

Name: Dr. Mumtaz Ali

Title: Assistant Professor

Date of Birth: 01-01-1977

Working in: Department of Business Administration

University: Federal Urdu University of Arts, Science & Technology Islamabad

(www.fuuastisb.edu.pk)

AREA OF RESEARCH: Marketing, Consumer Behavior, Advertising, Brand Management, Services Marketing, Marketing Management

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Dr. Mumtaz Ali

Assistant Professor Marketing

I am currently working as Assistant Professor Marketing at Department of Business Administration. I have more than 16 years, diversified, experience in teaching, training, research, & consultancy in both public & private institutes. I am working as Assistant Professor (Marketing) at FUUAST Islamabad, and worked as Teaching Associate at HUST P.R China during my PhD. studies.. I have been actively involved in empirical/quantitative research in the areas of Consumer Behavior, Services Marketing, Marketing Management, Innovation and Technology, Brand Management, Business Plan Writing . So far, I am supervising 02 MS & 03 MBA Stunts, my one student has completed his MS Degree in 2021.

Education:

HUST School of Management

Degree Name: Doctor of Philosophy (Ph.D.)

Field Of Study: Marketing Doctorate: with high honors (高榮譽)

Dates attended or expected graduation 2007 – 2012

Activities and Societies: Arranged research workshops, helped my colleagues in quantitative data analysis. Successfully completed and defended PhD dissertation in 04 years.

COMSATS Institute of Information Technology Islamabad

Degree Name: Master of Business Administration (MBA)

Field Of Study: Marketing & IT

Dates attended: 2001 – 2003

Institute of Business Administration (IBA) Karachi

Degree Name: Bachelor of Business Administration (BBA)

Field of Study: Marketing

Date attended: 1995-1998

Experience:

Assistant Professor

Company Name: Federal Urdu University of Arts Science & Technology Islamabad

Dates: Employed June, 2012 – Present
Employment Duration; 12 yrs

Location: Department of Business Administration –FUUAST Islamabad.
Assistant Professor (Marketing) at Department of Business Administration.

- Assistant Professor -BPS-19 (from 26-06-2012 to date) **FUUAST Islamabad**
- Member Vigilance Committee from (24-10-2012 to date)
- Member Discipline Committee from (11-10-2013 to date)
- Assistant Professor (BPS-19 from 26-06-2012 to 24-09-2012) **FUUAST Islamabad**
- Lecturer Department of Business Administration – Federal Urdu University of Arts, Science and Technology Islamabad, Pakistan (From April 08, 2006 to June 24, 2012)
- Assistant Manager Marketing & Sales – ABN AMRO BANK Islamabad (From 01-01-2004 to 31-03-2006)

Member DRC at DBA-FUUAST (to look affairs of MS and PhD. Program)

Publications:

1. Sumaira Khurshid, Ujala Hanif, Mumtaz Ali, Ahsan Ali Ashraf and Asad ur Rehman (2022) - Investigating the Mediating Role of Work Commitment between Inclusive Coaching & Contemporary Work Behavior: Knowledge building under moderation of capacity, **Frontiers of Psychology (Accepted in W Category Journal)**
2. Mumtaz Ali, Tanveer Ahmad, & Saima Younus (2021) - Factors; affecting Customer's Attitude Towards Islamic Banking in Pakistan, *Advance Research in Social Sciences*, Vol. 01, Issue 01, (2021), pp. 25-35.
3. Qurat-ul-ain Amjed, Dr. Mumtaz Ali, Dr. Majid Ali, Dr. Muhammad Muneer (2021) Effect Of Work Engagement On Employee Performance: The Moderating Role Of Polychronicity - *International Journal of Disaster Recovery and Business Continuity*, Vol. 12, No. 1, (2021), pp. 310-320.
4. Dr. Sadaf Kashif, Dr. Mumtaz Ali, Dr. Taseer Salahuddin, Sara Qasim, and Amber Imtiaz (2021) - Impact of Trust, Individualism and Job Characteristics On Team Work InTelecom Sector of Pakistan - *International Journal of Advanced Research in Engineering and Technology (IJARET)* Vol.12, Issue. 3, (2021), pp.472-480.
5. Abdul Rauf Kashif, Dr. Manzoor Akhtar, Dr. Numair Ahmed Sulheri, and Dr. Mumtaz (2021) - Impact of Internet Banking on Consumer Satisfaction in Rawalpindi and Islamabad - *Revista Geintec Journal*, Vol. 11, No. 4 (2021), pp. 4632-4646.
6. Mumtaz Ali, Jing Fengjie, Naveed Akhtar Qureshi - An exploratory study on consumer buying behavior in Pakistani perspective *Asian Journal of Management Research*.
7. Faiq Mahmood, Xinping Xia, *Mumtaz Ali - How Asian and Global Economic Crises Prevail in Chinese IPO and Stock Market Efficiency – *International Business Research* (www.ccsenet.org/ibr)
8. Ghulam Akhmat, Muhammad Mahroof, Mumtaz Ali Sustainability in South Asian city – *International Journal of Human Sciences*.
9. Ali Mumtaz, Jing Fengjie: Innovation Policy - Effect of New Product Development Perspective: A Consumer Analysis of Pakistan Insurance Industry. *Proceedings of International Conference on Business, Economics and Tourism Management*, 2010, pp.361-365.

Publications in Progress:

- ❖ **Currently working on 5 Research Papers in the area of Marketing**

Honors & Awards

- ❖ 1st position (Gold Medalist) in All Sindh Debate Competition organized by Tanzeem Fakir-o-Nazar Sindh held on 3-4th March, 1987 at Sukkur Pakistan
- ❖ 1st position (Gold Medalist) in All Sindh Debate Competition organized by Tanzeem Fakir-o-Nazar Sindh held on 26-28th April, 1988 at Sukkur Pakistan
- ❖ Doctorate Degree with high honors
- ❖ Member Korean Academy of Marketing Science since June 01, 2012
- ❖ Winner of 2007-2008 Cultural Exchange Scholarship for PhD. Business Management jointly supported by Govt. of Pakistan and Govt. of P.R China
- ❖ MS and PhD Supervisor since July, 2012 – till to date. (08 MS & PhD. Students)
- ❖ Certificate of Appreciation - on securing 3rd position in 1997 - Essay Competition- tile, “Pakistan’s Greatest Economic Challenge”, sponsored by Pakistan & Gulf Economist.
- ❖ Certificate of Attendance, 7th Conference of International Test Commission (ITC) held on 19-21 July, 2010 in Hong Kong - organized by Department of Psychology - Chinese University of Hong Kong.

Language Skills

- English, Chinese, Urdu, Arabic, Sindhi, Siraik

Other Expertise & Skills

- Curriculum Development for Communication Skills
- Curriculum Development for Design Thinking for Creativity & Innovation
- Curriculum Development for Marketing
- Business Plan
- Business School Accreditation
- Case Method of Teaching

Reference:

- My PhD Supervisor: Professor Jing Fengjie –School of Management – ECUST P.R China www.ecust.edu.cn
- Dr. Imran Anwar Mir – HOD Business Administration Department – FUUAST Islamabad Pakistan www.fuuastisb.edu.pk
- Dr. Naveed Ahmed Qureshi (email: naveed@iba-suk.edu.pk) -Assistant Professor- Department of Management - IBA Sukkur University Pakistan.
- Dr. Muhammad Usman - Assistant Professor - Department of Commerce - University of Gujrat Pakistan.