

MARYUM FIRDOUS

PhD Candidate in Psychology | Commonwealth Split-site Scholar | Lecturer and Counselor
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ACADEMIC PROFILE

Psychology academic with five years of university teaching and over nine years of mental health support experience. Commonwealth Split-Site PhD Scholar with cross-cultural research experience in Pakistan and the UK. Focused on student well-being, motivation, and psychologically supportive learning environments in higher education.

EDUCATION

PhD Candidate in Psychology (Thesis submitted)

Commonwealth Split-site Scholar

University of Karachi (2022-2026) | Coventry University (Sep 2024–Mar 2025; Sep 2025–Mar 2026)
Specialization: Educational Psychology & Ergonomics

Master of Philosophy in Psychology (2021)

Pakistan HEC-US AID Scholar

University of Karachi
Specialization: Educational Psychology. CGPA: 3.975

Master of Arts in Psychology (2015)

Pakistan HEC Scholar

University of Karachi
Specialization: Clinical Psychology. 86%, Gold Medal

Bachelor of Arts in Psychology & Education (2012)

BAMM P.E.C.H.S. Govt. College for Women. 75%, 1st Division

Higher Secondary School Certificate (2005)

BAMM P.E.C.H.S. Govt. College for Women. 86%, 16th Position

Secondary School Certificate (2003)

Shamsi School. 86%, A⁺

APPOINTMENTS & EXPERIENCE

Lecturer of Psychology, Mohammad Ali Jinnah University, Karachi (Sep 2020-present; study leave for the UK research placement since Sep 2024)

Received Outstanding Performance Award, 2022

- Among the founding faculty members of the Department of Psychology
- Mental Health and Well-being Counselor at MAJU Wellness Centre (supporting students and community clients)

- Member of Course Outlines Development and Evaluation, Programme Self-evaluation, Paper Moderation, Admissions, ORIC committees
- Conceptualized, coordinated, and organized First National Undergrad Psychology Research Conference
- Taught undergraduate courses including Psychophysiology, Personality Theories, Positive Psychology, Social Psychology, Educational Psychology, Research Methods
- Co-taught an interdisciplinary course on Human-Computer Interaction linking psychology with technology and user experience
- Designed student-centred and psychologically supportive learning environments through application-based learning projects including field observations, interviews, workshops, and art exhibitions
- Led student well-being and community mental health initiatives, including student-run mental health camps at orphanages and elderly care homes
- Supervised 7 student publications in HEC-recognized journals while mentoring students in research skills and academic resilience
- Facilitated career counselling, wellbeing guidance, and soft-skills development sessions for undergraduate students

Student Counselor, Army Public School & College-COD, Karachi (Sep 2018- Sep 2020)

Received Certificate of Appreciation, 2020

- Conducted individual and group psychological counseling sessions addressing academic stress, emotional wellbeing, and adjustment issues
- Conducted classroom observations to assess learning environments and student engagement, provide structured feedback to teachers and leaders, and bring positive changes
- Facilitated teacher training on mental health and classroom support strategies
- Provided psychological support to both students and staff during academic and personal challenges

RESEARCH PUBLICATIONS

- Firdous, M., Woodcock, A., & Ali, S. (Under review in a WoS journal). Student-centered practices in the undergraduate classrooms in Pakistan and the UK : Implications for Pakistan.
- Firdous, M., & Ali, S. M. (2025). Goal Framing through Communication: Impact of Intrinsic vs. Extrinsic Message on Task Performance and Persistence. *Journal of Mass Communication Department, Dept of Mass Communication, University of Karachi*, 33.
- Farhan, A., Firdous, M., & Arshad, M. (2025). Marriage Proposal Rejection and Self-esteem among Young Women in Pakistan. *Annals of Social Sciences and Perspective*, 6(1), 47-54.
- Firdous, M. & Ali, S. M. (2024). Experimental Investigation of Goal Framing Effect on Motivation Quality among Undergraduates. *Academy of Education and Social Sciences Review*, 4(2), 249-260. 10.48112/aessr.v4i2.772

- Firdous, M. & Nisar, T. (2024). Qualitative Exploration of Challenges and Management of Migraine among Pakistani Female University Students. *Siazga Research Journal*, 3(1), 10-19. 10.58341/srj.v3i1.41
- Mughal, F. N., Firdous, M., Wahid, H. A., & Rizvi, S. S. A. (2024). Helping the helpers: Assessing effectiveness of PERMA model for professional quality of life in nursing students. *Siazga Research Journal*, 3(2), 212-220. 10.58341/srj.v3i2.79
- Ali, K. E., Firdous, M., & Bukhari, A. (2024). Qualitative Insights into Acne's Impact: Perspectives from Individuals in a Clinical Setting. *Pakistan Journal of Applied Psychology (PJAP)*, 4(2), 492-503.
- Raza, S. A., & Firdous, M. (2024). Exploring the Jungian Approach and the Magician Archetype in Charles Manson & Javed Iqbal's Psychological Analysis. *Pakistan Journal of Society, Education and Language (PJSEL)*, 11(1), 22-27.
- Firdous, M. & Riaz, R. (2023). Intrinsic and Extrinsic Life Goals of University Students: Orientation and Role in Educational Success. *Annals of Social Sciences and Perspective*, 4(2), 369-378. 10.52700/assap.v4i2.243
- Ali, K. E., Firdous, M., & Bukhari, A. (2023). K-Pop Fanship and Fandom: Relationship with Self-Esteem and Social Connectedness as Psychosocial Benefits. *ASIAN-EUROPEAN MUSIC RESEARCH JOURNAL*, 12, 93-100. 10.30819/aemr.12-8
- Rani, A., Firdous, M., Tahir, S. A., & Abrar, A. (2023). Psychoanalytic Analysis of the Main Characters in The Shawshank Redemption (1994) Movie. *Pakistan Journal of Society, Education and Language (PJSEL)*, 10(1), 322-330.
- Firdous, M. & Riaz, R. (2023). Academic Motivation of University Students and Intrinsic and Extrinsic Goals as Predictors. *Spry Contemporary Educational Practices*, 2(2).
- Faisal, A., Firdous, M., & Zehra, H. F. (2023). Psychophysiological Responses to Childhood Trauma in Adulthood-A Review. *Annals of Psychophysiology*, 10(1), 45-54. 10.29052/2412-3188.v10.i1.2023.4453
- Firdous, M. & Riaz, R. (2021). Autonomous & controlled motivation and academic outcomes among university students. *Pakistan Journal of Educational Research*, 4(3), 149-163.
- Firdous, M. & Ali, S. M. (2017). Tertiary Academic Success: A review of factors in the context of ecological model. *Journal of Education & Social Sciences*, 5(2), 87-105. 10.20547/jess0521705201

CONFERENCE PRESENTATIONS

- Firdous, M., Woodcock, A., & Ali, S. (2026). Lecturer perceptions of student engagement and goal framing: Global insights. Paper presented at the 10th World Conference on Future of Education, Oxford University, Oxford, UK.
- Firdous, M., Woodcock, A., & Ali, S. (2026). Doctoral research presentation at the Coventry University Research Café, Lanchester Library., Coventry University, England, UK.

- Zehra, S. & Firdous, M. (2024). Building bridges to recovery: Exploring stressors and social support among drug addicts in recovery. Paper presented at the 2nd National Conference on Substance Use, University of Karachi, Karachi, Pakistan.
- Mughal, F. N., Firdous, M., Wahid, H. A., & Rizvi, S. S. A. (2024). Helping the helpers: Assessing effectiveness of the PERMA model for professional quality of life in nursing educators and students. Paper presented at the 2nd SMIU Global Research Congress, Sindh Madrassatul Islam University, Karachi, Pakistan.
- Ali, K. E., Firdous, M., & Bukhari, A. (2023). K-POP fanship and fandom: Relationship with self-esteem and social connectedness as psychosocial benefits. Paper presented at the First International Conference for Uniting Mental Health and Related Medical/Allied Fields, Positively Happy Forum.
- Firdous, M., Ghazi, M., Fatima, K. (2022). COVID-19 stress: Role of gender, loved-one's death, and meaning in life. Paper presented at the World Psychiatry Association (WPA) Thematic Congress, Lahore, Pakistan.
- Firdous, M. & Riaz, R. (2018). Stressors, positive mental health, and academic achievement of medical undergraduate students. Paper presented at the International Conference on Redefining Mental Health and Well-Being, University of Karachi, Karachi, Pakistan.
- Firdous, M. (2017). Intolerance of uncertainty: Relationship with self-efficacy and strengths use and knowledge. Paper presented at the International Conference on Emerging Trends in Psychology: Preparing for the 21st Century, Foundation University, Islamabad, Pakistan.
- Firdous, M., Ali, A. Z. (2017). Life goal orientation and the relationship of Facebook use and happiness. Paper presented at the International Conference on Diversity and Peace: Challenges for Social Discourse, University of Karachi, Karachi, Pakistan.
- Firdous, M. & Ali, S. M. (2017). Tertiary academic success: A review of factors in the context of the ecological model. Paper presented at the International Conference on Innovation and Emerging Trends in Education & Social Sciences, Iqra University, Karachi, Pakistan.
- Firdous, M. (2016). Comparison of Islamic and Western personality theories. Paper presented at the International Conference on the Challenges of Social and Human Development, University of Karachi, Karachi, Pakistan.

ACADEMIC LEADERSHIP AND SERVICE

- Conceptualized, coordinated, and organized the First National Undergraduate Psychology Research Conference, Pakistan (2021)

PUBLIC SCHOLARSHIP

- *Bachchon ko kehna manana kaise sikhayen [How to win a child's obedience]*. Urdu-language book on child behaviour, emotional development, and positive parenting strategies

SCHOLARSHIPS & AWARDS

- Commonwealth Split-site PhD Scholarship (Coventry University, UK)
- Pakistan HEC Scholarships for MA and MPhil degrees
- Outstanding Performance and Appreciation Awards at both work places (MAJU and APSAC-COD)

PROFESSIONAL DEVELOPMENT (Selected)

- Substance Use Prevention and Management in Higher Education Institutions (Institute for Clinical Psychology Karachi)
- Trauma Management Training (Charter for Compassion Pakistan)
- Transformative Teaching (Coventry University)
- Finding and Managing Mentor (UK Doctoral Training Alliance)
- Digital Humanities Skills (Gale International)
- Designing a Qualitative Interview Schedule (University of Worcester)
- Generative AI in Research Practice (UK West Midlands Training)
- Psychology behind environmental action (Birmingham University)

SKILLS

- Curriculum design & university teaching
- Academic leadership and mentoring
- Counseling and well-being support
- Mental health awareness and psychoeducation workshops
- Crisis support and referral management
- Quantitative & qualitative research methods

REFERENCES

Available upon request.