

# Dr. Muhammad Tariq

HEC Recognized PhD Supervisor, University of Swat

Kanju Township,  
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in Dr. Muhammad Tariq Yousafzai



## EMPLOYMENT EXPERIENCE

- 2019-Todate **Assistant Professor**, *Centre for Management and Commerce*, University of Swat.
- 2013–2019 **Assistant Professor**, *FAST-National University of Computer & Emerging Sciences*.
- 2011–2013 **Assistant Professor**, *Faculty of Management Sciences*, *Sarhad University of Science & IT*.
- 2006–2011 **Lecturer**, *Faculty of Management Sciences*, *Sarhad University of Science & IT*.

## ADDITIONAL RESPONSIBILITIES

- 2020-Todate **Focal Person**, *for establishment of Women sub campus*, University of Swat.
- 2011–2013 **Incharge Entrepreneurship Development Centre (EDC)**, *in collaboration with Small and Medium Sized Enterprises Development Authority*, (SMEDA) and Career Development Centre (CDC) in collaboration with USAID at Sarhad University..
- 2013–2019 **Head**, *of the Press and Media Coverage Committee*, FAST-NUCES.
- 2015–2018 **Research Associate**, *in International Knowledge Exchange Project Funded by British Council Pakistan*, and National Research Productivity funded project of HEC on earning a sustainable livelihood, through ecopreneurship during PhD candidacy..

## ACADEMIC BACKGROUND

- 2014–2018 **PhD Management Sciences**, *with dissertation on “Developing Entrepreneurial Capacities through Higher Education: Learning for Value creation”*, supervised by Dr. Muhammad Junaid, PhD Essex, Department of Management Sciences, Qurtuba University of Science and Information Technology, KPK, Peshawar (**Pakistan Country Directory PCD NO: 17959**).  
**PhD with Distinction**, Secured highest ( $A^+$ ) Grades in all the subjects with a 4.00 CGPA in PhD course work and very good on PhD thesis. PhD Examiner, Dean & Acting President Dr Bashir Ahmad, International Islamic University, (IIU) Islamabad.
- 2008–2010 **Master of Science, MS**, *Innovation & Business Creation*, Jönköping International Business School, Sweden, JIBS is EQUIS & AACSB double accredited business school.
- 2004–2006 **Masters of Business Administration MBA Marketing**, *with Distinction*, Secured highest ( $A^+$ ) Grades in entire degree with 4.00/4.00 CGPA, IMSciences, Peshawar, Pakistan.
- 2001–2004 **BBA (Honours) Majoring in Marketing**, *Institute of Management Sciences (IMSciences)*, University of Peshawar, Pakistan.

## DIPLOMA AND CERTIFICATE COURSES

- 2009–2010 **Diploma**, *supplement in Logistics and Supply Chain Management*, JIBS Sweden.
- 2010–2011 **Certificate course in Logistics and Supply Chain Management**, *University of Peshawar in recognition of the successful completion of the requirements of the four months weekend training program*.
- 2010–2011 **Four Months Weekend certificate course in NGO Management**, *Institute of Management Sciences University of Peshawar*, Pakistan.

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## Research Interest

Entrepreneurship Education, Social Media Marketing, Value Creation, Waste Management

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## SELECTED RESEARCH PUBLICATIONS

- 1 **Journal Publication** M Nawaz, Muhammad Tariq Yousafzai, T. Shah, Chunlin Xin (2021) Sustainability of recycling waste picker Sustainopreneurs for Prevention and Mitigation of Municipal Solid Waste, Sustainability 13 (1) (**Impact Factor 2.576 highest category W**).
- 2 **Journal Publication** MT Yousafzai, Imran K, T. Shah (2021) Assessing the implications of University Model Act reforms on Governance: A case of Public Universities in Pakistan, The Dialogue 16 (2), (**HJRS Y Category journal**).
- 3 **Journal Publication** "Developing Entrepreneurial Learning Curricula from a CEOs Perspective" by Muhammad Tariq Yousafzai, Imran Khan and T S published in city University Research Journal (CURJ) Volume 11 issue 1, 2021
- 4 **Journal Publication** Yousafzai, M. T., Nawaz, M., Xin, C., Tsai, S. B., & Lee, C. H. (2020). Sustainability of waste picker sustainopreneurs in Pakistan's informal solid waste management system for cleaner production. J. Clean. Prod 121913. (**IF 7.246 W-Category**)
- 5 **Journal Publication** MT Yousafzai AM, S. Ahmad (2020) "Learning the entrepreneurial craft from narratives of emotional setbacks and failures of serial entrepreneurs" Journal of Managerial Sciences, 14 (3) (**JMS is HEC recognized Y Category Journal**)
- 6 **Journal Publication** S. Ahmad, MT Yousafzai, (2020) "Drug addiction and alcoholism among sexually abused women in Pakistan" Pakistan Journal of Women Studies PJWS 27 (1) (**PJWS is HEC Recognized Y category journal**)
- 7 **Journal Publication** Iqbal, T., Yousafzai, M. T., Ali, S., Sattar, K., Saleem, M. Q., Habib, U., & Khan, R. (2018). There's No Such Thing as Free Lunch but Envy among Young Facebookers. KSII Transactions on Internet & Information Systems, 12(10) (**IF 0.648**)
- 8 **Journal Publication** Shah, T., Hayat, U., M. Tariq Yousafzai & Wang, L. (2021). An Economic Assessment of Model Farm Services Center in Terms on Farmers performance. **The JAPS: 31(3).**(**IF 0.481**)
- 9 **Journal Publication** MT Yousafzai "Curriculum laden value creation as stepping stone to stitch theory and practice dichotomies in Entrepreneurship Education" Journal of Managerial Sciences (JMS), Vol. XIII No. 1, (2019) (**HEC Recognized Y category journal**)
- 10 **Journal Publication** Muhammad Tariq Yousafzai, M Junaid, S Shah "Entrepreneurship and Value Creation: Curriculum at Macro, Meso, and Micro level" NRJSS, NICE Research Journal of Social Sciences 9 (1), 19-35 (2016). (**HEC Recognized Y category journal**)
- 11 **Journal Publication** Yousafzai, M. T., Khan, M., & Khan, U. (2017). Positioning of Private Sector Business Schools in Khyber Pakhtunkhwa: A Multidimensional Positioning Study. Journal of Managerial Sciences, 11(1). (**HEC Recognized Y category journal**)
- 12 **Journal Publication** Abbas, S. G., Yousafzai, M. T., & Khattak, A. (2015). Internationalization of Universities: Challenges, Threats and Opportunities for Third World Countries. Dialogue (Pakistan), 10(4). (**HEC Recognized Y category journal**)
- 13 **Journal Publication** Abbas, S. G., Yousafzai, M. T., & Qureshi, M. I. (2015). Coping the Challenge of Change in Academe—Are we really Learning Organizations?. Journal of Managerial Sciences, 9(1). (**HEC Recognized Y category journal**)
- 14 **Journal Publication** Tariq, M., & Wahid, F. (2011). Assessing effectiveness of social media and traditional marketing approaches in terms of cost and target segment coverage. Interdisciplinary Journal of Contemporary Research in Business, 3(1), 1049-1074.
- 15 **Journal Publication** Tariq, M., Ishrat, R., & Khan, H. (2011). A case study of Apple's success with iconic iPod and iPhone. Interdisciplinary Journal of Contemporary Research in Business, 3(1), 158-168.

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## Conference Paper Presentation

- 1 **HEC Travel Grant** for oral presentation of “Sustainopreneurship and Multiplier effect of mobile waste management firms” at 4<sup>th</sup> International Conference on Emerging Trends in Multidisciplinary Research, Technology, Thailand 2018.
- 2 MT Yousafzai “Perceptual Mapping of Private Sector Universities in Khyber Pakhtunkhwa: A Multidimensional Positioning Study” Muhammad Tariq Yousafzai, Usman Khan, MK. 2nd International Conference on Emerging Trends in Multidisciplinary Research, Thailand 25-26, KS Global Research Malaysia (2016).
- 3 MT Yousafzai & Subayyal M, (2013) “Case Study on nurturing bad bosses- An Ethnographic view” presented at 5<sup>th</sup> South Asian International Conference SAICON under theme Innovation, Management and Economics.
- 4 S. G A, Qureshi, M.Yousafzai “Managing change and incorporating the learning organization culture in academe” in 4th Franco-Czech Conference Lyon, France 171-181 (2013).
- 5 “Bootstrap Finance- A study of micro firms” presentation in 2nd Multidisciplinary Conference- Towards a better Pakistan in collaboration with HEC, Pakistan (24-25 September, 2012)
- 6 **HEC Travel Grant**, for oral presentation of paper on patterns of innovation: A case of US pharmaceuticals at international conference on innovation, management and service volume: IPEDR Vol.14 Singapore, 2011.

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## Published Book and Chapters

- 1 **Published Book** MT Yousafzai & AG (2010) Social Media Marketing vs. Conventional Marketing Practices: Insights from Nascent entrepreneurs, International Academic Publishing with ISBN-13: 978-3639275933
- 2 **Published Book Chapter** MD, A Hussain & MT Yousafzai, (2010) “Brand Extensions in Pakistan: Insights from Brand Managers” LAP Publishing, ISBN-13: 978-3838392714

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## CONSULTANCY, TRAINING & PROJECTS & PROFESSIONAL MEMBERSHIP

- 2 **Member Board of Studies** City University of Science and information Technology Peshawar.
- 3 **[Short Service Consultancy Agreement]** Innovative Marketing Services (IMS)- Offshoot of Pak Holland Project (PHP), Swiss Development Corporation (SDC), 18 November, 2004-to 10 December, 2004, Marketing Research Consultant, Report Writing.
- 4 **[Short Service Consultancy Agreement]** Community Research and Development Organization CRDO Head Office 9th June-to 23<sup>rd</sup> June, 2012 in capacity of Research Consultant and Advisor on Help age International funded project on revolving fund.
- 5 **[Trainer]** National Bank of Pakistan (NBP) Human Resources & Training Wing, Staff College, Peshawar, Pakistan (2006).
- 6 **[Trainer]** Institute of Management Studies-University of Peshawar for Supply Chain and Logistics Weekend Executive certificate Program (2011-2012)
- 7 **[Short Service Consultancy Agreement]** 4<sup>th</sup> Emerging Trends in Multidisciplinary Research Conference & at Asian Institute of Technology & KSG Group Malaysia (2019).
- 8 **[Evaluator & Member AGC NBEAC]** Trained evaluator for Business programs on roster of National Business Education Accreditation Council NBEAC, HEC. Also contributes as Member accreditation Guidance Committee for KKP based Business Schools.
- 9 **[Member]** American Association of International Marketers, (ID: MKT-AAIR-1012).
- 10 **[Country Director]** Pro Bono Country Director for KSG Research SDN Bahu Malaysia.

- 11 **[Convenor NUTEC 2018 & 2019]** Planned and executed the conduct of the largest technology extravaganza in Pakistan with 38 competitions in domains of Computer science, Electrical engineering and entrepreneurship.
- 12 **[Member NPD Team]** Launched three consumer products in healthcare industry as part of 6 months projects. The Products included, Smartee, Smartee Plus and Z-Jans Sweetener.
- 13 **[Research Associate & PhD Candidate]** International Knowledge Exchange Project Funded by British Council Pakistan (2015-2018).

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## Computer skills

Proficient in entire Microsoft Office Suit, with working knowledge of  $\text{\LaTeX}$  and inpage.

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## References

Available upon request.