



MUEED AHMAD

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Date of Birth: 14/7/98

EDUCATION & QUALIFICATIONS

FAST NUCES, Islamabad Campus Instructor	Aug 2024 - Current
Lahore School of Economics Graduate Teaching Associate	Jan 2023 - Jun 2024

EDUCATION & QUALIFICATIONS

PhD Candidate (Management Sciences) Specialization (Marketing) FAST NUCES, Islamabad	Aug 2024 - Current
Master of Business Administration Specialization (Marketing) Lahore School of Economics	Aug 2020 - Dec 2022
Bachelor in Business Administration (Honors) Specialization (Finance) Air University Multan Campus	Oct 2016 - Jul 2020

RESEARCH CONTRIBUTIONS

- 1) Mannan, A., **Ahmad, M.**, & Jamil, S. H. (2025). THE EFFECT OF COMPETITION IN THE PRODUCT MARKET AND FINANCIAL FLEXIBILITY ON BUSINESS STRATEGY: A PAKISTANI CONTEXT. *NUST Business Review*, 6(2). <https://doi.org/10.37435/nbr.v6i2.91>
- 2) **Ahmad, M.** and Nadeem, S. Building Brand Loyalty through Social Media Communities (Paper Presented at **Asian Management Research Conference** held at LUMS, February 6-7, 2026.)
- 3) **Ahmad, M.** and Wahab, A. Social Media Consumer Analytics: A PRISMA-Guided Systematic Review Integrating TCM and IPO Frameworks Across Marketing and Information Systems (Paper presented at **5th Forman International Conference on Business & Innovation-2026**).
- 4) **Ahmad, M.** The impact of Green Consumption Values and Environmental Attitude on Green Brand Commitment and Green Brand Attitude: Role of Green Brand Trust as a mediator. (**MBA Thesis**)

ADDITIONAL EXPERIENCE

Regional Head, AIESEC in Multan (Social Cause)	2019 – 2021
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ONLINE TRAININGS & COURSES

- Research Methodology (Online Workshop) – **Center of Learning and Training, FCCU**
- Business intelligence and data analytics: Generate insights - **Coursera**
- Advanced MS-Excel Expert - **Udemy**

SKILLS & ACHIEVEMENTS

- Tools: SPSS, Smart PLS, AMOS, Microsoft Office Suite, EViews, Mendeley, Google Collab
- Languages: English, Urdu
- Awards/Activities: Silver Medalist