



Contact



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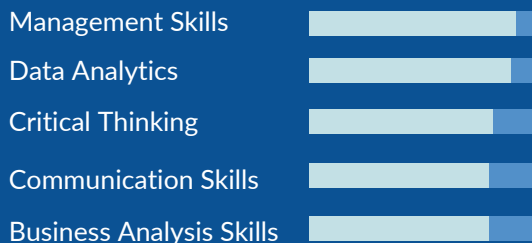


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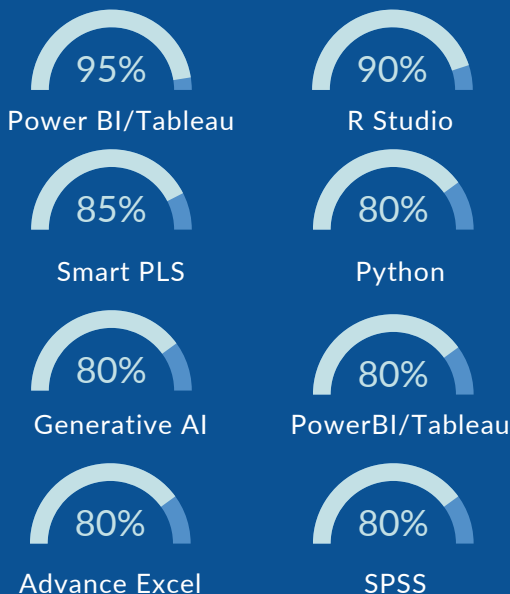


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Skills Summary



Tools Expertise



About Me

Dedicated professional with extensive experience in data analysis, business analysis, management operations, business intelligence, and research analysis, complemented by a strong commitment to management, operations, sustainable development, administration, and community engagement. Certified Impact Rater with a proven track record in evaluating corporate sustainability and environmental impact. Demonstrated expertise in managing SDG-focused initiatives, promoting inclusivity, industrial linkages and enhancing educational excellence.

Experience

Assistant Director Placement - Air University

Nov,2023 - till now

- Job Placements, Internships, SDGS Event Management, Data Analytics for Ranking, Operations Management, Alumni Portal Management, Industrial Linkages, Career Counseling, Career Support, Employment Data Management, Survey and Data reports

Assistant Manager Operations - Air University

Nov,2018 - 2023

- Operations Management, SDGs Events Management, Data Handling, Web Portals Handling, Budget management, Data analytics for Annual HEC Report, Annual Budgeting Departmental, Procurement, Logistics, Events Handling

Admin & HR Officer Hamdard University

Sep, 2017 - Nov, 2018

- Administration, Recruitment, Job Advertisement Handling, Payroll Management, Procurement, Purchase committee convener, Operations and Logistics, Data Management and Data Reporting

Major Projects- Data Analytics (2021- Present)

- Cyber Attacks - Analytics and Simple Prediction Model for Educationist (Advance Excel and R-Programming)
- Chemical Wine Quality Data Visualization and Analytics for Educational Institution (R- Programming)
- Digital Marketing Clicks and Impressions Data Analytics for Medical Sector (Advance Excel and Power BI)
- PLS- SEM and Data consistency Analysis for Behavioral-Technological Research (Python, SmartPLS, Advance Excel)
- GIS Mapping Data for Election-Jordan for Observation Missions (Power BI, R Programming, and Excel)

Education

The University of Lahore

2017 - 2019

MPhil Management Sciences

Capital University of Science and Technology

2012-2016

MBA

The University of Punjab

2010-2012

B.Com

National University of Modern Languages

2010 (6 months)

Special English Diploma

Achievements

Academic Gold Medal
MPhil Management Sciences
Academic Certificate of
Excellence



Sustainability Events Organized

Career Fair 2024
Educational Donation Drive
Students Recycling Contest
Empowering Women Entrepreneurs
Tree Plantation Drive 2024
Ration Drive 2024
Cleanliness Drive 2023
Career Development Week 2022
AirTech Olympiad 2019
AirNexus Olympiad 2019
TEDx 2019 Air University

International Visit & Project

Philippines Asian Productivity Organization
Project(National Education Policy and its
impact on Productivity) 2018



International Trainings Attended

LEAD YOUR TEAM

By International Finance Corporation
(By World Bank Group)
Business Edge
National Productivity Organization

EFFECTIVE MARKETING SKILLS

By International Finance Corporation
(By World Bank Group)
Business Edge
National Productivity Organization

Courses & Certificate

Google Data Analytics Certificate Professional
Coursera & Google -2023 (6 months)

SAP Analytics Cloud
UDEMY -2024 (2 months)

Business Intelligence & Data Analytics
DigiSkills & Virtual University -2022 (4 months)

Data Science, AI and ML
E Hunar- 2023(6 months)

Information systems auditing, control and assurance
Hong Kong University of Science and Technology - 2023(1 month)

Data Story Telling
LinkedIn Learning- 2022

Data Strategy Management
Project Management Institute - 2022

Business Analyst : Tools and Techniques
IIBA - 2022

Research Publications

- Impact of consumer socialization on soft drink consumption and mediating role of consumer generational behavior. British Food Journal, 117(3), 1205-1222.
- Buying Meat for Family in the Collectivist Culture: An Application of the Theory of Planned Behavior. NUML International Journal of Business & Management, 12(1), 145-163.
- Buying Intention and Buying Behavior towards Chicken Meat in Pakistan: Empirical Evidence from a Consumer Survey. NUML International Journal of Business & Management, 13(1), 35-54.
- Ecotourism Consumption Values in the Unfamiliar Market and Mediating Role of Destination Image", AWKU, Journal of Business and Tourism, Vol 06, Number 01, pp.103-121
- Socioeconomic-status and Physical Attractiveness of Customers in Luxury Retail Encounters: Moderating Role of Customers Age. The Discourse, 6(2), 29-47
- Physical Attractiveness and Social distance perception in Service Encounters-Evidence from a developing county. NUML International Journal of Business & Management, 19(1)

References

References will be shared upon request