

SOBIA NASIR

Manavkuyu Mahallesi 274/5

Sokak No:11-b daire:2

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CAREER HISTORY:

A committed researcher with over 5 years of teaching experience at leading Pakistani academic institutions. I have been teaching quantitative techniques of business, business research methods, organization behavior, and Management in Superior University. My professional experience at Superior University gave me an opportunity to get the foreign education and teaching methodology. I went to the UK for my master in Leadership and Management from “York St John University”. The foreign exposure enhanced my research expertise, knowledge, and teaching skills. Currently, I am working on my PhD thesis from Yasar University Izmir, Turkey.

EDUCATION AND DEGREES HELD:

Mphil:Business Administration, Faculty of Management, Superior University Lahore, Pakistan. 2014.

Final Project Title: The mediating role of Employee Empowerment with Transformational Leadership and its Job outcomes: An empirical study from the perspective of higher education sector of Pakistan

MALAM:Leadership and Management, Faculty of Management, York St John university, North Yorkshire, Uk. 2012.

*Final Project Title:*The impact of leadership styles (Autocratic and democratic) on job satisfaction and how it creates staff commitment: An empirical study from higher education sector Pakistan .

B.A: Economics, Faculty of Arts, Samanabad college Lahore, Pakistan 2004.

TEACHING AND ADMINISTRATIVE EXPERIENCE

May 2008 Feb 2014: Research Associate / Lecturer in Azra Naheed Center for Research and

Development at Superior University

- ✓ Worked as a research Associate/ Lecturer in Azra Naheed center for research and Development
- ✓ Planned and delivered lectures on Business research method and quantitative techniques Business for graduate and masters students.
- ✓ Coordinated arrangements for Job Fairs and Cultural Festivals arranged by Superior University, in team.
- ✓ Responsible for promoting research culture in the campus
- ✓ Participated and presented research paper in international Conference on management at Superior university
- ✓ Conducted a survey on the quality of superior job fair and presented a descriptive and inferential analysis

PROFESSIONAL TRAINING ATTENDED

- ✓ Six days Training on **Youth Entrepreneurship** by Kristina Bouree (2017)
- ✓ Three days Training on **Understanding the Leadership Dynamics** by Prof Dr. Chaudhry Abdul Rehman (2013)
- ✓ One day Training on **The Art of Case Writing** by Dr. Azam Roomi (2012)
- ✓ One day Training on **How to Publish in Quality Journal** by Dr. Azam Roomi (2011)
- ✓ One day Training on Customer Service **“Putting Customer First”** by Prof Ayesha Zahid (2008)
- ✓ One day Training on **“Positive Thinking”** by Faiz Hassan Seyal (2007)
- ✓ One day Training on **“Negotiation Skills”** by Syed Bilal Kutab (2006)

Research Interest:

- Organization and management theory. Specific research areas: organizational identity, organizational clusters and workplace aggression, Interpersonal relationship, dynamics of industry emergence, evolution and change role of leadership, gender studies, and glass ceiling syndrome.
- Multivariate analyses, content analysis, grounded theory, mixed effects (multi-level) modeling.

RESEARCH PROJECTS

- Nasir, Nadia, Khan, Shabnam, Sabri, Pirzada Sami Ullah, & Nasir, Sobia. Celebrity endorsement and consumer buying intention with the mediating role of brand performance: an empirical consumer perception study in FMCG sector of Pakistan.(2016)
- Read a research paper on “The Impact of leadership styles(Autocratic And Democratic) on Job satisfaction and how it will help to create the staff commitment in the higher educational sector of Pakistan”(2013)
- Wrote a Research paper on Transformational Leadership and its outcomes “With or without” Empowerment of Leader: “An Empirical Study from Higher Education Sector of Pakistan”(2012)
- Poster on “Case study analysis on Cultural Changes In Marks And Spencer”(2012)
- Research Project on“ The Impact of Strategic Leadership in Organizational Performance”(2011)
- Business Plan/Project Management Plan on “Open Air Music Concert in Hyde Park” London”(2011)
- Case study analysis on “What Cultural, Ethical and Leadership Challenges are faced by Nisa Today UK”(2011)
- Development of a project on retail Management of “Haleeb Foods Limited”
- A study of “HR Department of PC”(2010)
- Project on “Development of HR Department in an organization”(2010)
- Project On project management Plan “Making Superior University a ‘Green University” (2010)
- Research work on “The impact of transformational and transformational leadership on employee performance in the service sector of Pakistan (2007)

LANGUAGES:

- Urdu (mother tongue)
- English (Fluent)
- Turkish(basic level)

REFERENCES

Dr. Özge Can Assistant professor at Yasar University, Izmir, Turkey (+90 232 570 89 49)

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Dr. Chaudhry Abdul Rehman CEO at Superior university , Lahore, Pakistan (+92 300 841 03 94)