



Full Name: Farrukh Zafar

Position/ Designation: Lecturer

Faculty/Department: Business & Management Sciences

Email Address: farrukh.zafar@nhu.edu.pk



Short Introduction

I am Farrukh Zafar, a Lecturer in the Faculty of Business & Management Sciences. Education has always been my passion, and I am currently pursuing my PhD in Finance while bringing 13 years of valuable teaching experience to my role. Throughout my career, I have had the privilege of imparting knowledge at prestigious institutions, which has deepened my understanding of the transformative power of education.

My educational background is diverse, reflecting my interests in Finance, Accounting, and IT. Pursuing a PhD in Finance is the pinnacle of my academic journey, accompanied by qualifications such as an MCS in Computer Science, an MS in Finance, an MBA in Finance, and an MA in Economics. This broad foundation equips me with a comprehensive understanding of the subjects that captivate my intellectual curiosity.

I also recognize the importance of research in academia. Consequently, I am committed to conducting rigorous research in Finance, Accounting, and IT, contributing to the existing body of knowledge. By staying updated with the latest developments in these fields, I can provide my students with current insights and prepare them for the dynamic professional landscape.

I am honored to be a part of the academic community and look forward to collaborating with colleagues, engaging with students, and contributing to the growth and advancement of knowledge. Together, let us embark on a journey of discovery, innovation, and progress.



Experience

Permanent Faculty:

- Nazeer Hussain University
- BIZTEK University
- College of Management and Sciences

Visiting Faculty:

- NED University
- University of Karachi (KUBS dept.)
- Bahria University Karachi Campus
- PAF KIET University
- Institute of Banker Pakistan (IBP)
- Indus University

Educational Information

PhD. (Finance) Cont.

MCS (Computer Science)

MS (Finance)

M.B.A(Finance)

M.A (Economics)



Achievements, Research/Publications

Research Paper:

- Siddiqui, H. M. A., Zafar, F. & Khan, M. F. U. (2022). A Study On Critical Success Factors, Challenges And Obstacles In Talent Management. *Pakistan Journal of International Affairs*, 5(3).
- Sabri, R., Zafar, F., (2022). Emerging issues in Management Accounting Digital technologies, governance, and sustainability. *Sukkur IBA Journal of Management and Business (SIJMB)*.
- Zafar, F., Khan, M. and Rehman, S., (2020). The Impact of Globalization with Privatization on Employees Benefit: A Case Study of Pakistan. *Pakistan Journal of International Affairs*, 3(2).

Conference Paper:

- Zafar, F., Kamran, A., & Salman, S. (2022). Influence of E-commerce and Emerging Innovative Technological Advancements in the Banking Sector in Pakistan. In *International Conference on Management Science and Engineering Management* (pp. 193-206). Springer, Cham.
- Zafar, F. (2022). The COVID 19 pandemic and its impact on Financial Assets "BITCOIN, Crude Oil, Gold and S&P500". In *3rd International Research Conference on Business & Management (IRCBM-2022)* on "Business Opportunities and Challenges for Emerging Economies in the Covid-19 era".

Book Chapter:

- Zafar, F., Kamran, A., Salman, S., Rehman, S.u. (2022). Influence of E-commerce and Emerging Innovative Technological Advancements in the Banking Sector in Pakistan. *Proceedings of the Sixteenth International Conference on Management Science and Engineering Management – Volume 1. ICMSEM 2022. Part of the Lecture Notes on Data Engineering and Communications Technologies book series (LNDECT, volume 144, Springer, Cham.*
https://doi.org/10.1007/978-3-031-10388-9_14