

IBRAR MANSOOR



S/O Mansoor Ahmad
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D.O.B: 21/12/1990

CNIC: 35201-8985946-7

National: Pakistani

Marital Status: Single

ACADEMIC QUALIFICATION

M Phil 2019 (Business Administration)

Thesis supervised By

Dr. Rizwan Qaiser Danish(Punjab University)

National Collage of Business Administration & Economic
University NCBA&E(DHA Campus)

M.com 2016

Master of Commerce (M.Com)

University of Punjab, Lahore

BACHELORES DEGREE 2012

Bachelor of Commerce (B.Com IT)

Punjab Group of Colleges

INTERMEDIATE 2010

Intermediate in Computer Science (ICS)

Shalimar Government College

MATRICULATION 2008

SCIENCE (Bio)

Government Baghbanpura High School

TEACHING EXPERIENCE

Visiting Faculty Member

- **As a lecturer**

Nov 2023 to Continue.....

(**The University of Punjab** is a public university located in Punjab, Pakistan.).



Courses Taught:

- *Sales Force Management*

Visiting Faculty Member

- **As a lecturer**

Oct 2023 to Continue.....

(**University of Central Punjab** is a private university located in Punjab, Pakistan.).



Courses Taught:

- Fundamental of Marketing

Visiting Faculty Member

- **As a lecturer**

Sep 2022 to Continue.....

(**University of Education** is a public university located in Punjab, Pakistan.).



Courses Taught:

- *Brand Management*
- *Research Methodology*
- *Introduction to Business*
- *Business Math*

Faculty Member

- **As a lecturer**

Mar 27th to Continue.....

(National College of Business Administration & Economics University

a private university located in Punjab, Pakistan.).



Courses Taught:

- *Research Methodology*
- *Principle of Auditing*

Visiting Faculty Member

- **As a lecturer**

Sep 2020 to 28th Mar 2022

(University of Okara is a public university located in RenalaKhurd, Okara, and Punjab, Pakistan.).



Programs Taught:

- *MS*
- *MBA*
- *BBA*
- *BS A&F*
- *BS B&F*
- *BSIT*
- *MCS*
- *BS Psy*

Supervised Thesis

Title

- *Impact of Social Media on Tourism Industry in Pakistan*
- *Influence of Customer Revisit Intention on Restaurant Industry through Innovative way in Pakistan*

Courses Taught:

- Marketing Research
- Principle of Marketing
- Strategic Distribution Channels
- Professional Practices
- Accounting and Business Society
- Fundamental of Accounting
- Introduction to Management
- Introduction to Economics

Designation

Lecturer

Academic Coordinator

29th March 2022 to 24th March 2023

Government College University Faisalabad

(Affiliation with Afro Asian Institute Lahore)

Courses taught:

- Marketing Research
- Principle of Marketing
- Fundamental of Accounting
- Introduction to Management
- Introduction to Economics

Visiting Faculty Member

▪ **As a lecturer**

Oct, 2019 to Sep 2020

(**Lahore College** g t road baghbanpura Lahore)

Courses taught:

- Business Management
- International Business
- Operational & Production Management

Visiting Faculty Member

- **As a lecturer**

1st Jan 2018 to June 2018

(**Standard College** whadat road ferozpur Lahore)

Courses taught:

- Principles of Marketing

PUBLICATIONS

**Relating Market Orientation To Salesperson Outcome Performance:
Empirical Evidence From Pharmaceuticals Industry**

Academy of Strategic Management Journal; Arden Vol. 19, Iss. 5, (2020): 1-10. UK

HEC Recognized Journal

SCOUPS

**How Corporate Social Responsibility Helps Hotels and
Restaurants of Pakistan to Elevate Brand Loyalty and Consumer
Satisfaction**

I Mansoor, F Ali - Co-Editors, 2021 - digitalcommons.usf.edu

MTCON 2021

Florida US

Reviewer

Member of Review Committee

**2022 American Marketing Association Winter Academic
Conference** (Chicago America)

International Conference

- Certificate of Appreciation
Presented Research Paper

The Conference on Managing Tourism A cross Continents

1stto3th April 2021
The Association of Turkish Tourism Academics (TUADER)
Ankara, **Turkey**

- Certificate of Appreciation
For Presenting Research Paper

Co Presenter: Director Prof Dr Muqqadas Rehman
IBA The University Of Punjab

International Conference on Business Administration

11th to 12th Jun, 2021
Institute of Business Administration
The University Of Punjab

- Certificate of Appreciation
For Presenting Research Paper

International Conference & Graduate Colloquium

14th to 15th March, 2022
The University Of Punjab

- Certificate of Appreciation
For Presenting Research Paper

International Conference Banking Insurance & Business Management

8th to 9th Dec, 2022
The University Of Punjab

- Certificate of Appreciation
For Presenting Research Paper

International Conference Banking Insurance & Business Management

30th Dec, 2021

- Certificate of Appreciation
For Presenting Research Paper

International Conference Banking Insurance & Business Management

17th to 18th Dec, 2020
The University Of Punjab

- Certificate of Participation
As a Presenter of Research Paper

International Conference on Business & Commerce

24th to 25th Nov, 2020
The University Of Punjab

- Certificate of Appreciation
For Presented Research Paper

International Conference on Banking Insurance & Business Management

12th to 13th Dec 2019
The University Of Punjab

IDUSTRIAL EXPERIENCE

MERCK (PVT) LTD GERMANY

11th OCT 2013 – 26th Mar 2021

Information Executive (Presenter)

STANDPHARM PAKISTAN

11th Nov 2012 – 11th OCT 2013

Medical Sales Officer

ACHIVEMENTS

- BEST PERFORMANCE AWARD
2014
- ACHIEVE TOP 3 ACHIVERS REWARDS 2015
- BEST PERFORMANCE AWARD 2016
- Topper of Presentation Competition 2018
- Topper of Quiz Competition 2018

TRAININGS

- INTIAL TRAINING PROGRAM
- WAR GAMES
- SELLING SKILLS TRAINING
- ADVERSE EVENTMS
- RESEARCH WORKSHOP
- REFRESHERS OF PRODUCTS

STATISTICAL SOFTWARE

- AMOS
- SPSS
- PLS

COMPUTER SKILLS

- Microsoft Office (Word, Excel, & PowerPoint)
- Computer Hardware & Software