

# Syeda Zuimah Wasim

## **Contact Information**

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## **Academic Position**

Lecturer in Department of Economics & Management Sciences, NEDUET, July 2021 to date

## **Education**

**PhD in Applied Economics** (in progress) Applied Economics Research Center (AERC), University of Karachi

**MBA in Marketing** (2019), Institute of Business Administration (IBA), Karachi

**BBA in Marketing** (2016), Institute of Business Administration (IBA), Karachi

## **Areas of Interest**

Marketing, Entrepreneurship, Economics, Finance, Supply Chain

## **Teaching Experience**

- Corporation and Consumer Behaviour
- Public Relations and Personal Selling
- Macroeconomics
- Entrepreneurship
- International Finance
- Microeconomics
- Introduction to Advertising
- Principles of Marketing

## **Other Professional Experience**

- Commercial resource in OGDCL, Pakistan (Mar 2022 - Jul 2022)
- Project Lead on 'Assessed Sapphire's marketing campaigns and retail operations' in Sapphire-Karachi, Pakistan (Jan 2019 - May 2019)
- Project Resource on 'Prepared Human Resources Manual 2019 of Gul Ahmed Textile Mills Limited' in Gul Ahmed Textile Mills Limited-Karachi, Pakistan (Jan 2019 - May 2019)
- Project Lead on 'Researched on impact of Honda BRV's marketing on its target market' in Honda-Karachi, Pakistan (Aug 2018 - Dec 2018)
- Project Resource on 'Conducted brand analysis of National Foods' Bombay Biryani Mix' in National Foods-Karachi, Pakistan (Aug 2017 - Dec 2017)
- Project Lead with Marketing Department in Telenor-Karachi, Pakistan (Jan 2016 - Jun 2016)
- Corporate intern in Corporate Planning Department, PPL (Pakistan Petroleum Limited), Pakistan (Jan 2016-Feb 2016)

- Executive Director Marketing in IBAC 5.0, 3-day IBA Branding and Advertising Conference-2019
- Organizer of CAREIC-PCWF- Central Asian Regional Economic Integration and CPEC: Prospects, Challenges and the Way Forward Conference-2018
- Organizer of TIGEISD - Towards Inclusive Governance and Efficient Institutions for Sustainable Development Conference 2017