

Dr. Muhammad Naseer



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Professional Summary

A dedicated 'pracademic' and Assistant Professor with a Ph.D. in Management and over 15 years of senior leadership experience in the pharmaceutical and healthcare sectors. Passionate about delivering research-driven education in HRM, Organizational Behavior, and Marketing, bridging the gap between theory and real-world practice. My work is distinguished by a unique focus on integrating Islamic principles with contemporary management practices, supported by an ongoing Postdoctoral Research Fellowship. A productive researcher with 17 publications, a strong recent publication record, and experience as a peer reviewer and Session Chair for an IEEE international conference. Committed to fostering student success through data-driven pedagogy and collaborative research.

Education

Postdoc Research Fellowship (2026 – Present) Islamic Research Institute, International Islamic University, Islamabad, Pakistan

- Conducting advanced research on the intersection of Islamic principles with contemporary management practices, organizational behavior, and human resource development.
- Developing academic publications and presenting findings at international conferences.
- Collaborating with faculty to integrate Islamic perspectives into modern business curricula.

Ph.D. in Management (2018–2022) Limkokwing University of Creative Technology, Malaysia

MS in Human Resource Management (2011–2015) Iqra University, Islamabad, Pakistan

MBA in HRM (2009–2011) Virtual University of Pakistan

Academic Experience

Assistant Professor (March 2026–Present)

Preston University, Islamabad Campus

- Supervise Ph.D. theses and M.Phil. research in Management Sciences.
- Teach graduate and undergraduate courses in HRM, Marketing, and Research Methodology.
- Guide students in using advanced research tools like SmartPLS and NVivo for their dissertations.

Visiting Assistant Professor (September 2025–Present)

Quaid-e-Azam University, Islamabad

- Deliver advanced courses in Brand Management and Marketing Management.
- Integrate real-world case studies from industry experience to enhance practical understanding.

Visiting Assistant Professor (March 2025–Present) PMAS Arid Agriculture University, Rawalpindi

- Teach advanced courses in Human Resource Management and Organizational Behavior.
- Utilize SmartPLS and thematic analysis techniques to enhance course content and student research skills.

Visiting Assistant Professor (2024–2025)

Pakistan Global Institute, Islamabad

- Led HR analytics capstone projects and supervised final-year student research.
- Integrated real-world applications from the pharmaceutical sector to enhance student learning.

Industry Experience

Director Sales and Services (2014–2024) Hospital Services Distributors, Rawalpindi

- Managed the nationwide supply of medicines and surgical products to military hospitals.
- Procured quality products from leading pharmaceutical companies and established contracts with key hospitals.
- Developed and executed strategic sales plans; led the recruitment, training, and development of the sales team.
- Conducted creative business research to improve service delivery and market positioning.

Area Manager (2007–2014) Bosch Pharmaceuticals (Pvt) Ltd, Rawalpindi

- Set performance targets for individual sales representatives and teams.
- Led training and development initiatives for sales staff.
- Built and expanded the customer base through targeted sales strategies and competitor analysis.

Medical Technologist (1998–2006) Ministry of Defense, Pakistan (Abbottabad, Rawalpindi, Kashmir, Peshawar & Bahawalpur)

- Managed medical and surgical emergencies in various military setups.
- Contributed to community medicine, public health, hygiene, and sanitation projects.

Researcher (Freelance) (2016–2025) Creative Business and Social Research

- Conducted quantitative and qualitative data analysis to support various business research initiatives for clients.

Core Competencies & Technical Skills

Category	Skills & Tools
Teaching & Research Interests	HRM, Organizational Behavior, Retail Management, Leadership, Brand Management, Research Methods
Quantitative Analysis	SPSS, AMOS, SmartPLS,
Qualitative Analysis	NVivo, Thematic Analysis, In-Depth Interviews

Category	Skills & Tools
Pedagogy & Technology	Microsoft 365, LMS, Google Workspace

International Academic Leadership & Conference Participation

- **Session Chair** (March 2026) IEEE International Conference on Innovations in Machine, Engineering and Digital (IMED-2026) Jesselton University College, Kota Kinabalu, Malaysia [*Conference Link: <https://imedconference.com/>*]
- **Research Conference Participant** Actively participated in international research conferences in **Malaysia and Thailand**, presenting research findings and engaging with the global academic community on contemporary issues in management and organizational behavior.

Selected Publications

A full list of 19 publications is available upon request. Key recent articles include:

1. Sarwar, M. T., Devaraj, S., **Naseer, M.**, & Saqib, A. (2026). Building resilience through fair leadership and organizational support in education and health sectors. *Journal of Political Stability Archive*, 3(4), 1575–1598.
2. **Naseer, M.**, Ali, S., Chaman, S., & Mehroush, I. (2025). Unpacking the psychological pathway: How intrinsic rewards translate organizational and supervisory support into enhanced work performance. *Journal of Management & Social Science*, 2(4), 1402–1411.
3. **Naseer, M.**, Shah, S. M. A., & Afzal, R. (2025). Organizational predictors of turnover intentions among healthcare professionals in Pakistan: A quantitative analysis. *Journal of Political Stability Archive*, 3(1), 664–684.
4. **Naseer, M.**, Rehan, M. S., & Shah, S. M. A. (2024). Exploring the determinants of career satisfaction among employees: Evidence from Pakistan's pharmaceutical sector. *Journal of Political Stability Archive*, 2(4), 664–684.
5. **Naseer, M.**, Khan, S., Khan, R., & Minhas, A. A. (2021). Employee retention and job satisfaction in the era of transformative marketing. *International Journal of Management*, 12(2), 640–653.
6. Sarwar, M. T., Devaraj, S., **Naseer, M.**, & Saqib, A. (2025). The impact of transformational leadership on organizational performance: The mediating role of organizational knowledge.

- 7 **Naseer, M.**, Rehan, M. S., & Shah, S. M. A. (2024). Antecedent of employees' career satisfaction: An empirical investigation of pharmaceutical sector of Pakistan.

Additional Academic Contributions

- **Peer Reviewer:** Actively review manuscripts for several Scopus-indexed journals in HRM, Organizational Behavior, and Management Sciences.
- **Professional Training:** Conducted specialized workshops for faculty and graduate students on academic publishing, and the use of SmartPLS and NVivo for advanced data analysis.

Citation Metrics

Metric	All	Since 2021
Citations	213	210
h-index	7	7
i10-index	7	7

Source: Google Scholar

References

Professor Dr. Valliappan Raju

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