017- Aug 2019
- Taught a diverse range of BS and BBA courses.
 - Courses taught: Entrepreneurship, Marketing Management, Marketing Ethics, Principles of Marketing, Advertising, Consumer Behavior, Research Methods.
 - Contributed to curriculum development and student mentoring.

EDUCATION

- MS (Supply Chain Management), Bahria University Islamabad** June 2018
- MBA (Marketing & Management), International Islamic University Islamabad** Aug 2015
- BBA (Marketing & Management), COMSATS Islamabad** Aug 2013

RESEARCH & PUBLICATIONS

Journal Publication

- The Impact of Supplier Diversification on Supply Chain Resilience in the Post-COVID Era (2025). The Critical Review of Social Sciences Studies, 3(3), 2234–2242.

Conference Paper

- The Role of Green Supply Chain Practices in Improving Organizational Performance. International Conference on Science, Social Science & Economics.