

MUHAMMAD MUSA KALEEM

Assistant Professor
Department of Business Administration
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Working as Assistant Professor_(Permanent/Regular) since May 2006 to date in Department of Business Administration, Federal Urdu University, Islamabad

Additional Assignments (Current): In charge Student Placement Bureau – Fuuast, Islamabad

Education:(Continue)

Ph.D Fellow (Business Management (Marketing & E Commerce) - Online) , Al-Madinah International university, Kuala Lumpur , Malaysia.

Education: (Completed)

MBA (International Marketing) The University of Azad Jammu & Kashmir, Muzerferabad, AJK
MIT Virtual University of Pakistan

Recent Certifications:

- Artificial Intelligence (Vu.edu.pk)
- Cyber Securities (CISCO)

Skills Set

- Research , Digital & Social Media Marketing, Web Technologies, E-Commerce , Programming (C++, Java, C#, Python)
 - DBMS: Php/MySQL, Laravel, Big Data Analytics
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Teaching Area/subjects

- CRM, Digital & Social Media Marketing, Marketing Research, Strategic Marketing Management
 - Organization Development, HRM, SM, Project Management, Teamwork & Leadership, Entrepreneurship, BRM
 - Management Information System MIS, IS Analysis
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Research Work

Publications

No.	Year of publication	Title and Journal	Authorship
1	2021	Investigation the relationship between Youth unemployment and macroeconomic Policies in Pakistan, Vol 20, Issue 5, iikogretimOnline – Elementry Education Online	4 th Author
2	2020	An Empirical Analysis of Moderating Effect of BIG-5 Personality Factors on Relationships between Motivation and Student Academic Satisfaction, .Internation Journal of Management, 11(11), 2020, pp2044-2061, Publications Scopus Indexed , Journal Impact Factor(2020) 10.1471	1 st Author
3	2020	Determinants of Real Earning management: A case study in Public Listed Companies in Pakistan Stock Exchange Vol, (5/2): 96-111. 2020, Journal of Finance & Economic Research	3 rd Author
4	2019	Measurement of online User Information literacy Satisfaction: An Empirical Study, Vol 27, number 1, Spring 2019, Journal of Social Science & Humanities , AIOU, Islamabad (X-Cat Journal)	1 st Author
5	2019	Confirmatory model of the Workplace Creativity in higher Education, International Journal of Recent Tecnology and Engineering (IJRTE) vol8, Issue 1, 2019	4 th Author
6	2019	Exchanging sports management skills from popular sports in the Globalization Perspective for Young People: The opportunity to increase Cricket in brazil and Football in India. FIEP Bulletin, vol 90n, 1e2, 2019	4 th Author
7	2018	Antecedents of Customer Service Orientation, Sarhad Journal of management	1 st Author

8	2011	Sciences, SJMS, Vol 4, No 1 (2018) An Examination of Challenges and Prospects of MicroFinance Sector of Pakistan, European Journal of Economics, Finance and Administrative Sciences, issue 31(2011)	4 th Author
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International Conferences Participated:

October, 2019: Presented at the 6th Global Conference on Business Management and Social Sciences-2019, Dubai, " The Direct and Indirect Effects of On-The-Job Training and Employees Performance in Dubai Private Schools",

December, 2018: Presented in 4th CIS, Malaysia, "An Empirical Analysis of Moderating effect of Big-5 Personality Factors on relationships between motivation and Student Academic Satisfaction"

Supporting /Co-curricular activities

Year	Activity/Events
	Placement Bureau Activities since 2019 https://placementbureauuuastisb.wordpress.com/
2022	Organised University wide Job Fair (1 st December 2022) https://placementbureauuuastisb.wordpress.com/next-job-fair/
2022	Organised University wide Job Fair (31 st March 2022) https://placementbureauuuastisb.wordpress.com/job-fair-2022/
2019	Organised University wide Job Fair (15 th Jan 2019) https://placementbureauuuastisb.wordpress.com/job-fair/
2020-todate	Youtube Channel: Channel was started to carry on teaching and student development activities during COVID-19. https://www.youtube.com/@LearnersPodcast_Islamabad Live International Webinar : How to Write a Quality Research Proposal for MS / Ph.D Studies https://www.youtube.com/watch?v=KyQb-8Od7L0&t=937s 8 Weeks International eTrainings (Batch-1 , Batch-2) on Islamic Finance & Economics (2021,2022) https://www.youtube.com/watch?v=Qo-QCz9sZkY&list=PLjZO6aTw3QbeJ55c4l-DFRKQUav8ilqBo Panel Discussion Series: Interdisciplinary Research(International) https://www.youtube.com/watch?v=KQK7xNfjFIA&list=PLjZO6aTw3Qbf4RiOH8aApOLnvl-vPQs- Training Series: Programming for Data Science (for non-IT Professionals) https://www.youtube.com/watch?v=esdC1fyODwU&list=PLjZO6aTw3Qbf7ud0aFTBUnhbBlfxpxyRr International Panel Discussion: Intenet of Things (IOT) https://www.youtube.com/watch?v=vZgkIRwu7RU&t=8s Interview : Career Prospects in UK: Sessions with Mr. Fahad Sarfraz (British Pakistani Lawyer) https://www.youtube.com/watch?v=mLcPDnf_nml&t=1278s https://www.youtube.com/watch?v=5CO5leHkyMI&t=2s Interview : Talk With Mr. Amjad Gul (Amazon Business Consultant) UK https://www.youtube.com/watch?v=W9a7QEGvFSY&t=582s International Webinar: Islamic Insurance https://www.youtube.com/watch?v=6SU6HdtB4Zw&t=347s International Webinar: Shriah Compliance and Business Model Development https://www.youtube.com/watch?v=Qo-QCz9sZkY&t=225s

Webinar: National Financial Literacy Program For Youth, (NFLP-Y) “PomPak–Learn to Earn”
<https://www.youtube.com/watch?v=txPFGU33OHA>

Webinars: GRE & Fulbright Scholarships
<https://www.youtube.com/watch?v=xBBnZA8Xdgw&t=184s>
<https://www.youtube.com/watch?v=1DIliscmQzY&t=22s>
<https://www.youtube.com/watch?v=n-CFoDPhLDc&t=1022s>

e-Talks: KSA Series : Knowledge-Skills-Abilities KSA
<https://www.youtube.com/watch?v=vd7fCHGW304>

FUUAST Job Fair 2022/ Interview:
https://www.youtube.com/watch?v=EJ9wR9tdec0&list=PLjZO6aTw3QbfQiO_f269pyhq2hGpWV7o4&index=1
https://www.youtube.com/watch?v=eQtYbUU4lQk&list=PLjZO6aTw3QbfQiO_f269pyhq2hGpWV7o4&index=3

e Lectures (samples):
CRM: <https://www.youtube.com/watch?v=wsJsgGvAjTA>
OD: https://www.youtube.com/watch?v=F4d_ckhNDwE&t=25s

2016 – 2020	Seminar /Workshops with USEF-PAK for Scholarship Opportunities in United States
2017 – 2018	Workshops on Research Analysis using SPSS, AMOS
2013-2015	Events: Organised Annual Entrepreneurial Drives: “Pakistan Business & Social Development Vision- 2025”. This includes complete training, coaching and executing entrepreneurial projects to a selected group of student.
2012	WorkShop: Project Management Tool
2012	WorkShop: Conducted a workshop on “Role of Languages for career success with English as a medium of communication”. (Venue FUUAST, Islamabad)
2009	WorkShop: Participated in a three day workshop on “Research Methodology” organized by higher education commission, HEC, Islamabad
2008, 2009	Organised session (Panel Discussion) on Career opportunities in insurance industry
2006/2007	Project at HEC: Worked on a Project with Higher Education Commission HEC, Islamabad “ELPESS- English Language Proficiency Enhancement Support System”
2007	Trainer: Participated as a trainer in 3 days Conflict & Crisis Management Training Session, held, at NIBAF (National Institute of Banking & Finance, State Bank of Pakistan, Islamabad), to a group of Afghan Custom Officials under fast track training programme.
2006	Training Attended HEC: Attended 3 week workshop on Staff Development, organized by Higher Education Commission, Islamabad, Pakistan, Topic: Teaching Methodologies
2006-2009	HR Consultant: Worked as HR Consultant with Huawei Technologies, Islamabad
2004	Master Trainer: Participated as Master Trainer, in project named “IT Training for Elected Lady Representatives”, Organized by Ministry of Women Development, Pakistan
2001-2005	Teaching Faculty (Regular), Muhi-ud Islamic University Affiliated Campus, Rawalpindi
1986-2000	Government Service
