Dr. Abid Saeed

**Mobile**: +92-300-5802996

**Email:** [aabidsaeed@gmail.com](mailto:aabidsaeed@gmail.com)

**SUMMARY**

Doctor of Philosophy (PhD) in management Sciences from COMSATS University Islamabad and Master of Business Administration (MBA) from Glasgow Caledonian University, Glasgow U.K. I have more than 25 years’ experience and my professional journey encompasses roles in teaching, research, and management, fostering a nuanced understanding of academic, corporate, and entrepreneurial landscapes.

Currently, I contribute to academia by delivering lectures and supervising research work at the graduate level (MBA, MS & PhD) in esteemed institutions such as COMSATS University Islamabad (CUI), Bahria University Islamabad (BU), Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), Center for Advanced Studies in Engineering (CASE), National University Of Modern Languages (NUML), Allama Iqbal Open University (AIOU), and University Institute of Management Sciences (UIMS).

My professional stability and maturity have been honed through multifaceted roles in diverse job functions over the years. I have actively pursued continuous learning, participating in numerous training courses, seminars, and conferences at both national and international levels. These experiences have not only enhanced my professional competencies and skills but have also significantly contributed to the successful achievement of targets throughout my career.

**EDUCATION**

### Doctor of Philosophy (PhD in Management Sciences) (2020)

From COMSATS University Islamabad, Pakistan.

### Master of Business Administration (MBA) (2003)

### From Glasgow Caledonian University” Glasgow, United Kingdom (UK).

* **Bachelor’s in Science (B.Sc. (Hons.)** (1995)

From “University of Agriculture” Faisalabad, Pakistan.

* **Diploma in E-Commerce** (2001)

From COMSATS Institute of Information Technology Islamabad, Pakistan.

**Higher Secondary School Certificate** (1990)

From “Islamabad College for Boys” Islamabad, Pakistan.

**PROFESSIONAL EXPERIENCE (Academia)**

* **COMSATS University Islamabad** September 2011–to date.

<http://www.comsats.edu.pk/>

* + Assistant Professor
  + Served as Head of Management Sciences Department
  + In charge Graduate Program (MBA, MS & PhD Program)

**Obtaining Research Grants**

* + **Project Title:** Third Party Evaluation of Prime Minister Youth Skills Development

Programme Phase-III

* + **Project Value:** PKR. 59,339,720/-

**Engagement with External Partners**

* + **Project Title:** Development & Evaluation of Recruitment Material for Pakistan Housing

Authority (PHA), Islamabad Staff & Officers.

* + **Project Duration:** 2020 & 2021
  + **Project Value:** PKR. 4,100,000/-

**Postgraduate Supervision**

* Doctor of Philosophy (PhD) – 1Student
* Master of Science (MS) -20 Students
* Master of Business Administration (MBA) – More than 50 Students

**Research and Teaching**

* Integrated Marketing Communication
* Business Management

###### Strategic Management

###### Brand Management

* New Product Development
* Advertising
* Consumer Behaviour
* Strategic Marketing
* **Bahria University Islamabad -** 2005 to 2011

<https://www.bahria.edu.pk/>

Visiting Faculty Member of Management Sciences Department

**Research and Teaching**

* International Business Analysis
* Promotional & Advertising Management
* International Marketing

###### Sales Management

* **Center for Advanced Studies in Engineering Islamabad (CASE) -** 2011 to 2015

<https://case.edu.pk/>

Visiting Faculty Member of Management Sciences Department

**Research and Teaching**

* Advertising
* Integrated Marketing Communication
* Marketing Research
* **Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology Islamabad -** 2014 to 2015

<https://szabist-isb.edu.pk/>

Visiting Faculty Member of Management Sciences Department

**Key Areas of Research and Teaching**

* International Business
* Advertising
* Marketing Management
* **University Institute of Management Sciences** - 2011 to 2013

<https://www.uaar.edu.pk/uims/programs.php?dept_id=32>

Visiting Faculty Member of Management Sciences Department

**Key Areas of Research and Teaching**

* Sales Management
* Principle of Marketing
* **National University of Modern Languages (NUML) -** 2005 to 2006

<https://www.numl.edu.pk/>

Visiting Faculty Member of Management Sciences Department

**Key Areas of Research and Teaching**

* Sales Management
* Advertising Management
* Management Information System
* E-Marketing

###### Muhammad Ali Jinnah University Islamabad

https://jinnah.edu/

* Guest Speaker

###### Greater Opportunity of Access and Learning with School (GOALS) Glasgow UK

May 2003 – September 2003

**RESEARCH PUBLICATIONS**

* Mansoor, M., Saeed, A., Rustandi Kartawinata, B., & Naqi Khan, M. K. (2022). Derivers of green buying behavior for organic skincare products through an interplay of green brand evaluation and green advertisement. Journal of Global Fashion Marketing, 13(4), 328–343. <https://doi.org/10.1080/20932685.2022.2085597>
* Mahmood, A., Tasmin, R., Saeed, B., & Saeed, A. (2020). Tacit Knowledge Sharing in Technology-Based Firms: Role of Organization Citizenship Behavior and Perceived Value of Knowledge. International Journal of Scientific & Technology Research, 9(March), 5296–5302.
* Saeed, A., & Paracha, O. S. (2019a). The Determinants Influencing the Influx of Counterfeit Luxury Goods in Pakistan. Global Social Sciences Review, IV(II), 293–306. <https://doi.org/10.31703/gssr.2019(iv-ii).28>
* Saeed, A., & Paracha, O. S. (2019b). Why Counterfeit? A study of purchase behaviour of Pakistani consumers towards counterfeit luxury goods. Journal of Managerial Sciences, 13(2), 172–184.

<http://www.qurtuba.edu.pk/index.php/research/research-journals/journal-of-managerial-sciences>

* Khan, D.A., Mahmood, A., Saeed, A. and Qureshi, M.A., 2013. Time Spent and Importance of Managerial Activities for Senior and Middle Managers in a Banking Unit: Self versus Other Perceptions. International Journal of Business and Management, 8(20), p.87. DOI: <http://dx.doi.org/10.5539/ijbm.v8n20p87>
* Khan, D.A., Iqbal, S., Saeed, A., and Iqbal, M.Z., 2015. Labor Satisfaction at Work Sites-Considerations for Construction Industry Management. Journal of Leadership, Accountability and Ethics, 12(5), p.59.

<http://search.proquest.com/openview/ccdba7deda6c289f29c1611356a7e0a5/1?pq-origsite=gscholar&cbl=39006>

**IT & COMPUTER SKILLS**

* **Data Analytics and Business Intelligence Course** under DigiSkills Training Program by Ministry of Information Technology & Telecom, Government of Pakistan. 2023
* **Creative Writing Course** under DigiSkills Training Program by Ministry of Information Technology & Telecom, Government of Pakistan.2023
* **Graphic Designing Course** under DigiSkills Training Program by Ministry of Information Technology & Telecom, Government of Pakistan.2023
* **Freelancing Course** under DigiSkills Training Program by Ministry of Information Technology & Telecom, Government of Pakistan. 2019
* **Digital Marketing Course** under DigiSkills Training Program by Ministry of Information Technology & Telecom, Government of Pakistan. 2019
* **Diploma in E- Commerce**
* From “Comsats Institute of Information Technology. Islamabad” Pakistan. 2001
* **Certificate in Computer Application**
* From “National Institute of Electronics” Islamabad, Pakistan. 1995
* Good working knowledge of MS Office packages including Microsoft Word, Excel, PowerPoint, Access, and Internet etc.

**PROFESSIONAL TRAININGS & MEMBERSHIPS**

* Indigenous on-Campus Training under Modern University Governance Programme 2015
* PST-II from COMSATS Faculty Development Academy (2012) as a coordinator.
* PST-I from COMSATS Faculty Development Academy (2011) as a participant.
* “Present with Impact” from Pit Stop Training International Trainer Mr. Taher Khan Hussain 2009
* Faculty Training Programme from CMA Education UK
* Member, British Alumni Association Pakistan.
* Member, Alumni Association, Glasgow Caledonian University, United Kingdom.