



Full Name: Muniza Syed

Position/ Designation: Lecturer

Faculty/Department: FBMS

Email Address: muniza.syed@nhu.edu.pk



Short Introduction

Done MPhil in Marketing. Having more than 3 years of working experience in Corporate Sector as a Business Development Executive. Teaching in different universities from last two years as a Permanent and visiting faculty. Having research experience in different areas such as consumer behavior, brand image, brand awareness, purchase intention, Digital Marketing.

Experience

Working with Nazeer Hussain University, from Sep 2020 to Present, as a Lecturer in Business Department.

Worked with Newport institute of Commerce and Economics, from Jan 2020 to Jan 2021, as a Lecturer, in Business Department.

Worked with AG Consultraining Pvt Ltd, from Oct 2015 to April 2019 as a Business Development Senior Executive.

Worked with AG Consultraining Ltd, from July 2015 to Sep 2015 as a Training Coordinator.



Educational Information

Masters of Business Administration – (MBA) Year 2017 Marketing (3.10 cgpa) Equivalent to Mphil (Iqra University, Karachi)

Bachelors of Business Administration - (BBA) Year 2015 (3.14 cgpa)
(Iqra University, Karachi)

Higher Secondary Certificate Year 2011
(Abdullah Govt. College for Woman, Karachi)

Achievements, Research/Publications

- 1) The Influence of consumption modes and Consumers' Emotions on Repurchase Intention While Considering Branded Clothes. IJRDO Journal of Business Management.
- 2) Impact of Promotional Expenditure on Profitability in Banking Sector of Pakistan. International Journal of Scientific Research and Engineering Development.
- 3) Impact of Foreign Capital Inflows on Household Savings in Pakistan. European Journal of Business and Management Research.
- 4) 3rd International Virtual Research Conference On Future Business Strategies & Technology (FBST) Impact of Digital Marketing on Consumer Purchase Intention of Apparel Items.
- 5) Impact of Perks on Employees Turnovers. Human Resource and Labor Management.
- 6) Impact of Partial Diversification on Brand Image for Clothing. Journal of Integrated Marketing Communications and Digital Marketing.