

MUHAMMAD ARIF (PhD.)

Teacher/Business & Investment Researcher/Trainer/Social Worker

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Faculty of Management Sciences

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Career Objective: To enhance my capacity to deliver better

PROFILE IN BRIEF

Dr. Arif did his PhD in Tourism Marketing from Bodo Graduate School of Business, University of Nordland, Norway. He has been in academics for the last 22 years sharing with the students and professionals in public, corporate and development sector in the areas including Marketing and Research. He is an active trainer in the areas of critical thinking and evidence-based decision making. Dr. Arif also did some research-based consultancies for organizations in public, private and development domains. He preferred to research in solution-driven (or applied research). Recently, in collaboration with the Board of Investment, Pakistan he did SWOT Analysis of Pakistan. The study is based on in-depth interviews with the top twenty-two MNCs CEOs based in Pakistan.

He is an avid supporter of ‘informed decision making’ as he believes that an ‘informed individual’ is in every one’s interest. In order to promote this social cause, since September 2017 he has been publishing a weekly e-newsletter titled as ‘Weekly Business Insights’ which comprises of extractive summaries of the articles from the top ten business magazines. Recently, he has launched audio version of this service. The service has grown to more than 10,000 avid readers more in Pakistan in public, corporate and development sector.

At present he is associated with the Faculty of Management Sciences, International Islamic University, Islamabad, Pakistan.

SCHOLASTIC CAREER

PhD. (Business - 2014)	Bodo Graduate School of Business, University of Nordland, Norway
MS (Management - 2004)	University of Engineering and Technology, Taxila, Pakistan
MBA (Business - 1997)	Bahauddin Zakariya University, Pakistan

ACADEMIC AND CORPORATE EXPERIENCE

Teaching Experience

- A. **Assistant Professor** (May 2006 to date), Faculty of Management Sciences, International Islamic University, Islamabad, Pakistan
- B. **Lecturer** (March 2006 to April 2006), Faculty of Management Sciences, Balochistan University of Information Technology and Management Sciences, Quetta, Pakistan
- C. **Lecturer (August 2002 to August 2008)**, Department of Business Administration, Faculty of Management Sciences, International Islamic University, Islamabad, Pakistan
- D. **Lecturer (July 2000 to August 2002)** at Institute of Management Sciences, Bahauddin Zakariya University, Multan, Pakistan

Administrative Experience

- Chairman Higher Studies and Research (July 2014 to April 2015), Faculty of Management Sciences, International Islamic University, Islamabad, Pakistan

Corporate Experience

- A. **Assistant Branch Manager (October 1999 to June 2000)**, Askari Leasing Ltd., Pakistan
- B. **Project Manager (October 1997 to August 1999)**, Cyanamid Pakistan Limited (Agrochemical Division)

Research and Publications

Applied

Board of Investment Pakistan (2019-20) 'Understanding a Big Elephant and its Small Chain: Pakistan's SWOT Analysis based on interviews with top 22 MNCs CEOs.'

Small and Medium Development Authority, Pakistan (2018) 'Issues in family business transition and their management by 1st generation entrepreneurs'

Small and Medium Development Authority, Pakistan (2017) 'Understanding 'push' and 'pull' factors pertaining to small tourism suppliers' participation in global tourism distribution channel.'

Small and Medium Development Authority, Pakistan (2016) 'Impact of entrepreneurial studies on entrepreneurial intentions of students in Pakistan'

Book Chapter

- Sustainable Development Policy Institute, Pakistan (2020) 'Entrepreneurship in Pakistan', a chapter in its forthcoming book on *Economy, Welfare and Reforms in Pakistan*, upcoming

Theoretical Research

Atta Saira Hafiza, Rizwan Muhammad, Shoukat Ayesha, Arif Muhammad, Jamal Hebah (2020) Role of electronic word of mouth (e-WOM) in evaluation of alternatives for consumer decision making, *Talent Development and Excellence*, June

Bhatti Samreen Ramzan, Shoukat Ayesha, Faridi Aiman, Arif Muhammad, and Waheed Atif (2020) Determinants Of Corporate Governance and its impact on Earnings Management: A Study of Pakistan Stock Exchange of Manufacturing Sector, *Talent Development and Excellence*, June

Farid Aiman, Ramzan Sameer, Arif Muhammad and Shoukat Aysah (2020) Corporate Govrenance and Firm Value: An empirical study on manufacturing companies listed on Pakistan Stock Exchange, Vol 25:01

Collaborative Projects (in last 5 years)

1. Sustainable Development Policy Institute, Pakistan (2020) ‘Entrepreneurship in Pakistan’, a chapter in its forthcoming book on *Economy, Welfare and Reforms in Pakistan*
2. Board of Investment Pakistan (2019-20) ‘Understanding a Big Elephant and its Small Chain: Pakistan’s SWOT Analysis based on interviews with top 22 MNCs CEOs.’
3. Small and Medium Development Authority, Pakistan (2018) ‘Issues in family business transition and their management by 1st generation entrepreneurs’
4. Small and Medium Development Authority, Pakistan (2017) ‘Understanding ‘push’ and ‘pull’ factors pertaining to small tourism suppliers’ participation in global tourism distribution channel.’
5. Small and Medium Development Authority, Pakistan (2016) ‘Impact of entrepreneurial studies on entrepreneurial intentions of students in Pakistan’

Consultancy services– in brief (in last 5 years)

1. Sustainable Development Policy Institute (2019-20) – Report writing for the study titled as “Creative and Social Enterprises in Pakistan”
2. AR Associates (2020) – Developed business plan for AR Design (an architect) for its forthcoming residential cum commercial project
3. AR Associates (2019) – Helped AR Design (an architect) to develop organizational design for its improved performance
4. Fincon Consultants Islamabad (2018-19) – Data analysis and report writing for Prime Minister’s Youth Skill Development Program assessment study
5. Huawei Pakistan (2018) – Market analysis for cloud computing and data centers in Pakistan
6. Coffee Island (2018) – Market analysis for coffee (consumer market) in Pakistan
7. World Bank (2016): Data analysis and report writing for performance of 300 colleges across Pakistan.

Expertise in training – Design and delivery as a resource person (in last 5 years)

2019

Designed one workshop comprising of 6 hours of training for Akhtar Hameed Khan National Center for Rural Development, Islamabad

2018

Designed thirteen training workshops comprising of 150 hours of training for the following 8 clients

1. USAID
2. Islamabad Policy Research Institute, Islamabad
3. Akhtar Hameed Khan National Center for Rural Development
4. Sustainable Development Policy Institute, Islamabad
5. National University of Modern Languages
6. University of Lahore
7. Bahauddin Zakariya University, Multan
8. Learning Innovation – HEC, Islamabad

2017

Designed and delivered in five training workshops comprising of 54 hours of training for the following 5 clients

1. Learning Innovation – HEC, Islamabad
2. Pakistan Air Force
3. Sustainable Development Policy Institute, Islamabad
4. University of Balochistan, Quetta

2016

Designed and delivered 4 training workshops comprising of 30 hours of training for the following clients:

1. Pakistan Army
2. Pakistan Airforce
3. University of Central Punjab, Lahore

2015

1. Part of the team designated by World Bank-Higher Education Commission Pakistan, to design training module for the training of 300 college principals across Pakistan.

Areas of Training

1. Evidence based decision making (used to bring in qualitative and quantitative research)
2. Critical Thinking, Leadership and Decision Making

Member Advisory/Study Boards

- SIBA University, Sukkur, Pakistan

Visiting Fellow

- SIBA University, Sukkur, Pakistan (2015- 2018)

International Conferences Attended

1. 2012 - Rovaniemi, Finland: Scandinavia Tourism Symposium
2. 2010 - Osaka, Japan: Corporate Social Responsibility; Implications for Tourism, The Asian Conferences on Social Sciences
3. 2010 - Akureyri, Iceland: Tour Operators and Sustainable Development: High North Perspective
4. 2010 – Cyprus: Tour Operators and Sustainable Development: Perspective from Pakistan

Session Chaired/Discussant in Conferences

2018

1. 3rd International Conference on Business and Management Perspectives in the Asian Context, University of Lahore, Lahore
2. 2nd International Conference on Business, Economics & Education Management ICBEM 2018, Sukkur, Pakistan, February

2017

1. Business and Management Perspectives in the Asian Context: Challenges and Prospects - 2016 International Conference, jointly organized by the University of Lahore and Society for Asian Management Research – Chaired a session on Marketing, October
2. Panelist in Panel Discussion in 1st International Multi-disciplinary Graduate Conference at Fatimah Jinnah Women University, May
3. 4th International Conference on Contemporary Issues in Business Management organized by University of Central Punjab, Pakistan in collaboration with KEDGE Business School, France, March

2016

1. Policies to boost competitiveness: the case of Pakistan's apparel sector, Sustainable Development Policy Institute, Islamabad, Pakistan, December
2. 5th Capital University of Science and Technology Business Research Conference, Islamabad, Pakistan – Chaired a session on Marketing, November
3. Business and Management Perspectives in the Asian Context: Challenges and Prospects - 2016 International Conference, jointly organized by the University of Lahore and Society for Asian Management Research – Chaired a session on Marketing, October

Personal Information

Interests: To contribute in the areas of education and development

Hobbies: Reading, Swimming and Hiking