

NEELAM AKBAR MARWAT
E-mail ID: nlmakber@yahoo.com

Qualification:

PhD. SCHOLAR

University of Malakand.

MS Marketing

Virtual University of Pakistan

2016-2019

MBA (Marketing)

2004-2006

Institute of Management Sciences

CGPA 3.86

BSC (Management and Administration)

2000-2004

Home Economics College University of Peshawar

Gold medalist in B.SC

Experience:

- *13Years teaching experience at university level, collectively taught 30 MBA, BBA subjects of Marketing, Organization Behavior, HRM, Project Management, Supply chain Management and Management at graduate and post graduate level.*
- *5 years in University of Swat as lecturer*
- *8 months in Preston University as a lecturer*
- *16 months in City University as a lecturer*
- *10 months in Edwards college, served HND and MBA in afternoon 2008*
- *24 months in CONFED school for professional studies*
- *3YEARS In NUML Peshawar campus*

Training courses on

- *Attended one week Cascading workshop on effectiveness of teaching methodologies at University of Swat.*
- *Training course on rural development*
- *Motivation theories*
- *Leadership quantum*
- *Education in rural areas*
- *Training course on SPSS AND STATA*
- *Training course on Anti-plagiarism and use of turnitin.*

Certificates awarded

- *Standing 1st in academics*
- *Standing 1st in writing and calligraphic competition*
- *Standing 1st in essay writing competition*
- *Proctorship certificate*
- *Participation in social work program*
- *Editorial board certificate*
- *Training course certificate*
- *Computer program courses*
- *Participation in Golden jubilee function*
- *Participation in Alumni function*
- *Participation in All Pakistan Talented Girls Gathering Competition*

Published Research papers

- Akbar, N., Zeb, A., & Ahmad, S. (2017). The Impact of Brand Rejuvenation on Consumer Purchase Intention: Brand Attitude as Mediator. *Global Regional Review*, 2(1), 197-210.
- Zeb, A., Akbar, N., & Ahmad, S. (2016). ANALYZING THE ROLE OF CULTURAL DETERMINANTS ON VISITORS SATISFACTION IN HOSPITALITY AND TOURISM INDUSTRY OF PAKISTAN. *Journal of Rural Development and Administration*, 47(2), 19-30.
- ISHAQUE, D. A., ZIA, M. H., IRFAN, M., & MARWAT, N. A. (2018). Impact of Organizational Culture on Conflict Management Styles: Moderating Role of Emotional Intelligence.

References

Will be furnished upon demand