



**Full Name: Syed Shah Salman**

**Position/ Designation: Assistant Professor**

**Faculty/Department: FBMS**

**Email Address: shah.salman@nhu.edu.pk**



## Short Introduction

I started my professional career in 1999. I completed my Master's degree from Bahria University, Karachi majoring in marketing. Having near two decades of practical experience and currently pursuing my doctoral degree, I combine my practical knowledge with a passion for education in order to excel as a marketing teacher. As an aspiring academician, my aim is to bridge the gap between theory and real-world application which enables me to provide valuable insights to students, equipping them with the practical skills needed to succeed in the dynamic marketing landscape. I enjoy inspiring and engaging students by fostering an interactive and collaborative learning environment. I encourage critical thinking and creativity. My teaching methodology incorporates a blend of theoretical concepts and practical exercises, ensuring that students develop a comprehensive understanding of marketing principles and their applications.

## Experience



- October 2017 to date:  
Associated with NAZEER HUSSAIN UNIVERSITY as a permanent faculty.
- August 2017 to September 2017.  
Associated with the CROWN GROUP OF COMPANIES as a coordination officer.
- May 2012 to December 2016.  
Associated with the SECURITY AND MANAGEMENT SERVICES (PVT) LTD.  
as a training instructor.
- August 2009 to January 2010.  
Associated with WI-TRIBE as an In-House sales executive.
- August 2007 to May 2009.  
Associated with TRADEKEY as a Team Leader
- February 2007 to July 2009.  
Associated with BAHRIA UNIVERSITY as a visiting faculty.
- January 2007 to July 2009.  
Associated with the ALLAMA IQBAL OPEN UNIVERSITY as a resource person  
and as a part time faculty member
- November 2005 to March 2007  
Associated with CYBERNET as a customer care executive, marketing department.
- January 2001 to November 2005  
Associated with APPLICON as a marketing and customer care executive.

## Educational Information

PhD (in process) from Karachi Institute of Economics and Technology  
MPhil in Marketing from Mohammad Ali Jinnah University.  
M.A in International Relations from University of Karachi.  
M.A in Political Science from University of Karachi.  
M.B.A from Bahria University of Management and Computer Sciences.

## Achievements, Research/Publications

