

PERSONAL INFORMATION

Dr. Arslan Rafi



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Career Objective

To make the best use of my research expertise in academic development and data analysis in a research based career; hence to acquire and apply advanced knowledge in a particular field, "**Management Science**"

EDUCATION AND TRAINING

- 2013–2020 **PhD (Management Sciences)**
Preston University
www.preston.edu.pk
- 2010–2012 **MS**
IQRA University
5, Khayaban-e-Johar, Islamabad, Pakistan, 44000 Islamabad (Pakistan)
www.iqra.edu.pk
- 2005–2010 **Bachelor of Science (Hons)**
GIFT University
Sialkot Bypass, Gujranwala, 52250 Gujranwala (Pakistan)
www.gift.edu.pk

WORK EXPERIENCE

- 06/2020–Present **Lecturer**
Leadership & Management Sciences
National Defence University Islamabad, Pakistan
- 05/2016–2019 **Lecturer**
International Islamic University
44000 Islamabad (Pakistan)
www.iui.edu.pk
- 02/2016–02/2017 **Lecturer**
Preston University
44000 Islamabad (Pakistan)
www.preston.edu.pk
- Independent Research Consultant**
Associated of Gender Awareness and Human Development (AGAHE)

Lahore (Pakistan)

02/2008–12/2010 **Export Manager**

Rekhi International
41010 Sialkot (Pakistan)
www.veterinary-tools.com

- Research Publications**
- 1. Knowledge metrics of Brand Equity; critical measure of Brand Attachment**
(Vol. 3, No. 1 April 2011 Far East Journal of Management and Business Psychology)
 - 2. Knowledge metrics of Brand Equity; critical measure of Brand Attachment and Brand Attitude Strength**
(Vol. 3, No. 4 2011 Asian Journal of Business Management)
 - 3. Exploring the purchasing motives of young Pakistani Consumers for Foreign brands**
(Vol. 4, No. 3, pp. 136-144, Mar 2012 ISSN 2220-3796 Information Management and Business Review)
 - 4. HEXACO Model of Personality Traits and Beliefs about Diversity in Pre-service Teachers**
(Vol. 4, No. 1, 2012 Asian Journal of Business Management)
 - 5. Emotional Intelligence, Customer Orientation, Adaptive Selling, & Manifest Influence: a complete tool kit in Marketing exchanges for salesperson**
(Vol. 2, No. 2, OCT 2012 ISSN 2231-1009 Published at International Journal of Research in Commerce & Management)
 - 6. Collaboration between sales and marketing increases the business performance: Evidence from Pakistani Export Industry**
(Vol. 1, No. 2, Mar 2012 International Journal of Retail Management and Research)
 - 7. HEXACO model of personality traits and considerations with respect to Entrepreneurial Performance**
(Vol. 5, No. 3 2013 Asian Journal of Business Management)
 - 8. Workplace Bullying and intention to leave: the moderating effect of the organizational commitment**
(Vol. 5, No. 4, pp. 175-180, April 2013 ISSN 2220-3796 Information Management and Business Review)
 - 9. Impact of Differentiated Customer Service, Brand Trust, Brand Commitment, and Brand Salience on Brand Advocacy**
ASIA International Conference, Malaysia, 2015
 - 10. Impact of Benefit Realization Management on Two Dimensional Model of Project Success: Evidence From Pakistani Telecom Industry**
ASIA International Conference, Malaysia, 2015.
 - 11. Impact of Consumer Personality on Brand's Facebook Engagement with Mediating Role of Broadcasting and Communicating**
20th National Research Conference, Islamabad, 2017.
 - 12. Impact of Salesperson' Skills-set on Sales Performance: An Empirical Investigation of a Telecommunication Industry**
(JBS Vol. 13, Issue. 2, December 2017 ISSN 2414-8393 Journal of Business Studies).
 - 13. Impact of Salespersons' Skills-set on Customer Behaviors: Mediating Role of Salespersons' Relational Behavior in Pharmaceutical Companies**
(Vol. 10, Sep 2019, ISSN 2220-9174 (City University Research Journal).
 - 14. Salespersons as Boundary Spanners: Moderating Role of Salespersons' Emotional Intelligence in the Pharmaceutical Industry**

(Vol. 13, pp. 32-39, ISSN 2410-0854 (Paradigms – Research Journal)).

Projects Project/Thesis Supervised

1. Impact of Differentiated Customer Service, Brand Trust, on Brand Advocacy with Moderating Role of Brand Love
2. Impact of Salespersons' Skill-Sets on Sales Performance: An Empirical Investigation of Wateen Telecom
3. Impact of emotional intelligence on employees' customer orientation and adaptive selling, and manifest influence
4. The impact of TV advertisement on children buying behavior a study of moderating role of parental influence
5. Impact of Five Personality Traits on Facebook Engagement Behavior with mediating role of Communicating

Field Projects Independent Research Consultancy

1. Development and printing of Training of Trainers manual on WASH rights
2. Development of training module on MHM entrepreneurs
3. Human & Institutional Development

Conferences

- ASIA International Conference, Malaysia, 2015.
- International Conference on Social Media, SEO and Marketing Strategies
November 03-04, 2015, Valencia, Spain
- 20th National Research Conference, Islamabad, 2017.
- November, 24-25, 2020, International Conference of Business & Commerce
Hailey College of Commerce, University of Punjab, Lahore.

Workshops

- Capacity building Workshop for Faculty organized by Quality Enhancement Cell, National Defence University, Islamabad (As in Trainer of SPSS)
- Independent Workshops on SPSS & AMOS
- Effective Command and Leadership Management Skills (National Intelligence Academy Pakistan)

Honours and awards

- Teacher Efficiency Award (during teaching at Preston university)
- Capacity Building Workshop for Faculty
- Best Paper award (20th National Research Conference, Islamabad, Pakistan)
- Faculty Award (FMS)

ADDITIONAL INFORMATION

Communication skills

- good communication skills gained through my experience as Export Manager
- excellent contact skills with trainers gained through my experience as research consultant

Organisational / managerial skills

- leadership (currently responsible for a team of 10 people)
- good organisational skills, responsible for booking speakers and promoting events
- Enjoy communicating your understanding to others
- Have Confidence
- Work Effectively in groups

- Motivate trainers to do best
- Career counselling

- Job-related skills**
- Good Command over subjects
 - Data Collection
 - GAP Analysis
 - Forecasting
 - Data Analysis
 - Project Evaluation

- Digital Competencies**
- Microsoft Office
 - Statistical Packages for the Social Sciences (SPSS)
 - Analysis of Moment Structure (AMOS)

References

1. Prof. Dr. Tahir Saeed
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Defence University Islamabad
+923455004732
tahidr@hotmail.com

2. Farakat Thiraj
WaterAid
+923000502927
farakatali@wateraid.org.pk