

Dr. Sidra Swati

Lecturer in Management Sciences (HRM)

CONTACT

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CORE AREAS

- Human Resource Management
- Training & Development
- Leadership
- Business Research Methods
- Management

SKILLS & TOOLS

- Project development & management
- Curriculum & course design (HRM, GHRM)
- Student supervision (MBA projects & theses)
- SPSS, EViews
- LMS: AIOU, NUML

LANGUAGES

- English
- Urdu

AWARDS

- Islamabad Talent Award (3 years)

Profile

Human Resources academic and practitioner with university-level teaching experience across HRM, research methods, and management. Track record in curriculum design, student research supervision, and applied projects in CSR, analytics, and entrepreneurship. Completed a Ph.D. in Business Administration (HRM), with publications spanning HRM, AI in training & development, CSR, and education.

Education

- Ph.D., Business Administration (HRM) — PMAS Arid Agriculture University, Rawalpindi (2017–2025), CGPA 3.7
- MS, Business Administration (HRM) — Federal Urdu University of Arts, Science and Technology, Islamabad (2013–2016), CGPA 3.75
- BBA, Business Administration (HRM) — Federal Urdu University of Arts, Science and Technology, Islamabad (2009–2013), CGPA 3.8

Academic Appointments & Teaching

- Lecturer, Department of Management Sciences, NUML, Islamabad (2020–present)
- Visiting Faculty, Federal Urdu University of Arts, Science and Technology (2019–2020)
- E-Tutor, Allama Iqbal Open University — MBA, M.Com, ADP, BBA (Hons) (2016–2021)
- Lecturer, Superior College, Rawalpindi (2018–2021)
- Principal, IMIT (AIOU-approved Study Center) (2018–2021)
- Instructor, Islamabad Study Center (CIT) — M.Com (2017–2021)

Courses Taught

Human Resource Management; Principles of Management; Personal Grooming; Business Research Methods; HRIS; Performance Management; Logic & Critical Thinking; Management Theory & Practice; Economic Problems in Pakistan; Research Methodology; TQM; MIS; Marketing Management;

- Shahbaz Sharif Youth Scheme – Laptop (Merit)
- Course outlines for HRM & GHRM
- Cluster Head General Management
- Seating committee, 16th Convocation (NUML)
- Work in NBEAC committee
- Work in ICRE conference 2024
- Focal Person ICRE conference 2025

Project Management; Policy Making; Management & Organization; Entrepreneurship; Audit; Operations Management.

Research Publications

- Swati, S., Shaikh, A. I., Shamim, F., Sherazi, S. K. H., & Ghafoor, W. (2025). Fostering team resilience and performance through emotionally intelligent HR leadership. *Journal of Human Resource Management and Organizational Psychology*, 12(3), 45–59.
- Swati, S., Khanum, Z., Nawaz, B., Butt, M. A., & Syed, M. I. (2025). Revolutionizing performance appraisal: The impact of artificial intelligence on employee evaluation systems. *Center for Management Science Research*, 3(8), 75
- Amanat, M. H., Swati, S., Zahur, H., Ghani, Z., & Qayyum, A. (2025). Investigate the impact of work from home on employee performance: A study of the moderating role of perceived organisation support. *Inverge Journal of Social Science*, 4(4), 203–212.
- Masood, M. S., Zahur, H., Swati, S., Haider, M. I., & Abbasi, A. F. (2025). Consumer behavior and brand experience: The mediating role of brand trust and the moderating effect of big data. *Research Journal for Social Affairs*, 3*(6), 871–876.
- Haider, M. I., Swati, S., Zahur, H., Abbasi, A. F., & Masood, M. S. (2025). Reimagining workplace fun: Unveiling its impact on employee engagement, organizational support, and employee performance. *Inverge Journal of Social Sciences*, 4(4), 269–280. ISSN 2959-4359 (Online), 3007-2018 (Print).
- Abbasi, A. F., Zahur, H., Swati, S., Masood, M. S., & Haider, M. I. (2025). *The role of humble leadership in enhancing organizational support: The moderating effect of employee performance. *ACADEMIA International Journal for Social Sciences*, 4(4). ISSN-L 3006-6638.
- Arbab, K., Swati, S., & Zahur, H. (2025). Impact of hybrid work on employees' work-life balance: The mediating role of artificial intelligence. *Research Journal for Social Affairs*, 3(6), 771–779
- Qayyum, A., Zahur, H., Swati, S., Ghani, Z., & Amanat, M. H. (2025). Effect of AI integration in HR on employee performance with mediating role of employee engagement. *Research Journal for Social Affairs*, 3(6), 803–809.
- Ghani, Z., Zahur, H., Swati, S., Amanat, M. H., & Qayyum, A. (2025). Investigate the impact of

transformational leadership on employee performance through mediating role of job satisfaction. *ACADEMIA International Journal for Social Sciences*, 4(4), 1651–1660.

- Ghafoor, W., Jabeen, I., Swati, S., Sherazi, S. K. H., & Kazmi, S. M. A. (2025). The role of human resource management in driving organizational success: Evidence from Pakistan. *Policy Research Journal*, 3(9), 511–527.
- Shamim, F., Swati, S., Afzal, M. I., Sherazi, S. K. H., & Kazmi, S. M. A. (2025). Exploring the role of artificial intelligence in employees' training and development: Innovations and best practices. *Research Journal of Social Affairs*, 3(5), 951–965.
- Jabeen, I., Amanat, A., Swati, S., Sherazi, S. K. H., & Kazmi, S. M. A. (2025). Evolution of HR technology platforms: Measuring their impact on employee engagement and retention. *Policy Journal of Social Science Review*, 3*(9), 117–131.
- Swati, S., Athar, M. R., & Rehman, Z. U. (2024). Effect of perceived corporate social responsibility on organizational pride: Mediating role of employee trust in the telecom sector of Pakistan. *Review in Business and Economics*, 4(1), 75–85.
- Zahur, H., Swati, S., & Butt, M. (2022). Attrition of creativity and psychological well-being by exploitative leader: A moderated mediation model. *Journal of Workplace Behavior*, 3(2), 34–49.
- Hanif, M., Athar, M. R., Rehman, Z. ur, Anwar, A., Swati, S., & Younas, M. (2023). Impact of the functional leadership dimensions on organizational performance in diverse organization in Pakistan. *Sarhad Journal of Management Sciences*, 9*(2).
- Swati, S., Bibi, T., & Hussain, K. S. (2023). Critical analysis of early childhood education in Pakistan. *Journal of Contemporary Trends and Issues in Education*, 2(3), 96-115.
- Hussain, K. S., Bibi, T., & Swati, S. (2022). Teacher's perception on promotion of peace education through social studies subject among elementary school students. *VFAST Transactions on Education and Social Sciences*, 10(1), 59-65.

Projects & Supervision

CSR projects with NUML students; poster-making on contemporary management trends; product development steps & recruitment process design; marketing projects & feasibility studies (e.g., CNG station in Pakistan); supervised business plans (BBA, M.Com, BSAF).

Seminars & Training

- Organized: Big Data & decision-making; Poster presentation workshop; CV importance in hiring; Social media marketing; Job interview skills; HR analytics; How to ace an interview; Emotions & pandemic news.
- Attended: Accounting software workshop; Research methodology seminar; EViews workshop; SPSS training; LMS trainings (NUML, AIOU).

References

- Dr. Hafsa Zahoor — Assistant Professor, NUML University Islamabad — hzahoor@numl.edu.pk
- Prof. Dr. Syed Muhammad Awais (Sitara-e-Imtiaz) — Ex Pro-VC, King Edward Medical University; Ex-Chairman Orthopedics, Mayo Hospital Lahore — +92 333 434 8716