

# Maria N. Shahid

## *Objective*

To work with a team of visionary academics, seeking competent and professional academic researchers who possess realistic and result oriented attitude with a view to prepare the educational institution for its existing and future challenges. To enhance students' academic performance by encouraging higher-order thinking while also performing everything in my capacity to make it easier for them to acquire and comprehend knowledge.

## *Education*

- **Ph.D (Marketing)**  
**NUST Business School (NBS), National University of Sciences & Technology, Islamabad (NUST), Islamabad, Pakistan.**  
Thesis Title:  
*“Political Co-Brand Image and Positioning – A Mixed-Method Study”*  
(September 2017- May 2023)
- **MS (Marketing)**  
**Capital University of Science & Technology, Islamabad. Pakistan.**  
(2013-2015)
- **MBA (Marketing)**  
**Institute of Management Sciences, University of Peshawar. Pakistan.**  
(2001-2003)
- **B.Sc. (Computer Science, Mathematics, Statistics)**  
**P.A.F. Degree College Peshawar, University of Peshawar. Pakistan.**  
(2001)
- **F.Sc (Pre-Engineer Group)**  
**P.A.F. Degree College Peshawar, F.B.I.S.E. Pakistan.**  
(1999)
- **SSC (Science Group)**  
**P.A.F. Degree College Peshawar, F.B.I.S.E. Pakistan**  
(1997)

## Publication

- Shahid, M. N., Cwalina, W. & Obaid, A. (2024). *Development and validation of the Political Brand Positioning & Marketing Scale: A Study in Pakistan*. *Journal of Political Marketing*, <https://doi.org/10.1080/15377857.2024.2400971>
- Shahid, M. N., Min, S. J., Obaid, A., & Hassan, W. (2023). **Impact of Online Cross-Cutting Exposure on Political Participation & Social Anxiety**. *International Journal of Marketing, Communication and New Media*, 11(20).
- Shahid, M. N., Hassan, W., & Sadaf, L. (2021). **Exploring the Political Co-Brand Image & Positioning from External Stakeholder's Perspective in Pakistan**. *Journal of Political Marketing*, 23(2), 93-122.

## Book Chapter

Proposed title, “*What Managers Need to Know About a Political Leader? Application of Goleman's Typology of Leadership Styles in Political Management*”, approved for the 1<sup>st</sup> Edition of **Political Management in Practice. Lessons from around the Globe. (2024)**

Co-authors: Dr. Wojciech Cwalina (Professor, Ph.D., Head of the Department of Social Psychology, Maria Curie-Skłodowska University, Lublin, Poland) and Dr. Milena Drzewiecka (Assistant Professor, SWPS University, Warsaw, Poland)

Book Editor: Dr. Jennifer Lees-Marshment, Associate Professor of Politics and International Relations at the School of Social Sciences at University of Auckland, New Zealand.).

## Conference Presentations

- The abstract is published in the proceedings of the **56<sup>th</sup> Academy of Marketing Doctoral Colloquium and Conference** hosted by Cardiff Business School, England, on July 1-4, 2024. (ISBN Number: 978-1-3999-9060-8)
- **American Marketing Association—Marketing and Public Policy Conference 2021**, 24-25 June 2021 (*virtual*), Washington, USA. The Abstracts of research papers presented at this conference are published in the proceedings.
- **52<sup>nd</sup> Academy of Marketing Doctoral Colloquium and Conference** hosted by Regent's University London, England, on July 1-4, 2019. The abstract is published in their proceedings.
- **7<sup>th</sup> Asian Management Research Conference (AMRC) 2018**, 23 March 2018, organized by LUMS, Lahore. Pakistan.

- **5<sup>th</sup> International CBRC**, organized and hosted by Mohammad Ali Jinnah University, Islamabad (now it is known as *Capital University of Science & Technology*) on 10 November 2016. **Won the Best Paper Award (Marketing)**.
- **4<sup>th</sup> International Conference on Emerging Trends in Management (ICETM)**, 5 November 2015, organized and hosted by Mohammad Ali Jinnah University, Islamabad (now it is known as *Capital University of Science & Technology*).

### ***Journals & Conferences Reviewed***

#### Journals Reviewed:

- **Journal of Political Marketing** (*n=6, since September 2020*)
- **Employee Relations** (*n=1, since Employee Relations 2022*)  
Publication office: Taylor & Francis Inc., 530 Walnut Street, Suite 850, Philadelphia, PA 19106.
- **NUST Business Review** (*n=2, since December 2020*)  
Publication office: Office No. 311-2, First Floor, NUST Business School, National University of Sciences & Technology, H-12, Islamabad – Pakistan 44000
- **Communication and the Public** (*n=1, January 2024*)  
SAGE Publications and Zhejiang University
- **AMS Review** (*n=2, April 2024*)  
Academy of Marketing Science and Springer Link

#### Conferences Reviewed:

- **46<sup>th</sup> Academy of Marketing Science Annual Conference 2022** (*October-23 November 2021*)  
Public Policy, Sustainability, and Social Responsibility Track of the 2022 Academy of Marketing Science Annual Conference held in Monterey, California on May 25-27, 2022.
- **NUST Business CONFERENCE** (*June 2021*)  
Publication office: Office No. 311-2, First Floor, NUST Business School, National University of Sciences & Technology, H-12, Islamabad – Pakistan 44000

### ***Workshops Attended***

- Attended the virtual pre-conference workshops organized by **6th ASIA International Conference (AIC 2020)-Connecting Asia**, December 12 - 18, 2020.
- Attended AMA Virtual Conference “**The Year Ahead!**” on January 26-28, 2021, organized by the American Marketing Association.
- Attended virtual session “**Give your career a boost with Peer Review: Case studies and personal insights**” By Dr. Jacob Wickham on February 4, 2021. It was organized by Reviewer Credits ([www.reviewercredits.com](http://www.reviewercredits.com)) in partnership with R Upskill, a learning platform (of Cactus Global: <https://cactusglobal.com/>) with the largest collection of curated courses and handbooks for researchers.
- Attended AMA Virtual Conference, “**Experience Design: The New Imperative!**” on April 13-15, 2021, organized by the American Marketing Association.

#### *Courses Completed at Coursera*

- 17 January 2025: Branding **and Customer Experience** by IE Business School

#### *Research Interests*

- Political Marketing
- Corporate Political Activity (CPA)
- Consumer Marketing
- Image & Positioning
- Sustainable Marketing (Marketing and Environment)
- Branding

#### *External Examiner - MPhil*

June 2024 -

- **Riphah International University. (Al Meezan) Rawalpindi. Pakistan.**

#### *Teaching Experience in Academia*

3 September 2024-

**National Defence University (NDU). Islamabad. Pakistan.**  
Department of Leadership and Management Studies (LMS)

- Assistant Professor (Marketing)

- Designed an elective course, “Strategic Political Marketing & Management” for the MPhil. program
- Subject Expert (MPhil)
- Member of the Board of Studies (BOS), Department of Leadership and Management Studies (LMS)
- PhD Admissions Committee member
- Member of Doctoral Review Committee (DRC), Department of Leadership and Management Studies (LMS)
- In charge of Short Courses and Research (working under the guidance of HOD-LMS)

February 2024-May 2024

**Air University. Islamabad. Pakistan.**

Air University School of Management (AUSOM), TVF-Marketing

February 2024-May 2024

**Riphah International University. (Al Meezan and Gulberg Green Campus)  
Rawalpindi. Pakistan.**

TVF-Entrepreneurship

September 2023-January 2024

**National University of Science & Technology. Islamabad. Pakistan.**

NUST Business School (NBS),  
TVF-Marketing (visiting faculty)

February-June 2013

**The University of Lahore (LBS). Islamabad. Pakistan.**

Lecturer-Marketing (visiting faculty)

May 2012

**Grafton College, Islamabad. Pakistan.**

(Visiting) Lecturer –HND(Marketing)<sup>1</sup>

October 2010-February 2011

**Confed School for Professional Studies. Islamabad. Pakistan.**

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<sup>1</sup> HND is an internationally recognized qualification offered by Edexcel, a prime vocational and academic awarding body. The qualification is developed in collaboration with BTEC a leading provider of vocational qualifications in the UK.

Lecturer –HND(Marketing)

February 2008 –January 2010

**Edwards College, Peshawar. Pakistan**

Department for Professional Studies

Lecturer –HND(Marketing)

**Sarhad University of Information & Technology. Peshawar. Pakistan.**

Lecturer (visiting faculty)

### ***Experience of Working in a Consultancy***

May 2005 – August 2006

#### **Associated Consulting Engineers:**

I have worked as *Junior Specialist* in one of their *Asian Development Bank* assisted projects. (National Drainage Program- Institutional Reform Consultants). Prepared several major *documents*, wrote *articles for their newsletter*, as well as *prepared two software manuals* for two different software which were designed for the client.

##### ***1. The job required preparing documents such as:***

- Process and guidelines for Social Mobilization
- FIDA-IS- User Manual
- HR-IS User Manual
- Job Descriptions/Specifications
- Training and Development Plan
- Service Rules
- Manpower Plan: analysis of grade-wise strength, qualification-wise strength

##### ***2. Prepared Training Programs:***

- Coordinated interviews
- Prepared training programs: Orientation Training Program and Specialist Training Program
- Conducted Internal capacity building sessions --- for my colleagues

##### ***3. News Letter:***

- Editorial board member and wrote few articles for the News Letter

##### ***4. Frontier Irrigation & Drainage Authority ‘Vision Workshop’***

- Was one of the organizers of Vision Workshop

##### ***5. Irrigation Department: Training Need Assessment:***

- Developed questionnaire for the TNA