

Dr.SALIMA HAFEEZ

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OBJECTIVES

- To work in a creative, challenging, dynamic and research-oriented environment.
- Dedicated to maintaining high-class standards in research and teaching.

EDUCATION

- **PhD (HRM)** from IQRA University Karachi, Islamabad Campus, 2024. Dissertation “Examining the Role of Innovative Work Behavior, Social Identity, and Social Entrepreneurship Education Program among Social Entrepreneurs.
- **MS (Management)** from IQRA University Islamabad, from 2010 to 2012 (Gold Medalist). Thesis “Factors Affecting the Women Entrepreneurial Orientation and Venture Performance: An Empirical Investigation”.
- **Master’s in Business Administration** (MBA, Finance) from International Islamic University Islamabad (2002 to 2004).

AREA OF EXPERTISE

- I specialize in teaching Entrepreneurship, Sustainable Enterprises, Management, and Strategic Management. Human Resource Management, Introduction to Business.
- I am capable of generating original innovative and pragmatic ideas in the field of entrepreneurship
- I can write articles for high-quality journals in the domains of entrepreneurship and management. Human Resources.
- I have proficient analytical skills in utilizing research software that facilitates quantitative, qualitative, or mixed-method methods, such as SPSS, Nvivo, SMART PLS.
- I have advanced proficiency in quantitative, qualitative, and mixed-method abilities. This includes specialized knowledge in designing surveys, conducting field interviews, and interpreting ,analyzing data.

PROFESSIONAL EXPERIENCE

Lecturer, COMSATS UNIVERSITY, ISLAMABAD From 2012 to date

- Teaching management, Entrepreneurship, Business, and HRM subjects
- Planning teaching, including lectures, learning materials
- Meeting and counselling students to discuss their progress
- Checking and assessing students' works projects and assignments
- To perform other administrative duties, invigilation duties
- To evaluate the student's result.
- I serve as a Batch Advisor, providing academic guidance and mentorship to students, supporting their personal and professional development.
- I am currently engaged in conducting research, developing research proposals, and actively contributing to scholarly activities including presenting at academic conferences and publishing in peer-reviewed journals.

Research Publications Details

S.No	Name of Journal	Year/Volume	Title	Country	Page Number
1	Journal of Media Horizons	Volume 6, Issue 4, 2025	From Self To Style: A Study Of Brand Loyalty And Self-Esteem As Catalysts For Fashion Consciousness	Pakistan	10-21
2	Kurdish Studies	April 2024 Volume: 12, No:2	How Moral Values and Fairness, Clarification of Roles and Power Sharing Help Ethical Leaders Reduce Job Stress and Create A Sustainable Workplace Environment. Evidence from the Service Sector	Hong Kong	pp. 67366749

3	Bulletin of Business and Economics (BBE)	12(3), 94-113. 2023	The Moderating Impact Of Gender Discrimination Between Women's Entrepreneurial Orientation And <u>Venture Performance</u>	Pakistan	pp.94-113
4	Reviews of Management Sciences	Vol. 4, No. 2, December 2022	A Comparative Content Analysis on the Determinants of Social and Commercial Entrepreneurs: A Qualitative Approach on Nvivo	Pakistan	50-68
5	Remittances Review	Volume: 9, No: 1, January, 2024	Impact of CPEC on HRD perspectives-: A qualitative Investigation	UK	pp. 1967/1982
6	Bulletin of Business and Economics (BBE)	Volume:12(2), 2023	Influence Of Narcissism On Counterproductive Work Behaviors: A Moderation Of Ethical Climate	Pakistan	pp. 356-365
7	Bulletin of Business and Economics (BBE)	Volume:12(3), 2023	How To Stay Untapped From Hidden Traps? A Quantitative Study Of Impact Of Fashion Consciousness,	Pakistan	pp. 150-158.
8	National conference on business & economics	09 March 2023	Factors Affecting the women's entrepreneurial orientation on venture performance	Pakistan	Page 39 proceedings
9	Actual Problems of Economics (Impact Factor journal)	Issue 04, volume 02,2012 ISSN 1993-6788	How business ethics, organizational approach commitment and trust affects team performance	Ukraine	pp.247-251

10	Information Management and Business Review	Vol. 3, No. 6, Dec 2011 (ISSN 2220-3796)	The Effect of Market and Entrepreneurial Orientation on Firm Performance	UAE	pp. 389-395
11	Journal of Economics and Behavioural Studies	Vol. 3, No. 6, Dec 2011 (ISSN: 2220-6140)	Perspectives of Entrepreneurial Orientation with the Quality of Life	UAE	pp. 381-387
12	Asian Journal of Business Management	Asian Journal of Business Management	Knowledge Metrics of Brand Equity: Critical Measure of Brand Attachment and Brand Attitude Strength	UK	pp-1-5
13	Journal of Education and Vocational Research	Vol. 2, No. 3, Sep 2011 (ISSN 2221-2590)	Student Counselling: Adding Value to Educational Institution	UAE	pp. 116-119,
14	Paper Presented In An International Conference Organized By UCP	International conference organized by UCP	Effects of culture on conflict management styles.	Pakistan	Conference proceedings

Doctoral Program Coordinator and Lecturer, Preston University, Islamabad.

From June 2007 to May 2012.

- To deal with doctoral (Research) program M.Phil / PhD.
- Teaching Business, management and HRM subjects to BBA students.
- To organize workshops for M.Phil/Ph.D students on various subjects
- Having good exposure to student counselling.
- To coordinate between Faculties and students.
- Coordinating with foreign educational institutions and the Embassy of Pakistan in different countries regarding the conduct of International examinations.
- To work on the curriculum development.

Professional Training Workshops / Participation & Appreciation Certificates etc

- Training Session attended on August 27, 2025, received Certificate of Attendance Granted to for attending Journal Citation Reports 2025: Redefining Research Impact webinar from Web of Science (Clarivate) and HEC.
- Training Session attended on August 27, 2025, received Certificate of Attendance for attending Navigate the World of Research: Mastering Web of Science (Clarivate) and HEC Core Collection for High-Impact Discoveries webinar on August 26, 2025.
- Department of Management Sciences, training sessions on Outcome-Based Education (OBE) held on Thursday, August 7, 2025.
- Department of Management Sciences in collaboration with Dortmund University Germany was organized a Hands-on Training on “Structural Equation Modeling Using Smart PLS 4.0” on 18h December 2024 from 900-1500 hours.
- Training on the Power of Methodology.Training held on COMSATS University June 21, 2022.
- Managed Pakistan,Today’s Need, Tomorrow Solution.2nd and 3rd September,2016.
- Certificate of Completion from ELTeach Teach fpr completing Professional Knowldege for ELT couse and assessment in the ELTeach professional development program for English language teachers.December 09,2014.
- Received Teacher’s Efficiency Award from Preston University in recognition of outstanding efficiency during Spring Semester, 2011 certificate awarded on June 27, 2011.
- Received Teacher’s Punctuality Award from Preston University in recognition of outstanding efficiency during Spring Semester, 2011 certificate awarded on June 27, 2011.
- Received Certificate of Appreciation, from Preston University for outstanding performance as a organizer of the workshop on “Research Data Analysis by using SPSS” held on 6th & 7th August, 2010.
- Received Certificate of Appreciation, from Preston University for commendable performance as Member of the Organizing Team for the Painting & Sketching Competition during Spring Splash held from April 12-18, 2010.
- Received Certificate of Appreciation, from Preston University for outstanding performance in organizing the 32nd Convocation Centre, Islamabad Campus held at Jinnah Convention, Islamabad on June 23, 2009.
- Received Certificate of Participation, from Preston University, Islamabad, participated in “Women and Good Governance: Capacity Building and Team Work” on July 15, 2009.

- Participated in the Education Expo yearly Exhibition as a organizer conducted by the Jang Group and other Educational Institutions represented Preston University, Islamabad.
- Attended Workshop on “Performance Improvement through Productivity” organized by the National Productivity Organization in International Islamic University Islamabad December 04, 2003.
- Attended Workshop on “Resume Writing Skills & Personal Development” held on October 21, 2003 in International Islamic University Islamabad.