



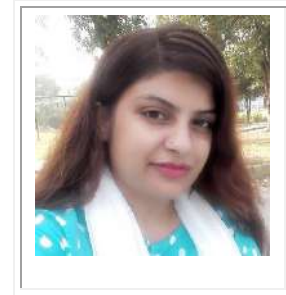
## Faculty Profile

**Full Name:** AISHA SAQIB

**Position/Designation:** LECTURER

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### Short Introduction

Aisha Saqib is an author of a book titled Role of HR Practices in Employee Retention; ISBN 978-3659536809 (Publication Date: July 28, 2014). She holds an MBA (MPhil/MS) (2013) & BBA Honours (2011) from the IBT, Karachi.

Presently, she is serving as a fulltime faculty member at the Nazeer Hussain University, here she teaches courses of Postgraduate (MBA), Undergraduate (BBA) & Associate Degree programs also a member of Organizing Committee for the 1<sup>st</sup> International Hybrid Conference on Management Sciences and Entrepreneurship (ICMSE-2025).

### Experience

2025 – Present: Lecturer, Department of Business and Management Studies (DBMS), Faculty of Business and Management Studies (FBMS), Nazeer Hussain University.

2013-2025: Principal, Star English Public High School, Karachi.

### Educational Information

2013: MBA (Human Resource Management) from Institute of Business & Technology, Karachi.

2011: BBA Honours (Human Resource Management) from Institute of Business and Technology, Karachi.

2007: Intermediate (Science) from Khursheed Government Girls College, Karachi.

2005: Matriculation (Science) from Muhammadi Girls Secondary Aga Khan School, Karachi.



## Achievements, Research/Publications

### **Book:**

**Title: Role of HR Practices in Employee Retention: A Case Study of PTCL**

**Author: Aisha Saqib; Coauthors: Aleem Ahmed Khan and Hina Sadiq**

**Date of Publication: July 28, 2014, ISBN-10: 3659536806, ISBN-13: 978-3659536809**

### **Journal Articles:**

**Title: DIGITAL MARKETING STRATEGIES & SUSTAINABILITY MESSAGING EFFECTS ON CUSTOMER ADVOCACY IN THE TOURISM/HOSPITALITY SECTOR;**

**Author: Aisha Saqib; Coauthors: Shah Salman, Osama Ali, Muniza Syed, Salman Hussain; Publication Date: 27 October 2025; Journal: Contemporary Journal of Social Science Review; Volume: 3; Issue: 4; Pages: 1-25.**

**Title: Leading the Digital Supply Chain: Serial Mediation of Digital Culture and Technology Readiness;**

**Author: Abdul Rahman Khan; Coauthors: Einas Azhar Siddiqui, Hafiz Muhammad Ahmed Siddiqui, Aisha Saqib, Mohammad Omar; Publication Date: 28 October 2025; Source: The Critical Review of Social Sciences Studies, Volume: 3, Issue: 4, Pages: 877-900.**