

# Bariya Faizan

## **Contact information**

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## **Academic positions**

**Lecturer**, Department of Economics & Management Sciences, NEDUET, Jan'2020 till date

## **Education**

**MBA** (2013-2015) Karachi School of Business and Leadership

**Pharm D** (2006– 2010) Faculty of Pharmacy, University of Karachi

## **Major areas of interest**

Advertising, Trade Marketing, Public Relations, Marketing Research, Corporate Strategy, Organizational Behavior, Strategic Human Resource Management, Marketing Management

## **Teaching experience**

- 1) Product and Brand Management – BS (Management Sciences)
- 2) Personal Selling and Public Relations – BS (Management Sciences)
- 3) Business Research Methods – BS (Management Sciences)
- 4) Business Ethics and Corporate Social Responsibility – BS (Management Sciences)
- 5) Business Law and Policy – BS (Management Sciences)
- 6) Multinational Financial Corporation – MS (Economics & Finance)

## **Other professional experience**

**Visiting Faculty** (Aug 2019- Dec 2019) Economics and Management Science, NEDUET

**Business Development Manager** (Jan 2019- Dec 2019) National Center for Artificial Intelligence, Smart City Lab, NEDUET

**Business Unit Manager** (April 2018- May2019) Smollan Pakistan

**Field Sales Specialist** (October 2016 - March 2018) Unilever Pakistan

**Visiting Faculty** (July 2016 - March 2018) Economics and Management Science, NEDUET

**Manager HR & Communication** (June 2015 – April 2016) Predictify.Me

**Sales & Marketing Specialist** (Jan 2013- Aug 2013) Dermalogica, Pakisan

**Corporate Client Relationship Officer** (May 2012- Dec 2012) The Passage PR Agency

**Date: 10-01-2020**