



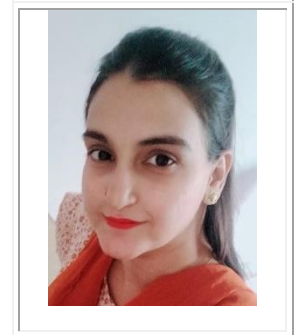
Faculty Profile

Full Name: Einas Azhar Siddiqui

Position/ Designation: Lecturer

Faculty/Department: FBMS

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Short Introduction

To secure a position with a well-established organization with a stable environment that will lead to a lasting relationship in the field of supply chain.

Experience

Worked as a teacher in The smart school

Worked in ISCEA as a Project Coordination Officer
Customer support at ISCEA

Worked as an internee in procurement department of SSGC



Educational Information

IQRA UNIVERSITY KARACHI

Master of Business Administration in marketing
(CGPA: 3.00)

Specialization Courses:

E-Marketing

Sales and direct marketing

Branding and advertising

IQRA UNIVERSITY KARACHI

Master of Business Administration in Supply Chain management
(CGPA: 3.00)

Specialization Courses:

Strategic Logistic Management

Procurement and Sourcing strategy

Distribution and Channel Management

Karachi University

Bachelor of commerce

Sir Syed Government Girls College

Intermediate

K.B.C.C Secondary School

Matriculation

Achievements, Research/Publications

RESEARCH SPECIALIZATION:

Research Topic: factors effecting on the transportation performance

Area of Research:Logistics

Financial management policy: Ratio analysis on falcon Cement Company

Procurement & Sourcing project: To analyze Procurement process of EBM (English Biscuit Manufacturers).

Supply Chain Management: Evaluate Pizza Huts supply chain process

Supply chain management: launch our product with own strategies

Strategic Management: Design strategic plan for Matco Processing Rice (Pvt) Limited.

Introduction to Business: Conduct a study to learn about management and processes of Yonus Textile Mills Limited (YTM)

Project in Marketing Management: Making T.V commercial on The Academy School (project of Iqra University).

Managerial Communication: To study communication channel of Askari Bank.

Principal of management: Project on Life at iqra to show management through short movie

Principal of management: visit Bank Al fallah limited and prepare a report

