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Objective: To utilize my competencies and gain further experience while enhancing the company's productivity and reputation.

Work Experience: Overall 12 years of diversified working experience in the fields of HR and Marketing.

Career in Brief:

Time Duration	Organization/University	Designation
20 th Jan 2012 to-date	Bahria University Karachi	Assistant Director Student Support Center/Assistant Professor & worked as Cluster Head HRM/Law & Research
2010 until Jan 2012	Jinnah University for Women	Lecturer & M.Phil/PhD Coordinator
2011 (Spring)	Iqra university (main campus)	Worked as visiting faculty member
2009 until 2010	Dawood Engineering & Technology University	Worked as visiting faculty member
2008 until 2009	Sidat Hyder Morshed Associates	Worked as Assistant HR Consultant
2005 until 2008	Emkay Electric Company	Worked as Assistant Manager-Marketing

Duties & Responsibilities:

Bahria University

Assistant Director Student Support Centre:

- Restructured the whole department
- Proposed software and in the process of implementing the plan
- Operating 'One Window Operation' for the students of Bahria University Karachi Campus of MS, EE, SE, CS, CE, IT, Geophysics, psychology and social sciences department.
- The department's functions include:
 - **Student Facilitation Centre:** Student facilitation related to Registration, Examination issues, and all issues that a student could face are handled by this department.
 - **Student Resource Centre:** Event management including Alumni dinner, job fairs and convocation etc. Moreover, all the clubs are working under this.
 - **Community Support Centre:** Manages all the activities related to community support program and establishing liaison between NGOs, other welfare organizations and Bahria University.
 - **Placement, internships and Alumni Management**

Cluster Head HRM, Law & Research:

- To Manage HRM/Law & Research Cluster
- To assist HoD in faculty hiring, interviews and performance evaluations
- To develop curriculum for HR courses
- To organize job fairs.
- Career Counseling and placements of MBA/BBA students
- Supervise thesis students (MS/MBA).
- To teach MBA and BBA students
- Subjects: Human Resource Management, Organizational Behavior, Strategic Human Resource Management Marketing Management, Recruitment & Selection, Performance Management, Training and Development, Entrepreneurship, Methods in Business Research & Advertising & Promotion, Organizational Development, Human Resource Planning, Research Methods & Techniques.

Jinnah University for Women

- Coordinator for M. Phil/PhD program
- Developed curriculum for M. Phil Program.
- Taught MBA, EMBA and BBA students.
- Subjects: Strategic Management, Human Resource Management, Rewards Management, Social Psychology, Human Behavior, Organizational Behavior, Advanced Business Research and Principles of Advertising.

Institute of Business Management

Conducted guest speaker session on Media sales

Iqra University (Main Campus)

Worked as a visiting faculty(taught Marketing course)

Dawood Engineering & Technology University

Worked as a Social Psychology lecturer

Sidat Hyder Morshed Associates

Worked as Assistant Manager-HR Consultancy

Specifically my consultancy experience revolved around the following tasks/duties:

- Conducted 360-degree exercise for leading financial entity.
- Worked as an organizer in annual Sidat Hyder Corporate Conference on BEST PRACTICES DAY (BPD) 2008. This conference has been held annually for the last eleven years and in 2008 it was held in Karachi, Lahore and Islamabad attracting about thousands of delegates across the corporate world of Pakistan. Many local and multinational organizations participated as sponsors, speakers and panelist leading to a lively and successful event in all cities. My specific responsibilities were to handle the sponsorship related activities included follow-ups, co-ordination, collaboration and to fulfill all the pre and post activities for the sponsors and speakers. Also worked along with the other team members in the media room management.
- Worked on a training project for Pakistan Security Printing Corporation (Pvt) Ltd. The basic theme of the training was to reinforce the general management and supervisory skills of its middle management staff.

Emkay Electric Company

- Worked as an Assistant Manager
- Marketing. developed marketing plan and successfully implemented it which resulted in highly productive outcomes. Also assisted in recruitment, performance appraisals and developing employee motivation so as to increase productivity.

Education

Name of Program	University/Institution	Discipline
Ph.D	Bahria University	Management Sciences (2011-2017)
M. Phil	Iqra University	Management & Marketing (2009-2011)
MBA	Mohammad Ali Jinnah University	HRM & Marketing (2006-2008)
B.Com	University of Karachi	Commerce
FSC	St. Joseph's College for Women	Science

Research Publications

1. Majid.J,Zia.S,Ahmad.B(2017) "Impact Of Generational Differences On Employees' Preferences For Engagement - Enablers And Drivers At Feroze1888 Mills Ltd" *IBT Journal of Business Studies*, Vol.13.No1.pp 25-44.
2. Zia.S,Cheema.F.A,Shujjat.S (2016) "Impact of Using Heuristic Instructional Design on Students' Performance" *Global Management Journal for Academic & Corporate Studies*; Vol.6.No1.pp 70-78.
3. Rehman.S,Zia.S,Cheema.F.A,Rehman.M(2016) "Do Taglines have a positive impact on building the brand perception?" *IBT Journal of Business Studies*,Vol.12.No1.pp 52-64
4. Naukhez.S,Afzal.A, Zia.S.(2015) "Do HR Practices Affect Service Quality of Frontline Staff? An Exploratory Study of Hospitality Firms in Karachi" *IBT Journal of Business Studies*,Vol.11.No.2 pp 40-57.
5. Khan.N.A.,Cheema.F.A.Z,Zia.S,Shujjat.S.,Zakir.M.(2014)"Case Study: Millat Tractors Limited." *Journal of Business Strategies*,Vol.8.No.2.pp 127-132
6. Cheema.F.A.,M.,Zia.S.Butt.A.N.(2014) "Impact of Role Overload and Working Hours on Work-Life Balance in Service Industry." *IBT Journal of Business Studies*.Vol.10.No.2,pp135-149
7. Cheema.F.A.,Rasool.M.,Zia.S.(2014) "Exploring the Personality Traits as Cause of Compulsive Buying Behavior." *Journal of Business Strategies*. Vol.8.No.2,pp19-29
8. Zia S. & Phanwar I. (2014) "Organizational justice as an etiological factor of gender discrimination." *NICE Research Journal Of Social Sciences* Vol..No.pp 72-79
9. Yasmeen S.& Zia S.(2014)"Service effectiveness of local and multinational restaurants in Pakistan." *International Journal of Arts & Commerce*.Vol.3..No.4.pp 113-13
10. Zia S. (2012). "Gender based discriminatory Human Resource Practices: An identification of the Etiological factors." *International Journal of Arts & Commerce*. Vol.1.No.3.pp.1-11
11. Zia S. (2012). "Effects of organizational team building on employees' morale & job retention." *Business Management Dynamics*. January.Vol.1.No.5 pp.31-37

List of accepted paper in International conferences

1. Paper accepted in "**Gender Equality as a Catalyst for Human Development Index: An Explanatory Study on Selected Asian Countries and Top Ranked Countries in Human Development Index**" has been accepted for presentation at the 7th Asian Management Research and Case Conference (AMRC) 2018 going to be held on 23rd-24th March 2018 in Bhurban.
2. Participated as Rapporteur in NBEAC's **5th Deans and Directors Conference 2018**.
3. Paper accepted in **Oxford Women's Leadership Symposium 2018**.
4. Paper presented in **ICSMEs - 17 - "SMEs, A Source of Socio-Economic Development: Prospects and Challenges"**
5. Paper submitted in **ICSMEs - 17 - "SMEs, A Source of Socio-Economic Development: Prospects and Challenges"** Effect of Decision Making Style on Creative Disposition in Small and Medium Enterprises of Karachi.
6. Paper accepted in **Oxford Women's Leadership Symposium**, a special interest session of the London Education Research Symposia, held on 5 and 6 December 2013 at the **University Church of St Mary the Virgin in Oxford England**.
7. Paper accepted in **International Conference on Economic, Finance and Management Outlooks** held on **5, 6 October, 2013** at **Pearl International Hotel, Kuala Lumpur, Malaysia**.

Achievements

- Lead organizer of ICSMEs 2017, International conference on SMEs, A source of socio economic development prospects and challenges, held on 22nd and 23rd November 2017.
- Received "**Outstanding Performance Award**" for the year 2014-2015 by Bahria University.
- Achieved Best Student Award by **BERLITZ** for outstanding performance in English Language Course.
- Conducted a 45 credit hour course on "**Human Resource Management**" at **PNS RAHNUMA, KARSAN KARACHI**.
- Organized Research symposium for Research Scholars in 2013.
- Received outstanding performance award by Bahria University for the year 2013.
- Organized Bahria University Spring 14 Career Fair.
- Organized seminar on "Secrets behind Successful Hiring."
- Organized seminar on "HR Best Practices"
- Organized seminar on "Careers in HR"
- Organized seminar on Entrepreneurship at Bahria University.
- Organized several events/food galas at Jinnah University for Women.
- Organized seminar on advertising at Jinnah University for women (2010)
- Carried out 360° feedback for a leading commercial bank.
- Conducted various training workshops on soft skills.
- Worked as an active team member and managed the infamous "Best Practices Day" hence gained sponsorship in a major public event at a record tune of Rs.20million.
- Conducted peer evaluation for PAEF Kiet (2010).
- Assisted Mr.Janjua in soft skills training conducted for SESSI (2008)

Trainings, Workshops & Memberships

- Attended Workshop on "**Heuristic Method of Teaching**" held on August 10, 2015 and received the certificate of participation.
- Attended Faculty development Workshop on "**Interpretation & Quantitative Analysis Skills of Mathematical & Statistical Models from Research Data**" held on August 9, 2015 and received certificate of participation.
- Attended "**HCM analytics Summit**" held on May 16, 2015 by SHRM (HR Metrics) and received the certificate of participation.
- Attended "**HR Conference**" held on April 16, 2015 by SHRM (HR Metrics) and received certificate of participation.
- Attended Workshop on "**Anti-Plagiarism Measures**" held on July 13th 2012 and received certificate of participation.
- Attended Workshop on "**Training of Trainers**" held on 29th and 30th December 2011 and received certificate of completion.
- Member of editorial board (International Journal of Arts & Commerce, UK)
- Member board of studies.(Jinnah University for Women, 2011)

- Attended a Workshop conducted by Mr. Horst Stenzel, a German expert in film, TV, journalism, Documentaries, 3D-animation and media technology at IoBM on June 23rd ,2011

Skills

- Research & Analysis
- Communication skills
- Interpersonal & intrapersonal skills
- Management skills
- M.S. word, power point & excel
- SPSS
- QM

References

Will be furnished on request