

ALINA SAFDAR

 +923275277151  alinasafdar0198@gmail.com
 Forman Christian College (A Chartered University), Lahore, Pakistan

ABOUT ME

Early-career academic and Research Associate at Forman Christian College (A Chartered University) with an MPhil in Marketing from Quaid-i-Azam University. Experienced in teaching support, student mentoring, research supervision, academic publishing, and conference management. Skilled in delivering research methodology guidance, quantitative and qualitative data analysis, and business research. Passionate about undergraduate and postgraduate teaching in Marketing, Management, Consumer Behaviour, Digital Marketing, and Research Methods while contributing to research excellence and academic quality assurance.

RESEARCH INTERESTS

- Business Research
- Marketing Management
- Consumer Behaviour
- Digital Marketing
- AI in Marketing
- Brand Management
- Marketing Analytics
- Consumer Psychology
- Sustainable Marketing
- Strategic Management

EDUCATION

Quaid-i-Azam University, Islamabad | 2023-2026

MPhil in Marketing (Management Sciences)

Thesis Title: Exploring Consumer Perceptions of Personalized Advertising: Investigating the Influence on Purchase Intention

Quaid-i-Azam University, Islamabad | 2017-2021

Bachelor of Business Administration (BBA)

TEACHING EXPERIENCE

Research Associate | 2025 - Present

School of Management, Forman Christian College (A Chartered University)

- Manage journal publication processes, including manuscript screening, peer review, and editorial coordination.
- Support faculty research, academic publishing, and student mentoring in research methodology and data analysis.
- Contribute to academic initiatives through conference, workshop, and research dissemination activities.

Research Assistant | July 2025 – November 2025

FAST School of Management, Islamabad

- Conducted systematic literature reviews and supported qualitative and quantitative research projects.
 - Assisted in research framework development, data analysis, and project reporting.
 - Collaborated with faculty researchers to ensure timely completion of research objectives.
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TEACHING & STUDENT MENTORING EXPERIENCE

- Mentored undergraduate and postgraduate students in research methodology.
 - Guided thesis and dissertation development.
 - Assisted students in proposal writing and academic publishing.
 - Supervised statistical data analysis using SPSS and AMOS.
 - Conducted research consultations and academic advising.
 - Assisted faculty in curriculum-related academic activities.
 - Facilitated workshops on research methodology and academic writing.
 - Promoted critical thinking, analytical reasoning, and evidence-based learning.
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PUBLICATIONS

Bibi, M., **Safdar, A.**, Fatima, H., & Raja, M. (2026). The role of brand personality and customer perceived value in enhancing brand strength and loyalty: Evidence from the Pakistani retail clothing industry. *Center for Management Science Research*, 4(1), 263–275. Available at: <https://cmsrjournal.com/index.php/Journal/article/view/711>

Mughal, A. N., Shahzad, A., & **Safdar, A.** (2026). Anti-Dumping Measures: A Case of PVC Flooring Sector in Pakistan. *Research Journal of Social Sciences and Economics Review*, 7(1), 24-34. [https://doi.org/10.36902/rjsser-vol7-iss1-2026\(24-34\)](https://doi.org/10.36902/rjsser-vol7-iss1-2026(24-34))

CONFERENCE PRESENTATIONS

Safdar, A. (2026).

How Animosity Shapes Consumer Boycotts: Role of Normative Influence, Perceived Egregiousness, and Consumer Ethnocentrism.

Paper presented at the Forman International Conference on Business and Innovation (FICBI 2026), Lahore, Pakistan.

PROFESSIONAL CERTIFICATIONS

- Understanding the AACSB Standards

Developed knowledge of international business education accreditation standards, assurance of learning, curriculum quality, and continuous improvement.

- Editorial Notes for High-Quality Q1 Manuscripts

Enhanced expertise in scholarly writing, publication ethics, peer review, and manuscript preparation for high-impact journals.

- SPSS for Quantitative Data Analysis

Developed practical skills in statistical analysis, hypothesis testing, regression analysis, and interpretation of quantitative research findings.

- Research Methodology and Academic Writing

Strengthened competencies in research design, academic writing, literature review, proposal development, and publication-ready manuscript preparation.

- Basics of Graphic Designing

Developed foundational skills in visual communication, branding, typography, layout design, and professional digital content creation.

RESEARCH METHODS & SOFTWARE

Quantitative Methods

- SPSS
- AMOS
- Survey Design

Qualitative Methods

- Thematic Analysis
- NVivo
- Interview Research

Academic Publishing

- PRISMA Systematic Reviews
- APA 7th Edition
- Journal Editorial Systems

PROFESSIONAL REFERENCES

Available Upon Request