

# Asma Shabbir

To build a long-term career for a challenging **position**

## WORK EXPERIENCE

### Faculty-Lecturer

COMSATS University Islamabad,  
Islamabad Campus

**Duration:** (January 2023- present)

Working as permanent faculty member at Department of Management Sciences, COMSATS University Islamabad, Islamabad Campus. Teaching Negotiation Supply Chain Management, Global Business Management; Introduction to Management.

### Lecturer

COMSATS University Islamabad, Attock Campus

**Duration:** (February, 2017-January 2023)

Working as permanent faculty member at Department of Management Sciences, COMSATS University Islamabad, Attock Campus. Various Subjects taught include; Compensation Management, International HRM, Human Resource Management, Introduction to Management, Entrepreneurship, Public Administration in Pakistan.

### Team Coordinator- Student Support Centre (SSC)

COMSATS University Islamabad, Attock Campus

**Duration:** (June 2017, January 2020)

Responsible for preparing SSC semester schedule for whole semester student activities, responsible for building liaison between university and corporate sector. Conduction of student interviews for participation in SSC activities and events, responsible for organizing the entire event on weekly basis and preparing a departmental activity report and responsible for forwarding to higher ups and website upgradation. Responsible for preparing teams for organizing job fair as the last activity of Student support centre semester schedule. Coordination and approval of SSC events organizing funds and other related requirements for activities connected with SSC. Being involved in preparing advertisements and

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## KEY POINTS

- 10+ years' work Experience including; Teaching, coordination, administrator and managerial skills

**Father Name:** Shabbir Hussain

**Religion:** Islam

**Gender:** Female

**Nationality:** Pakistani

**Languages Known:** English, Urdu

**Domicile:** Federal Islamabad

## Major Skills/ Responsibilities

- Teaching
- Coordination
- Administration
- Networking/communication

- Issue handling/ risk management process
- Interpersonal relationships within the teams
- Planning and coordinating of project activities
- Monitoring, controlling and scheduling

- Recruitment/ selection
- Compensation/ pay plans
- Training & Development
- Training content and process delivery
- Budget projection and monitoring mechanism

- Coordination
- Administration
- Managing
- Marketing Liaison/ relationships among IT teams
- Payroll procedures

promoting the SSC weekly based events for social media and also responsible for building liaison with BU Alumni for various events.

### **Program Coordinator -BS Accounting & Finance**

COMSATS University Islamabad, Attock Campus

**Duration:** (June, 2018-Feb 2020)

In administration and managerial side, working as Program Coordinator-BAF. Other than teaching, involve in various committees i.e., Student Support Centre, Student internship committee, Event management, Research coordination and Student Supervisory committees

### **Project Coordinator**

Centre for Climate Research and Development (CCRD), COMSATS University Islamabad,

**Duration:** (Sep,2015- Aug, 2016)

#### **Project Title:**

Worked as Project Coordinator under an International funded project titled;

***“The Vulnerability of Pakistan’s Water Sector to the Impacts of Climate Change: Identification of Gaps and Recommendations for Action.”***

- My role was to build network /communication between Project in-charge and research associates, to check project compliance with council methodology, and to highlight any issues to the Project Manager/ In charge.
- Handling project financing issues by building and maintain effective relationships with a wide range of people in addition to their own team, including project sponsors, senior managers, stakeholders/customers, other project team members and managers, external agencies, and to provide a skilled facilitation service to support the project teams in achieving these expectations.
- Take an active part in the project issue/risk management process, by contributing to the identification and prioritisation of existing and potential issues and risks, and helping to develop strategies and controls to mitigate these, Plan and coordinate project activities for timely completions, Assess potential issues and technical challenges and accordingly develop resolutions, Interaction with various teams/officio members to coordinate project activities, participation in project design meetings and recommend improvements if needed, Assist in project design and development activities.

### **HR Specialist**

Paradigm Technologies, Islamabad

**Duration:** (August, 2013-June, 2015)

My role was to own an overall responsibility of man power planning, identify staff vacancies and recruitments. I was responsible for; designing

## INTERESTS & Skills

- Ms Office (Ms Word/Excel/Power point)
- Internet, E-mail, Scanning, Printing, etc.
- Microsoft Window, Software installation
- Paint, Photoshop, Calligraphy; Urdu, English, Art; drawing and pencil work.

## Software proficiencies

- AMOS
- SMART-PLS
- SPSS
- E-views
- End Note
- Peach Tree

tests/interviews, conducting the interviews sessions, designed orientation programs for newly inducted staff, developing and implementing disciplinary policies, design employee benefits/ compensation and pay plans, co-ordinated with finance department for processing of payments to the employees, to identify the training needs, developing training programs to ensure constant learning and development of employees, designed content of the Training, responsible for arranging training content and process delivery, devised a training evaluation and monitoring mechanism and budget projection.

### **HR Coordinator**

Paradigm Technologies, Islamabad

**Duration:** (July, 2012-July, 2013)

- My role was to build coordination among all staff and managerial levels; managed office records and employee personal records. I was responsible for; developing and maintaining a strong communication channel among departments, marketing a liaison with the company and IT Service providers, designing payroll procedures, designing content of training and orientation plans, and employee induction process

### **Management Trainee**

Oil & Gas Development Company Limited (OGDCL), Head office, Islamabad

**Duration:** (Jan, 2012-July,2012)

- Job-Learning rotation in entire HR department
- To arrange personal file records of all employees related to their personal files, making of seniority lists, performance appraisal cases and issues, standardised performance appraisal forms and the procedure of grading and scoring.

### **Internship-Internee**

Oil & Gas Development Company Limited (OGDCL), Head office, Islamabad

**Duration:** (June 2011, September,2011)

- Worked as Internship Internee at Oil and Gas Development Company Limited, OGDCL, Islamabad.

## EDUCATION

### **PhD- Doctor of Philosophy in Management Sciences**

(2017-Till date)

Bahria University Islamabad Campus

- Percentile/CGPA: 4.00/4.00
- Specialization: Human Resource Management

### **MS- Master of Science in Management Sciences (2012-2014)**

COMSATS University Islamabad

## Awards/ Achievements

- **Best Employee Award**-for performing outstanding throughout the year.
- **Best Paper Award**- Marketing at SAICON 2017 (South Asian International Conference) held at PC Bhurban, Pakistan on 23-25 August, 2017.
- **Best Performance Award** associated with Centre for Climate Research and Development at COMSATS University, Islamabad.
- **Best Researcher Award**- for carrying out maximum research papers in a corporate sector.

- **Best Student Award/ Outstanding Student award**-

Got student Talent Award consecutive four years during BS(BA) from Study Aid Foundation excellence (**SAFE**), **FUUAST** Islamabad.

### Distinction:

Medal Holder (Gold Medal) in BS(BA)

- Percentile/CGPA: 80.0%; 3.50/4.00
- Specialization: General Management/ Human Resource Management

### **BBA (Hons)- Bachelor in Business Administration**

(2008-2012)

Federal Urdu University of Arts, Science and Technology (FUUAST), Islamabad

- Percentile/CGPA: 81.5%; 3.81/4.00
- Specialization: Human Resource Management

### **HSSC (BISE Rawalpindi)**

(2008)

- FSC (Pre medical)

### **SSC (BISE Rawalpindi)**

(2006)

- Matric (Science)

## Research Publication(s)

### **Published Research Paper**

- 1) **Asma Shabbir**, & Bakhtiar Ali (2022). Personality Dispositional Characteristic and Employee Creativity: The role of Proactive Personality, Radical and Incremental Creativity via moderating effect of Self-Regulatory Promotion focus from Higher Education Institutes of Pakistan. *International Journal of Business and Management Sciences*, 2(4), 153-185.
- 2) Satti, Z. W., Babar, S. F., Parveen, S., Abrar, K., & **Shabbir, A.** (2020). Innovations for potential entrepreneurs in service quality and customer loyalty in the hospitality industry. *Asia Pacific Journal of Innovation and Entrepreneurship*.
- 3) **Asma Shabbir**, Shahab Alam Malik, Shujah Alam Malik, (2016) "Measuring patients' healthcare service quality perceptions, satisfaction, and loyalty in public and private sector hospitals in Pakistan", *International Journal of Quality & Reliability Management*, Vol. 33 Issue: 5, pp.538-557, <https://doi.org/10.1108/IJQRM-06-2014-0074>.
- 4) **Asma Shabbir**, Shahab Alam Malik, Saquib Yusaf Janjua, (2017) "Equating the expected and perceived service quality: A comparison between public and private healthcare service providers", *International Journal of Quality & Reliability Management*, Vol. 34 Issue: 8, pp.1295-1317, <https://doi.org/10.1108/IJQRM-04-2016-0051>.
- 5) A Ozyer, K., Jan M.F., **Shabbir, A.**, (2018). 'Is Right Emotion with Creativity Influences Academic Performance? A study of Emotional Intelligence, Creativity and Academic Achievements of Business Graduate Students'', 12th International Conference on Business, Social Sciences, Humanities and Education (BSSHE-18) March 13-14, 2018 Kuala Lumpur (Malaysia).

## Scholarships

- Merit Scholarships holder throughout Bachelors and Masters

## References

References will be available on request

- 6) Mariam Shahzadi, Shahab Alam Malik, Mansoor Ahmad, **Asma Shabbir**, (2018) "Perceptions of fine dining restaurants in Pakistan: What influences customer satisfaction and behavioral intentions?", *International Journal of Quality & Reliability Management*, Vol. 35 Issue: 3, pp.635-655, <https://doi.org/10.1108/IJQRM-07-2016-0113>
- 7) Taqdees Fatima, Shahab Alam Malik, **Asma Shabbir**, (2018) "Hospital healthcare service quality, patient satisfaction and loyalty: An investigation in context of private healthcare systems", *International Journal of Quality & Reliability Management*, Vol. 35 Issue: 6, pp.1195-1214, <https://doi.org/10.1108/IJQRM-02-2017-0031>.
- 8) Israr, S., Ali, B., Ansari, M., & **Shabbir, A.** (2017). Impact of Online Banking Service Quality on Customer Satisfaction and its Importance in Customer Retention. *Journal of Business and Tourism*.

### Government Documents

- 9) "The Vulnerability of Pakistan's Water Sector to the Impacts of Climate Change: Identification of Gaps and Recommendations for Action." <https://www.undp.org/content/dam/pakistan/docs/...%20Climate%20Change/Report.pdf>

### Case Study-International

- 10) **Asma Shabbir**, (2018), Case Study, "Dreamy Chandeliers plunged into darkness: A case on Nandipur Power Project, Pakistan", Case Study, Case Center UK, 318-0066-1.
- 11) **Asma Shabbir**, (2018), Teaching note, "Dreamy Chandeliers plunged into darkness: A case on Nandipur Power Project, Pakistan", Teaching Note, Case Center UK, 318-0066-1.

### Conference Proceedings

#### *International Conferences:*

A Ozyer, K., Jan M.F., **Shabbir, A.**, (2018). 'Is Right Emotion with Creativity Influences Academic Performance? A study of Emotional Intelligence, Creativity and Academic Achievements of Business Graduate Students', 12th International Conference on Business, Social Sciences, Humanities and Education (BSSHE-18) March 13-14, 2018 Kuala Lumpur (Malaysia).

#### *National Conferences:*

- 12) **Asma Shabbir**, (2017), "Healthcare Perceived Service Quality on Patient Satisfaction: A SERVQUAL Assessment from Public Sector Hospitals of Pakistan", (*Presented at SAICON 2017, COMSATS Institute of Information Technology, Islamabad*).
- 13) **Asma Shabbir**, (2017), "How customers perceive ATM Service Quality? Mediating Role of Customer Satisfaction between Service Quality

