



ALEENA AMIR

PhD · Business Administration (Marketing) · NUST Business School

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PROFESSIONAL SUMMARY

PhD-qualified academic and researcher from NUST Business School, Islamabad, with a strong record of peer-reviewed publications, international research recognition, and postgraduate-level teaching in Marketing and Business Administration. Research is rooted in social marketing and the societal implications of consumer behaviour examining how marketing forces shape gender discourse, consumer activism, and issue support within developing market contexts. Experienced in HEC-aligned curriculum design, academic quality assurance, and programme delivery in partnership with UK institutions. Committed to values-driven education that cultivates ethical, socially conscious, and intellectually rigorous graduates.

CORE COMPETENCIES

Social Marketing & Societal Implications	Consumer Behaviour Research	Values-Based & Ethical Education
Structural Equation Modelling (SEM)	Qualitative & Quantitative Research	HEC-Aligned Curriculum Design
Academic Quality Assurance	Postgraduate-Level Teaching	Research Supervision & Mentoring
Peer-Reviewed Publication	Transnational Education (TNE)	Programme Administration

EDUCATION

- 2025

Doctor of Philosophy (PhD) — Business Administration · Marketing

NUST Business School, National University of Sciences & Technology, Islamabad, Pakistan

Dissertation: *Understanding How and When Consumers’ Perceived Authenticity Influence Their Issue Support Behaviour and Boycott Intention: A Mixed Method Study*
- 2016

Master of Business Administration (MBA) · Marketing

Bahria University, Islamabad, Pakistan
- 2014

Bachelor of Business Administration (BBA) · Marketing

Bahria University, Islamabad, Pakistan

RESEARCH & PUBLICATIONS

Research Area: Social Marketing · Societal Implications of Consumer Behaviour · Gender Discourse in Advertising · Consumer Activism & Issue Support · Perceived Authenticity & Brand Trust

- **2023** Amir, A. — How Does Femvertising Work in a Patriarchal Context: An Unwavering Consumer Perspective. Corporate Communications: An International Journal, Vol. 28. [\[doi\]](#)
- **2024a** Amir, A. — Unveiling Femvertising: Examining Gratitude, Consumer Attitude Towards Femvertising and Personality Traits. Cogent Business & Management. [\[doi\]](#)
- **2024b** Amir, A. — Mapping Femvertising Research: A PRISMA-Driven Systematic Review of Literature. Bulletin of Business & Economics. [\[doi\]](#)
- **2024c** Amir, A. — Understanding the Influence of Perceived Authenticity of Femvertising on Consumer Boycott Intentions: A Moderated Mediation Model. Bulletin of Business & Economics. [\[doi\]](#)

CONFERENCE PRESENTATIONS & INVITED LECTURES

- **2021** Invited Guest Lecturer — Working Doctoral Group, Department of Advertising, PR & Broadcasting, Universitat Autònoma de Barcelona (UAB), Spain.
- **2020** Amir, A. — Sociocultural Dynamics Contributing to Attitude of Consumers Towards Femvertising: A Qualitative Study of a Developing Context. Society for Marketing Advances Annual Conference, USA.

PROFESSIONAL EXPERIENCE

Head of Department — Business

Nov 2025 – Present

International Centre of Excellence · Islamabad, PK

- Lead full academic and operational management of the Business department, cultivating a culture of rigour, accountability, and continuous improvement across all programmes.
- Implement HEC-benchmarked curricula that integrate both theoretical depth and ethical, real-world application raising graduates equipped for responsible professional practice.
- Mentor and develop faculty members through structured performance frameworks and values-aligned professional development planning.
- Support partnerships with industry and civil society organisations for guest lectures, collaborative research, and student internship opportunities.
- Monitor and analyse student outcome data to identify academic gaps and implement evidence-based intervention strategies.

Senior Lecturer & Programme Administrator MBA Remote)

Oct 2023 – Present

Magna Carta College · UK

- Deliver Marketing and Business modules at Levels 4, 5, and 7 to an internationally distributed student cohort under the academic supervision of Prof. David Faulkner, Emeritus Professor of Strategy, Royal Holloway, University of London.
- Develop and sustain rigorous assessment frameworks and academic calendars aligned with UK higher education standards and international best practice.
- Lead accreditation and compliance processes, drafting and implementing policies that satisfy international regulatory requirements.
- Promote professional relationships with stakeholders across diverse cultural and institutional contexts, upholding the highest standards of academic integrity.

Visiting Faculty — Marketing & Research

Sep 2023 – Present

TMUC · Bahria Springs, Rawalpindi

- Design and deliver activity-based, values-informed courses in Marketing Communications, Consumer Insights, and Marketing Research at Levels 4, 5, and 7.
- Integrate applied industry case studies and societal-impact projects to connect theoretical marketing frameworks with responsible commercial practice.

HONOURS & RECOGNITION

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- Fully Funded International Research Fellowship — Universitat Autònoma de Barcelona (UAB), Spain (2021)
 - Invited Speaker & Guest Lecturer — UAB, Spain (2021)
 - Indigenous PhD Fellowship — Higher Education Commission (HEC) of Pakistan (2018)

RESEARCH METHODS & TECHNICAL SKILLS

SPSS	MPlus	AMOS
PLS-SEM	R	NVivo (Qualitative)
Structural Equation Modelling	Thematic Analysis	Systematic Review (PRISMA)
Survey Design	MS Office Suite	Online Learning Platforms

LANGUAGES

English — Professional & Academic Proficiency **Urdu** — Native

REFERENCES

Academic and professional references are available upon request.