**Dr. Qasim Ali Qureshi (PhD Malaysia)**

HEC Approved PhD Supervisor

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# Objective

* A progressive career in the education field.

# Research Interest

* Digital Marketing, Consumer Behaviour, Advertising, Technology

# Relevant Skills

* Skill Enhancement & Employee Development Program (SEED) by COMSATS University, Faculty Development Academy (FDA)
* SPSS by COMSATS University, FDA
* Advanced Excel by COMSATS University, FDA
* STATA by COMSATS University
* Invigilation / Interlocutor by City and Guilds
* Coordinator/ Convener of numerous committees in COMSATS University at campus and departmental level
* English language teachers (ELTeach) certificate by Educational Testing Service
* IELTS 7 band by British Council (2016)
* Nvivo and SmartPLS
* EndNote and Mendley

# Education

* (2022) PhD in Marketing– Universiti Utara Malaysia, Malaysia.
* (2013) MS in Management Sciences – COMSATS University Islamabad, Pakistan.
* (2009) MBA in Marketing – COMSATS University Islamabad, Pakistan
* (2006) BCS (Honors) – Iqra University Islamabad, Pakistan
* (2002) HSSC from PAF Degree College Peshawar – Federal Board
* (2000) SSC from PAF Degree College Lower Topa – Federal Board

# Work Experience

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| **Organization** | **Time** | **Position** |
| COMSATS University Islamabad | 2014 - Present  | Lecturer |
| D’Lights Store (Aar Global) | 2013 - 2014 | Display Centre Manager  |
| Skills International | 2012 - 2013 | Invigilator/ Interlocutor |

# Research Publications

1. Farooq, M., Yen, Y. Y., Buzdar, H. Q., Qureshi, Q. A. (2024). Exploring the research landscape of Artificial intelligence integration with business management: A bibliometric analysis from 1994-2023. Journal of Logistics, Informatics and Service Science, 11(4)
2. Riaz, N., Tahir, S., & Qureshi, Q. A. (2024). Pragmatic Analysis of Evasion Strategies in Pakistani Political Talk Shows. *Journal of Arts and Linguistics Studies*, *2*(2), 551-568.
3. Riaz, N., Qureshi, Q. A., Tahir, S., & Waheed, I. (2024). Signs and Symbols: A Semiotic Exploration of Visual Media and Its Underlying Ideologies. *Journal of Arts and Linguistics Studies*, *2*(2), 705-725.
4. Tahir, S., Riaz, N., & Qureshi, Q. A. (2024). Factors Influencing Acceptance of Chatgpt Among Studious Students For Academic Purposes. *Sarhad Journal of Management Sciences*, *10*(1), 105-122.
5. Qureshi, Q. A., Noor, N. A. B. M., & Hassan, S. (2022). Consumer Perceived Value of Collaboration vs. Incentives in the Context of In-App Ads: Digital Natives vs. Digital Immigrants. *International Journal of E-Collaboration*, *18*(1), 1–22.
6. Farooq, M., & Qureshi, Q. A. (2020). Privacy of internet users in the era of transformative marketing. Journal of Management Practices, Humanities and Social Sciences, 4(2), 25-28.
7. Qureshi, Q. A., Noor, A. B. M., Hassan, S., & Qureish, M. I. (2019). Moderating Factors Affecting Intention to Access In-App Advertisements. *Global Journal of Emerging Sciences*, 1(4), 337-348.
8. Tahir, S. & Qureshi, Q. A. (2019). Pilot Testing of Interview Questions and Observation Checklist for Research in Linguistic Landscape. *Global Journal of Emerging Sciences,* *1*(3), 198-234.
9. Ali, W., Qadir, I., Khuhro, R. A., & Qureshi, Q. A. (2017). Determinants of brand loyalty among late movers of motorbike industry in district Haripur, Pakistan: A brand romance perspective. *University of Haripur Journal of Management (UOHJM), 2(1), 133-144.*
10. Khuhro, R. A., Qureshi, Q. A., Humayon, A. A., Tahir, S., & Khan, A. (2016). Factors affecting adoption behavior for Tablet device among computer users in Pakistan. *Management Science Letters*, *6*(12), 723–734.
11. Khuhro, R. A., Qureshi, Q. A., Tahir, S., & Khan, A. (2016). Self-Service Technologies at the Bottom of the Pyramid. *University of Haripur Journal of Management (UOHJM)*, *1*(2), 125–132.
12. Khuhro, R. A., Qureshi, Q. A., & Yasin, M. N. (2015). Relevance, Confusion, Entertainment and Skepticism towards Advertising. *International Journal of Economics, Commerce and Management*, *3* (3), 1–9

# Conferences & Seminars

* Managed Pakistan: Today’s Need, Tomorrow’s Solution 2016 by COMSATS University at Serena Hotel, Islamabad
* SAICON 2015 by COMSATS University at Serena Hotel, Islamabad
* SAICON 2014 by COMSATS University at Serena Hotel, Islamabad

# Co-curricular Activities

* 3rd position in Speech competition at COMSATS University 2009
* Corporate Fiesta at COMSATS University 2009
* Marketing fair at COMSATS University 2007

# Hobbies

* Cycling, Swimming

# Programs Taught

* Bachelors in Business Administration
* Bachelors in Accounting and Finance
* Bachelors in Computer Science
* Bachelors in Software Engineering
* Masters in Business Administration
* Master’s in Sciences - Management Studies
* Doctor of Philosophy - Management Studies

# Courses Taught

* Topics in Consumer Behaviour
* Marketing Data: Measurement and Analysis
* Fundamentals of Marketing
* Marketing Management
* Marketing of Telecom and IT products
* Advances in Marketing Research
* Ecommerce
* Management Information System
* Business Communication Skills
* Global Business Management
* Technical English writing
* Report Writing

# References

* Dr. Fahim Javed (Assistant Professor) COMSATS University
* Dr. Nauman Yaseen (Lecturer) COMSATS University