

Prof. Dr. MUQQADAS REHMAN

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QUALIFICATION

2014	<p>Doctor of Philosophy (Marketing) The University of Newcastle, Australia</p> <p>Topic of PhD dissertation: <i>'A Mixed Method Study for Examining Customer Participation in Value Co-Creation: Applying Service-Dominant Logic to the Provision of Living Support Services to Day-Care Oncology Patients in Pakistan'</i></p> <p>Awards Certificate awarded for: <i>Finalist in the annual "Three Minute Thesis" Competition (2013) at the University of Newcastle, Australia</i></p>
2007	<p>Master of Philosophy (Business Administration) Superior College, Lahore, Pakistan</p>
1998	<p>Master of Business Administration (MBA) University of the Punjab, Pakistan</p>
1996	<p>Bachelor in Commerce University of the Punjab</p> <p>Awards: <i>Roll of Honor for the year 1995</i></p>

EMPLOYMENT EXPERIENCE

2002-2014	<p>Lecturer Hailey College of Commerce, University of the Punjab, Lahore</p>
2002-2014	<p>Lecturer Superior College, Lahore</p>
2015 to date	<p>Asst. Prof. Hailey College of Commerce, University of the Punjab, Lahore</p>
2015 to date	<p>Asst. Prof. Superior College, Lahore</p> <p>Main Tasks</p> <ul style="list-style-type: none">– Preparing & revising course material as Member Board of Faculty and Member Board of Studies in Commerce– Delivering lectures for the courses of Marketing and Research to under graduate and graduate classes.– Providing feedback on students' assignments and presentations– Talking tutorials– Supervising & guiding students in project preparation– Conducting research and presenting findings

RESEARCH EXPERIENCE

Research Publications

1. Pires, G., Dean, A., Rehman, M. (2014) "Using Service Logic to redefine exchange in terms of customer and supplier participation". *Journal of Business Research*. Available online. Doi:10.1016/j.jbusres.2014.09.019
2. "Towards a Conceptual Model of Customer Participation in Exchange: Considering the Service Logic of Marketing", with G.Pires and A. Dean, in proceedings (BESI) of the 2012 Royal Bank Research Seminar, June, Shanghai, RPC.
3. Rehman, M., Dean, A., &Pires, G. (2012). A Research framework for examining customer participation in value co-creation: Applying the service dominant logic to the provision of living support services to oncology day-care patients. *International Journal of Behavioural and Healthcare Research*, 3(3-4), 226-243.
4. Rehman, M.(2006) "Culture matters: Impact on the effectiveness of T.V advertising", *Journal of Commerce*, 1(1), 69-84.
5. Ilyas, M., Rehman, M., Ali, K. (2011), "Comparative Evaluation of Customers' Satisfaction and Loyalty in Conventional and Islamic Banks of Pakistan", *International Journal of Management Research and Emerging Sciences*, 1(1), 60-73.
6. Tariq, H.,Rehman, M. and Rehman, C.A., (2014). Exploring Managerial Competencies & Employee Well-being in Public & Private Organizations under Competency Management Approach: An Evidence from Pakistan. *International Journal of Management Research and Emerging Sciences*, 4(1), 1-26.
7. Irem, K., Rehman, M. and Ilyas, M., (2014). Social Media: A Prospective or a Dilemma The case of Pakistan. *International Journal of Management Research and Emerging Sciences*. 4(1) 47-68
8. Khan, A. A., Rehman, M. and Rehman, C.A. (2014). Role of Company's Own Career Portals in Recruitment: A Suggestion for IT Companies Operating in Pakistan. *International Journal of Management Research and Emerging Sciences*. 4(1), 87-103.
9. Irem, K., Rehman, M., &Rehman, C.A. (2014). The Impact of Career Planning on Career Satisfaction: A Mediation Analysis of Career Development. *International Journal of Management Research and Emerging Sciences*. 3(1), 37-51.
10. Khan, M. Z., Ilyas, M., Rehman, M., and Rehman, c.a. (2015). Money Monetization and Economics Growth in Pakistan. *International Journal of Economics and Empirical Research*. 3(4), 184-192.

Seminars, Conferences and Workshops Organized, Attended and Paper Organized

1. Research paper presented at the International Research Symposium on Service Management, in Mauritius in August 2010.
2. Research paper presented at the Business and Economics Society International (B&ESI) Conference in New Zealand in January 2012.
3. Presented at the annual "Three Minute Thesis" Competition (2013) at the University of Newcastle, Australia
4. "Orientation Program" HRD (13th Aug 2002 – 23rd August 2002)
5. Doha Bank Limited. Training 02/07/1998 – 02/09/1998
6. "International Business Strategy"-Workshop by CMD &Stolkholm University march 2004.
7. "Advance Strategic Marketing" LITE (Jan-April 2006)
8. "A joint certificate workshop on Entrepreneurship" Smeda and CHD (17 April 2004).
9. "Leadership Skills" Workshop by CHD.

10. "Insight into Research Methods" Superior Group of Colleges (24 November 2006).
11. "Training Course on Executive Management Seminar for SMEs" (The Association for Overseas Technical Scholarship) (17-21 May 2004)
12. "Selling & negotiation Skills" CMD (27th & 28th Feb 2004)
13. "Being the Best", Training by Golden Blue, February 2004.
14. Paper presented in Mauritius "International Symposium on Service Management" 2010.
15. Attended NVivo training at Queensland University, Brisbane, Australia 2012
16. Paper presented at B&ESI in New Zealand 2012.
17. Presented at annual '3-minute Thesis Competition' as finalist at the University of Newcastle, Australia.

COMPUTER SKILLS

QSR NVivo 11, SPSS, MS Office

LANGUAGE PROFICIENCY

First Language: Urdu

Overall Band Score in IELTS: 7.00

DEMOGRAPHIC INFORMATION

Country of Birth & Citizenship: Pakistan

Residency Status: Permanent residence in Australia (with full time work right)

Gender: Female

Date of Birth: 06/02/1976

REFERENCES

<p>Prof. Dr. Alison Dean Prof Newcastle business school Faculty of Business and Law The University of Newcastle Australia 2308. Alison.dean@newcastle.edu.au Ph +61 2 4921 7393</p>	<p>A/Prof Dr. Guilherme Pires Associate Prof Newcastle Business school Faculty of business and Law The University of Newcastle Australia 2308 Guilherme.pires@newcastle.edu.au Ph +61 2 4921 8698</p>	<p>Prof. Dr. Hassan Mobeen Alam Principal Hailey College of Commerce University of the Punjab, Pakistan, Lahore. Principal.hcc@pu.edu.pk Ph: +92 42 99231273-4</p>
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