

ABDULLAH KHAN NIAZI

Agricultural University Peshawar
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WORK EXPERIENCE

- **KPK Agricultural University Peshawar –Lecturer 2011 to present**
- **CECOS University Peshawar –lecturer Marketing 2010 to 2011**
- **GC University, Faisalabad. –lecturer - Marketing2009-2010**
Supportive Subjects: Brand Mgt, Business research, marketing mgt
- **Supervision of MS scholars**

Subjects Taught

MS- Seminar in Marketing, Contemporary Issues in Marketing, Strategic Marketing Management, Marketing research

MBA Principles of Marketing , Marketing Mgt, Brand Mgt, Marketing of Services

BBA Sales Mgt, Consumer Behavior.

EDUCATION

2012-2015 *IM Sciences. Peshawar, Pakistan*
Ph.D- Marketing (Scholar)

2009-2011 *IM Sciences, Peshawar, Pakistan*
MS- Marketing

2004-2008 *GC University, Faisalabad.*
BBA- Honors Marketing

2001 to 2003 *-PAF Inter College mianwali*
FSc-(Computer Science) -

2000 **Matriculation**
PAF Inter College mianwali

RESEARCH WORK

- *The Emotionally Charged Advertisements and Their Influence On Consumers' Attitudes, Published in International Journal Of Business and Social Sciences, Vol.3,1 Jan 2012*
- *“Impact Of Emotional Advertisement On Attitude Toward Ads, Brand And Purchase Intention” Published in Interdisciplinary journal of contemporary research in business November Edition 2010 Vol.2, no 6.*
- *“Link Between Organizational Justice And Employee Job Performance in the Work Place” Published in Interdisciplinary journal of contemporary research in business July edition 2010 Vol.2, No.3.*
- *“Brand Personality Of Mobile companies On Consumer Attitude” Published In Interdisciplinary journal of contemporary research in business November Edition 2010 November Vol 2, No 6.*
- *Mediating Role of Employee Job Satisfaction on the Relationship of Person-Organization-Fit and OCB International Journal of Contemporary Business Studies Vol.3, No.7 in July 2012.*
- *“Effect of Customer satisfaction and its outcomes . A study of Pakistani service sector” Interdisciplinary Journal Of Contemporary Research In Business. December Edition 2011–Interdisciplinary journal of contemporary research in business Vol .3, No.8.*
- *“Impact of celebrity credibility on advertising effectiveness”, accepted in Pakistan Journal of Commerce and Social Sciences and will publish in April-May edition*
- *“Influence of Islamic Way of Advertisements on Consumers' Attitudes towards Advertisements, Brands & their Purchase Intentions: A Comparison of Islamic with Non-Islamic Advertisement” to present in 4th Global Islamic Marketing Conference, Istanbul 28-29 May 2013*
- *Consumers' Perceived Risks and Benefits in Adaptation of Mobile Banking working paper.*
- *Is Islamic Banking Really Islamic a case of Pakistan working paper.*

DISTINCTIONS

- Silver medal in BBA
- Got HEC Scholarship For MS Program
- Member of Islamic Marketing Association
- Done a research project awarded by HEC.

REFERENCES

- Dr. Usman Ghani
Assistant Professor, IM Sciences Peshawar,
Contact # 0333-9109355