

Dr. Nasir Iqbal

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Academic Profile

An academician, public relations, communication and academic administration professional with PhD in Mass Communication with interdisciplinary expertise in Management Sciences discipline. Recognized for strengthening academic research and quality assurance, mentoring, innovation and research productivity in teaching and innovative learning practices. Experienced in Outcome-Based Education (OBE), curriculum design, and digital pedagogy. Over two decades of professional experience spanning higher education teaching, research, training management, and strategic communication within a strategic institute and university of repute.

Author of peer-reviewed research publications, contributor to international scholarly peer-review systems, editor and reviewer of international journals, participant of various national & international conferences and academic engagements.

Academic Qualifications

- **PhD in Mass Communication (Specialization in Digital Media)**, Gomul University Dera Ismail Khan
2017 – 2025
- **Master of Science (MS) in Media and Communication**,
International Islamic University, Islamabad
2013 – 2015
- **Master (M. Sc) in Mass Communication (Public Relations)**,
National University of Modern Languages, Islamabad
2008 – 2010
- **Master of Public Administration (MPA)**,
Virtual University of Pakistan, Lahore
2021 – 2023
- **Bachelor of Arts (Journalism)**,
University of The Punjab, Lahore
1997 – 1998
- **Intermediate**,
Inter Board Coordination Commission (IBCC), Islamabad
1993 – 1995
- **Secondary School Certificate (Matric)**,
Board of Intermediate & Secondary Education, Gujranwala
1990 – 1992

Research & Scholarly Achievement

- **17 peer-reviewed research publications** in HEC-recognized journals focusing on digital media & audience effect, political communication, climate communication, and social media culture.
- Conducted interdisciplinary research on **AI in journalism, agenda setting, crisis communication, and media psychology**.
- Presented research at **national and international media and communication conferences**.

International Editorial Distinction

Active contributor to the global scholarly peer-review ecosystem through editorial and expert reviewer roles.

- **Expert Reviewer**, Association for Education in Journalism and Mass Communication (AEJMC) Society Division Columbia, United States of America. Core Teaching
- **Articles Editor**, Sage Open - An Open Access Peer Reviewed Journal by SAGE Publication, United States of America.

Publications (HEC-Recognized Journals)

- **Framing and Ideology: A Critical Discourse Analysis of News Media Representation in Political Crisis in Pakistan**, *The Asian Bulletin of Big Data Management* 2025
- **Celebrity Culture and the Psychology of Parasocial Relationships in the Age of Instagram and TikTok**, *Review Journal of Social Psychology & Social Works* 2025
- **Friendly Interparental Communication (FIPC) as a Contributing Factor in Adolescents' Interest in Education (AIE): Evaluating the Effects of Interpersonal Communication**, *Annual Methodological Archive Research Review* 2025
- **Analysing the Role of Political and Economic Factors in Setting Media Agenda in Pakistan**, *Indus Journal of Social Sciences* 2025
- **The Impact of Digital Media on Language Evolution: A Study of Communication Patterns**, *The Critical Review of Social Science Studies* 2025

Professional Experience

Tutor / Resource Person,

Allama Iqbal Open University, Islamabad

2019 – present | Pakistan

Key Contribution and Achievement:-

- Mentored and evaluated **5000+ students** in media and communication courses.
- Provide guidance career development, writing skills, academic feedback improving conceptual clarity and assignment quality.

Lecturer Media & Communication,

University of Management and Technology, Sialkot

2021 – 2021 | Pakistan

Key Contribution and Achievement:-

- Delivered undergraduate and graduate courses using **blended and digital learning methods**.
- Promoted collaborative learning environments improving student engagement and performance.

Supervisor Admin (Academic Affairs),

National University of Sciences and Technology Islamabad

2018 – 2026 | Pakistan

Key responsibilities include managing administrative operations supporting academic programs and ensuring efficient coordination between faculty, students, and university departments.

Key Contribution and Achievement:-

- Liaise with **faculty, senior management, and administrative departments** for effective **implementation of academic calendar**.
- Manage administrative operations supporting **academic programs including examinations**.
- Coordinate **seminars, conferences, workshops, orientations, and convocations**.
- Facilitate **support services** in organize **student extracurricular programs** in collaboration with student clubs.
- **Manage, liaison, coordination, and lab facilities and classroom infrastructure utilization**.
- Coordinate **protocol arrangements and logistics for official visits and academic events**.

Chief Warrant Officer, Pakistan Air Force

1993 – 2017 | Pakistan

Served in operational and training management roles with responsibilities in education, examination, public relations and strategic communication.

Key Contribution and Achievement:-

- Managed **large-scale training programs, scheduling, and resource allocation** ensuring operational efficiency.
- Designed curriculum, and implemented **Outcome-Based Education (OBE) training frameworks** enhancing learning effectiveness.
- Conducted and executing **communication strategy**, content creation for advocacy, promotional advertisement, outreach to support of strategic communication, and public relations.

• **Media's Role in Crisis Communication: A Comparative Analysis of Pakistani and Indian Print Media Coverage of the Pahalgam Attack,** *Advance Social Science Archive Journal* 2025

• **Green Influencers: The Power of Social Media in Shaping Eco-Conscious Communities,** *Advance Social Science Archive Journal* 2025

• **From Awareness to Action: Exploring the Role of Media in Climate Change Education and Engagement in Pakistan,** *Annual Methodological Archive Research Review* 2025

• **From Newsrooms to Algorithms: AI's Role in the Future of Mass Communication in Pakistan,** *Annual Methodological Archive Research Review* 2025

• **The Psychological Impact of Digital Media Consumption on Mental Health, A Case Study of Undergraduate Students in Pakistan,** *Annual Methodological Archive Research Review* 2025

• **News Treatment of Terrorism and Political Instability as Social Issues and Shaping the Public Opinion through Agenda-Setting and Framing by Press in Pakistan,** *Qlantic Journal of Social Sciences* 2025

• **Impact of Social Media on Academic Performance: A Study of University Students during COVID-19,** *Qlantic Journal of Social Sciences* 2024

• **Effects of Friendly Inter-Parental Communication (FIPC) on Children's Interest in Education (CIE): A Case of Southern Punjab, Pakistan,** *The International Journal of Learner Diversity and Identities* 2023

• **Self-Efficacy: A Predictor of Success,** *VFAST Transactions on Education and Social Sciences* 2020

• **Effects of Locus of Control on Gender,** *VFAST Transactions on Education and Social Sciences* 2016

• **Simulation: An Effective Teaching Strategy in Social Sciences,** *Conference Proceeding of International Conference on Modeling and Simulation* November 25-27, 2013 2013

Conferences & Academic Engagement

• **Review of Institutional Performance Evaluation (RIPE): Advancing Institutional Quality,** *National University of Sciences and Technology, Islamabad* 11/2025

Professional Courses & Certification

- **Integrated Marketing Communication, Advertising & Public Relations,**
IE Business School (Instituto de Empresa) Madrid, Spain
04/2020 – 06/2020
- **Online Teaching Methods,**
The University of New South Wales) Sydney, Australia
07/2020 – 09/2020
- **Photography Techniques: Light, Content, and Sharing,**
Michigan State University, United State of America
03/2020 – 06/2020
- **Digital Journalism,** Reuters & Meta Journalism Project
03/2023 – 04/2023
- **MCAP Doctoral School Spring 2026,**
Fatima Jinnah Women University, Rawalpindi
02/2026 – 02/2026
- **Research Methodology,**
Forman Christian College, Lahore
07/2025 – 08/2025
- **Video, Animation & Vlogging,**
Virtual University of Pakistan Lahore
11/2022 – 01/2023
- **Electronic Media Production & Advertising,**
Artsmith Production, Islamabad
06/2010 – 08/2010
- **Data Analytics and Business Intelligence,**
Virtual University of Pakistan
04/2024 – 06/2024
- **Digital Media Marketing,**
Virtual University of Pakistan
11/2019 – 01/2020
- **Graphic Designing,** Virtual University of Pakistan
02/2020 – 04/2020
- **Creative Writing,** Virtual University of Pakistan
02/2020 – 04/2020
- **Communication and Soft Skills,**
Virtual University of Pakistan
11/2022 – 01/2023
- **Startup Strategies and Entrepreneurship,**
Virtual University of Pakistan
12/2025 – 03/2026
- **Affiliate Marketing,** Virtual University of Pakistan
07/2023 – 10/2023
- **Artificial Intelligence,**
Virtual University of Pakistan Lahore
05/2021 – 06/2021
- **Computer Literacy (MS Office Suit),**
Virtual University of Pakistan
06/2021 – 09/2021

- **2nd International SZABIST Media Conference Islamabad (17-18 May, 2024),** Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology Islamabad
05/2024
- **2nd International Conference Media and Communication Research (25-26 April, 2024),** Institute of Media & Communication Studies, Bahauddin Zakariya University Multan
04/2024
- **Workshop on Media Freelancing in Digital Age (23-24 August, 2022),** Virtual University of Pakistan
08/2022
- **HEC Digital Collection for Scholarly Research,** ProQuest & Higher Education Commission Islamabad
10/2020
- **Workshop on Qualitative Research Method in Social Sciences Series-II (20-22 April, 2018),** Fatima Jinnah Women University Rawalpindi
04/2018
- **Workshop on Qualitative Research Method in Social Sciences (21-23 Mar 2018),** Fatima Jinnah Women University, Rawalpindi
03/2018
- **10th International Conference on Statistical Sciences,** Lahore Leeds University, Main Campus, Lahore
03/2013
- **National Youth Conference: Counter Violent Extremism on Campuses (11-12 July 2018),** Higher Education Commission & National Counter Terrorism Authority, held at Serena Hotel Islamabad
07/2018
- **National Seminar on 'Promoting the Research Attitude in Pakistan' (27 August, 2016),** PMAS-Arid Agriculture University, Rawalpindi
08/2016
- **International Conference on Modelling and Simulation (November 25-27, 2013),** Air University, Islamabad.
11/2013

Core Teaching & Research Area

- Digital Media & Online Community
- Mass Communication Theories
- Public Relations/Advertising
- Strategic Communication
- Interdisciplinary Insights
- Journalism & Emerging Media Technologies

- **Freelancing**, Virtual University of Pakistan Lahore
11/2019 – 01/2021
- **Search Engine Optimization**,
Virtual University of Pakistan
10/2020 – 01/2021
- **Internet of Things (IoT)**,
Cisco Networking Academy, Pakistan
04/2022 – 06/2022
- **Professional Certificate on IT Support (Technical Support Fundamentals)**, Google
08/2020 – 09/2020
- **Workshop on Promoting the Research Attitude in Pakistan**, PMAS-Arid Agriculture University, Rawalpindi
08/2016 – 08/2016
- **Diploma in Administrative Procedure & Office Support**, Alison Education Academy, Ireland
02/2023 – 04/2023
- **Quality Control**, Pakistan Air Force
11/2014 – 12/2014



Key Skills and Competencies

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| • Integrated Marketing & Communication | • Academic Policies and Regulations |
| • Public Relations and Branding | • Research and Development |
| • Strategic Communication | • Academic Leadership |
| • Strong Organizational Skills | • Student Affairs Coordination |
| • People Management (Motivation & Persuasion) | • Planning and Organizing |
| • Campus Administration | • Event Management-Conference & Convocations |
| • General Administration & Facilities Management | |