

Dr. Lala Rukh

E-mail: lalarukh@uswat.edu.pk

Education and professional developmet:

2020	Ph.D	
2011-2012	MBA (1.5)/Ms	(1 st Division) (CGPA 4) IMS University of Peshawar, Pakistan
2005-2009	BBA. (Hons)	(1 st Division) (CGPA 3.7) IMS University of Peshawar, Pakistan
2002-2004	Pre-Medical (Intermediate Certificate)	(Grade A). Jinnah College for Women, Peshawar
2002	High School certificate	(Grade A1). Sangota public school Swat (convent)

Experience:

- A) Lecturer at center for CM&C, University of Swat (October, 2011 till 28dec 2023).
- B) Assistant professor at CM&C, University of Swat. (December 29. 2023 till date)
- C) Six weeks internship at **bank Alfalah Limited** Mingora Swat.
- D) Six weeks internship at NBP (university branch Peshawar)
- E) Four months certificate course on *project management* at IMS University of Peshawar.
- F) Taking Specialized course of MS Management Science students.2022

Seminars/ Workshops/ Trainings/ Conferences:

- A) Participated in two days conference on “Professional Development in Higher Education: Trends and Practice, Prospects and Innovations” on 19 &20th March 2018, at HEC Auditorium, Islamabad.
- B) Participated as a presenter in NRCBM a conference organized by the management sciences department of malakand university on 13th and 14 September 2018.
- C) Participated three days second international conference” conservation of medicinal and aromatic plants for improving the livelihood of mountain communities through industrial linkages” from September 3 to September 5 2018.
- D) Participated in one day workshop on “Anti Plagiarism and use of turnitin” on 11th April, 2018 at University of Swat.
- E) Participated in **National Conference on “Public Administration and Management”** Organized by Fatimah Jinnah Women University, held on 26-27, 2016.

- F) Attended MT-FPDP of 22nd batch at HEC. Held at HEC Islamabad March 18th –May 16, 2014
- G) Organized a six days cascading workshop from 13 to 18th of April 2014 at university of Swat.
- H) Training course on life skills organized by HRDN under USAID PAKISTAN JOBS
- I) One day seminar on “*Future Challenges for Pakistani Industries*” conducted by the NPO.
- J) Participated in one day training on “First AID and Emergency Safety Training” on 12th April 2018, University of Swat.
- K) **Training session on Understanding community resilience and tolerance by HERA in collaboration with University of Swat. 23 Sep 2021.**
- L) **A session on the power of attitude by Dr. Liaqat Ali Khan Sadosai held at University of Swat on 21st July 2022.**

Supervision of Graduate and under Graduate students:

- Eight students of BBA (hons) and four students of MBA under my supervision.(2014)
- Eight students of MBA under my Supervision (2018)
- Nine students in (2019)
- Twelve students in (2020)
- Forteen students in (2021)
- Six students of MS and four students of Ph.d (2022-2023)

Research Work/Publication:

- a. Research article in **Asian journal of business and management sciences** Vol.1No.10 [25-34] by the topic “effect of discount rate, T-bills and CPI on trading volume of KSE30 and KSE100 indexes.
- b. Impact of interest rate exchange rate, and inflation on stock returns on KSE 100 index **International journal of economics and research ISSN 2229-6158**
- c. Marwat,A,Waleed.,Rukh,L.,Akbar,N.,Ali.Nazim.,Khan,M,K.,(2023) Impact Of Job Satisfaction On Mental Health (Depression And Anxiety): Mediating Role Of Organizational Commitment: Journal of Journal of Positive School Psychology. Vol 7(5),1370-1378

- d. Rehman, S., Muhammad, A., & Rukh, L. . (2023). Capital Structure, Global Contractions and financial Performance: Evidence from Private Firms. *Journal of Business & Tourism*, 9(01). <https://doi.org/10.34260/jbt.v9i01.267>
- e. Ali, N., Rukh. L, M, I. Khan kKhan, S(2023). Knowledge spillover and total factor productivity across countries: role of financial institutions. *Pakistan Journal of Social Research*, 11(02), 2033-2046.
- f. Bilal, H, Ali,S, Ali,N, Naveed Ali, & Rukh,L(2021) The Mediating Role of the Emotional Intelligence in the Organizational Justice and Contextual Performance Relationship of Administrative Staff in Pakistan. *South Asian Journal of management Sciences (SALMS)* ,Vol. 15(1), 17-28
- g. Rukh, L., zeb, A., Khan,S(2021). Determinants of profitability of Islamic Banks: Evidence from Islamic Banks operating in Pakistan: *international Journal of business and Management Sciences*, Vol.2(4), 134-152
- h. Naveed.,Hassan , A., Rukh.L.,(2021). Capital Structure and its factors: Emperical Evidence from Pakoistan,s Pharmaceuticals Firms. *international Journal of business and ManagerialSciences*, Vol.2(01), 68—78
- i. Rukh, L., & ur Rehman, S. (2019). Factors Affecting Cash Holdings: The Empirical Evidence of Non-Financial Firms. *Journal of Managerial Sciences*, 13(4).
- j. Bilal,H, Farooq, N, Rukh.L (2019)Trust ,Rewards and Training Impact on Employee’s Work Engagement : An Evidence from Banking Sector :Global Social Sciences Review (GSSR), Vol. IV (III), 227-236 (ISSN(Print): 2520-0348 - ISSN(Online): 2616-793X
H-index : 4)
- k. Rukh, L., & Rehman, S. (2019). Factors Affecting Cash Holdings: The Empirical Evidence of Non-Financial Firms. *Journal of Managerial Sciences*, 13(4), 28-37.
- l. Khan, S., Rukh, L., Bilal, H. (2018). Contributing factors of capital structure: A case of non-financial companies listed at KSE 100. *Review of Economics and Development Studies*. Vol. 4, No.2, 127 -137

- m. Rukh, L., ur Rehman, S., & Khan, S. (2017). Empirical analysis of factors affecting cash holdings in non-financial firms: evidence from public listed firms of Pakistan. *Emerging Issues in Economics and Finance*, 11(3), 267-278.
- n. Bilal, H., Rukh, L., & Qureshi, QA. (2016). The effect of internal financial factors on the performance of commercial banks in developing countries. *Gomal University Journal of Research*. Vol. 32, No.1, 156-167
- o. Sohail, M., Bilal, H., Rukh. L., Fatima, S.(2018). Determinants of underpricing of initial public offerings and its long run performance in Pakistan: *Pakistan Journal of Social Sciences (PJSS)*, Vol.38 (2), 747-755

Research Grants and Contracts:

In Review: Indigenous scholarship for PhD.

Forwarding Knowledge: Lecturer in Centre for management and Commerce, at university of swat form October 2011 till date

Additional duties:

- Member of semester committee.
- Member of departmental purchase committee
- Coordinator of BBS program. (2013-2014)
- Tutor for semester 8th. (2013)
- Member of the Self-assessment Report Team (April 2018 till Date)
- Staff proctor (October 2018 till date)
- Co-Organizer culture and Creative Art Society (July 2017 till 2019)
- Organizer for first Car Show at University of Swat. (2nd December 2022)
- Member of the Senate committee since 12 June 2019 (for three years)
- Reelected as a senate member for the second time for three years. (2021)
- Coordinator of MBA Program (February 2020)
- Campus Coordinator (women campus) 6th October 2022.till date)
- Warden Girls Hostel University of Swat (6th October 2022 till date)
- Member of admission committee of psychology department(women campus)
- Member of core committee for expo 2022.

IT Skills

- I have extensive knowledge of all Microsoft programs, and whilst at university of Peshawar attended training courses in Word, PowerPoint and Excel.
- I have proficient knowledge of SPSS, Turnitin and Stata which is the need of today's research

REFERENCES: *will be provided on demand.*