

HAFIZ IHSAN UR REHMAN

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OBJECTIVE

I would like to utilize my lively and energetic attitude in teaching student with great enthusiasm. With my administrative and institutional abilities, I would also work to perform administrative tasks and responsibilities. I would also like to lead students and to participate in doing constructive programs.

EDUCATION

PhD Scholar (2015)

University of The Punjab Gujranwala Campus

M.Phil Marketing (2009-2012)

CGPA 3.46

Muhammad Ali Jinnah University Islamabad

MBA (2005-2007)

CGP 3.90

University of the Punjab

B.Com(2003-2005)

70% marks

Punjab College of Commerce Gujranwala

F.Sc. (2001-2003)

70% marks

Punjab College of Science Gujranwala

Matriculation (1999-2000)

77.8% marks

Al-Badar School Gujranwala

WORK EXPERIENCE

CURRENT JOB STATUS

- **Lecturer**
University of The Punjab Gujranwala Campus

MANAGEMENT EXPERIENCE

- **Principal**
Elite college of Commerce Cantt. Campus (2011-2015)

OTHER TEACHING EXPERIENCE

- **Two Years** teaching experience in University of Sargodha Gujranwal
- **Five Years** teaching experience in Elite College of Management Gujranwala
- Two year teaching experience in Government College Gujranwala
- One Year teaching experience in Punjab College of Commerce Gujranwala
- Final project evaluator of MBA classes in University of The Gujrat

OTHER MANAGEMENT EXPERIENCE

- Two Months internship in **PC** Lahore
- Working experience in managing **MOBILINK FAIR**

WORKSHOPS AND SEMINARS

- **The LUMS International Marketing Colloquium** (2011)
- **Role of Intellectual property for establishing new Business Venture** jointly organized by University of The Punjab, IPO-Pakistan and Foundation for Legal Research
- **Legal Requirement for New Business** Organized by IBA PUGC and SMEDA

RESEACH WORK

- *Impact of CSR on Brand Loyalty: Mediating Role of Functional Image*
European Journal of Scientific Research
(Volume 102 No 2 May, 2013)
- “Organizational Structure and New Product Development in Banking Industry of Pakistan”
International Journal of Business and Management Tomorrow
(July 2012)
- *An Impact of Employee Satisfaction on customer Satisfaction In Service Sector of Pakistan*
Journal of Asian Scientific Research
- *An Impact of Brand image on purchase intention: moderating role of store image in retail sector of Pakistan*
IUP Journal of Brand management (2017)
- *Impact of Retail Store Characteristics on Consumer Purchase Intention*
International Journal of Sales, Retailing and Marketing (2014)

CONFERENCE PAPER

M.PHIL THESIS

- “Impact of brand image on purchase intention: moderating role of store image in retail sector of Pakistan” (**SAICON 2012**)
- **4th International Conference of AGBA South Asia (December 2012)**

- *“Impact of Brand Image and Perceived Quality On Purchase Intention: Moderating Role of Store Image in Retail Sector of Pakistan”*