

RESEARCH INTERESTS

- Smart emerging AI technologies
 - Conversational agents (chat-bots, voice assistants & Large Language Models (LLMs))
 - Generative & Agentic AI, Service Robots etc
 - Customer Experience, Engagement & Behavior
 - AI-Driven Innovation & Digital Transformation
 - Service Marketing
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EDUCATION

M.Phil. in Management Sciences – Quaid-i-Azam University, Islamabad (2023)

Coursework: Advance Research Methods, Qualitative Research Paradigm, Quantitative Decision-making Techniques & Strategic Management

Research Thesis: Anthropomorphism: A Way Forward to Create Customer Experience

Methods: Survey Design, Quantitative Analysis, Structural Equation Modeling (SEM)

Tools: SPSS, AMOS

Focus: Artificial Intelligence & Consumer Behavior

Master of Public Administration (MPA) – Quaid-i-Azam University, Islamabad (2021)

Coursework: Principles of Public Administration, Public Administration in Pakistan, Principles of Management, Marketing for Non-Profit Sector, Advertising and Media Management

Internship Report: Completed a one-month Administrative Internship, gaining hands-on experience in office administration and institutional operations

Bachelor of Commerce (B.Com) – University of the Punjab, Lahore (2018)

RESEARCH EXPERIENCE

Research Thesis – Quaid-i-Azam University, Islamabad (2022–2023)

- Designed and validated quantitative research instruments
- Conducted primary data collection and statistical analysis using SPSS and AMOS
- Applied SEM techniques for hypothesis testing
- Contributed to research in Service Marketing, Customer Experience, and Human–Robot Interaction

Volunteer Research Assistant – Quaid-i-Azam University, Islamabad (2022–2023)

Research Article: Advancing Customer Experience through Service Design in Mega Shopping Malls

Journal: International Journal of Retail & Distribution Management (Vol. 52 No. 1, pp. 89-106).

DOI: <https://doi.org/10.1108/IJRD-03-2023-0187>

- Supported literature review, data collection, empirical analysis, and manuscript preparation

Research Article: Conceptualization and validation of customer participation in health care: a study on chronic illnesses management

Journal: Journal of Services Marketing

DOI: <https://doi.org/10.1108/JSM-07-2023-0270>

- Critically Review the paper.

Research article: Embracing the metaverse: cultivating sustainable tourism growth on a global scale

Journal: Current Issues in Tourism

DOI: <https://doi.org/10.1080/13683500.2024.2390678>

- Conducted Literature Review
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ONGOING & UNDER-REVIEW RESEARCH

Generative AI and Consumer behavior: Investigating role of Gen AI in Higher Education Industry

(Manuscript Under-review) - (Journal- PLOS-ONE)

Conversational agent and Consumer behavior: exploring impact of Voice navigation assistant in tourism industry.

(Manuscript Under-review) - (Journal of quality and quantity)

Smart Voice Assistants in Tourism: Rethinking Consumer Behavior through AI Navigation
(Manuscript Under-Review)) - (Journal-Consumer Behavior in Tourism and Hospitality)
Governing Artificial Intelligence Use in Business Education: Risk and Prevention
(Manuscript in Progress) – (The International Journal of Management Education)
Large Language Models (LLMs) for Tourism and Tourists
(Manuscript in Progress) – (Annals of Tourism Research and Information Processing & Management)

PUBLICATIONS

Pakistan's Online Shoppers: Reactions to Brand In-authenticity and Recovery Strategies. (2025)
Journal: The Critical Review of Social Sciences Studies Vol. 3 No. 1 (2025)
DOI: <https://doi.org/10.59075/wj31qv78> (Ali, M., Saqib, N.U.D., Batool, N., & Asghar, H.)

TEACHING EXPERIENCE

Visiting Lecturer – Entrepreneurship & Digital Marketing
Pakistan Global Institute (South Korean Higher Education Institute), Rawalpindi (09/2025 –01/2026)

- **Teaching:** Digital Marketing & Entrepreneurship
- **Duties:** Curriculum and assessments development and student performance evaluation.

Visiting Lecturer – Entrepreneurship
Islamabad Model College for Girls (Post Graduate), Islamabad (08/2024 – 06/2025)

- **Teaching:** Entrepreneurship
- **Duties:** Developed and evaluated assessments; supervised and mentored students in launching startups

CONFERENCES & WORKSHOP

Attended Training Workshop on SPSS for Quantitative Data Analysis, PASTIC National Centre (2022)
Presented thesis findings at departmental research colloquium (2023)
Attended workshop on Navigating the pathways of publishing in High-quality journals (2023)
Attended workshop on Literature Review with IEEE Xplore Digital Library (2023)

CERTIFICATIONS

- Social Media Marketing Training – E-Rozgaar, Government of Punjab (2024)
 - Digital Marketing Strategy – SimpliLearn (2024)
 - Fundamentals of Digital Marketing – Google Digital Garage (2022)
 - Basics of Digital Marketing – Cambridge International Qualifications (2024)
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SKILLS

- **Research & Analytics:** Quantitative and Qualitative Research Methods, Survey Design and Data Analysis, Structural Equation Modeling (SEM)
 - **Tools & Software:** SPSS, AMOS, NVivo
 - **Teaching & Academic:** Curriculum Development, Student Mentorship and Evaluation, Academic Writing and Research Publication
 - **Soft Skills:** Communication and Collaboration, Critical Thinking, Adaptability and Problem-Solving
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PROFESIONAL EXPERIENCE

- Social Media Marketing Intern – GAO TEK INC (Remote, 2021)
 - Human Resource Intern – GAO TEK INC (Remote, 2021)
 - Accounts Intern – Pak Electron Limited (Remote, 2021)
 - Operations Intern – Askari Bank Limited (2021)
 - Administration Intern – Ministry of Defense Production (2021)
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ENGLISH PROFICIENCY

- Duolingo – 130 -160 = C1/C2, Proficient (2026)