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DR. MUHAMMAD ZEESHAN ZAFAR

OBJECTIVE

A committed management faculty member with over 10 years of experience possessing excellent administrative, verbal communication and written skills along with constructive and effective teaching methods that promotes a stimulating learning environment. Able to work in a managerial role or as part of team and having the proven ability to successfully work in tight schedules and deadlines. Self-motivated with strong planning, organizational and leadership skills.

EDUCATION

[2014-2018] PhD(Marketing) HEC-Approved Supervisor	University Utara Malaysia, Malaysia
[2008-2009] MS-International Management	Uppsala University , Sweden
[2004 to 2006] MBA (Marketing) CGPA 3.4 (Gold Medal)	COMSATS Institute of Information Technology
[2000] B.Com	Govt. Commerce College, Sargodha
[1998] Fsc	PAF College, Chaklala

WORK EXPERIENCE

[May 2022 to date] Assistant Professor (BPS-19)	University of Chakwal
[August 2019 to April 2022] Assistant Professor	University of Central Punjab
[June 2018 to July 2019] Assistant Professor/Head of Department	Minhaj University Lahore
[2011 to February 2018] Assistant Professor/Head of Department	University of Lahore
[2006 to 2008] Lecturer	COMSATS, Abbottabad

Zafar, M. Z., Shi, X., Yang, H., Abbas, J., & Chen, J. (2022). The Impact of Interpretive Packaged Food Labels on Consumer Purchase Intention: The Comparative Analysis of Efficacy and Inefficiency of Food Labels. *International Journal of Environmental Research and Public Health*, 19(22), 15098.

Sun H, **Zafar M.Z.**, and Hasan N (2022). Employing natural language processing as artificial intelligence for analyzing consumer opinion towards advertising. *Journal of Frontier in Psychology, Organizational Psychology*, 13(1), 1-10 (**Impact Factor 2.99, HEC Recognized W category**)

Hussain T **Zafar M. Z.**, and Toor A (2022). Identifying the formative factors which shape individual intention to prefer imported used or locally assembled cars: A survey on Pakistan. *South Asian Journal of Management Sciences*, 16(1), 1-19.

Zafar, M. Z., Maqbool, A., Cioca, L. I., Shah, S. G. M., & Masud, S. (2021). Accentuating the Interrelation between Consumer Intention and Healthy Packaged Food Selection during COVID-19: A Case Study of Pakistan. *International Journal of Environmental Research and Public Health*, 18(6), 2846. (**Impact Factor 3.39, HEC Recognized W category**)

Zafar M. Z; Zahid H; Raof R; Sattar J. (2021). Impact of health claims and user-friendly food label on consumers' packaged food intention. *Journal of Islamic Countries Society of Statistical Sciences* 7(1), 36-49. (ISSN: 2313-7800. HEC Recognized Y category)

Zafar, M. Z., Zahid, H., Arshad, I., Imran, M., Muzaffar, S., & Im, L. C. (2021). Individual's Own Consent and External Support Shape Consumer Decision towards Healthy Packaged Food Intention. *REVISTA GEINTEC-GESTAO INOVACAO E TECNOLOGIAS (ISSN 2237-0722)*, 11(4), 1980-1996.

Zafar, M. Z., Hashim, N. A., Halim, F. B., & Masud, S. (2021). Readable Labels and Moderating Effect of Individual Personality Traits Effect on Consumer Healthy Packaged Food Selection Intention. *South Asian Journal of Management Sciences*, 15(2), 191-218. (**HEC "Y" Category, ISSN 2074-2967**)

Qurat ul Ain, Tamoor Azam, Tahir Yousaf, **Muhammad Zeeshan Zafar** and Yasmeen Akhtar (2021). Mood Sensitive Stocks and Sustainable Cross-sectional Returns during COVID 19 Pandemic: An analysis of Day of the Week Effect in Chinese A-Share Market. *Frontier in Psychology, Organizational Psychology* Vol 18, pp 1-7 (**Impact Factor 2.99, HEC Recognized W category**)

Hussain T **Zafar M. Z.**, and Toor A.. (2020). Examining Factors of Purchase Intention for Locally assembled cars in Comparison to Imported cars: A Study on Automobile Industry in Pakistan. *Journal of Business and Economics* (ISSN: 2075-6909), Vol 12, No.1, pp 165-185

Zafar, M. Z., Hashim, N. A., Halim, F. B., & Attique, S. (2020). Factors Affecting on Healthy Package Food Selection; The Impact of Personality Traits. *Abasyn University Journal of Social Sciences*, 13(1). (ISSN: 1998-152X)

Munir M., Attiq S., and **Zafar M. Z** (2020). Can Incidence of Workplace Bullying Really Be Reduced? Application of the Trans theoretical Model As Tertiary Stage Anti-bullying Intervention. *Pakistan Business Review*. Vol 21, Issue 4, pp 762-777 (ISSN 1561-8706)

Zafar M. Z., Hashim N. A., Halim F. B. (2019) Nutritional menu of eatery make consumer able to select healthy food. *Pertanika Journal of Social Science and Humanities*. 27 (4): 2351 - 2365 (ISSN: 0128-7702-ESCI)

Batool U and **Zafar M. Z.** (2019) Relationship between Person-Job Fit and Job-based Psychological ownership with the mediating effect of Routes to psychological Ownership. *Pertanika Journal of Social Science and Humanities*. 27 (4): 2585 - 2602 (ISSN: 0128-7702 ESCI)

Zafar M. Z., Toor A, and Hussain T (2019). Social Media as Conduit for Women Entrepreneurs in Pakistan. *Pakistan Business Review*. Vol 20, Issue 4, pp 886-899. (ISSN 1561-8706 ESCI)

Toor A. **Zafar M. Z.**, and Hussain T. (2018). Investigating Role of Gender on Customer Perceptions of Frontline Employee Service Delivery: A Study of Pakistan's Bank Customers Behavioral Outcomes. *Abasyn Journal of Social Sciences*. Vol. 11, Issue 2, pp 439-455. (1998-152X)

Zafar M. Z., Hashim N., A., and Halim F., B (2016). The Pivotal Role of User-Friendly Food Label and Personality Traits on Intention to Consume Packaged Food Products. *Journal Of Food Products Marketing*. (ISSN: 1045-4446 ESCI) Vol. 22, Issue. 8, pp 1-22

Zafar M. Z., Hashim N., A., and Halim F., B (2016). Traffic lights symbol's effect on consumer dietary quality. *Journal of Scientific Research and Development* 3 (1): 77-82

Zafar M. Z., Hashim N., A., and Halim F., B (2016). Consumer's perception toward health claims for healthy food selection. *Journal of Scientific Research and Development* 3 (1): 57-67

Zafar M. Z., Hashim N., A., and Halim F., B (2016). Food label makes individual healthy. *Journal of Scientific Research and Development* 3 (1): 68-76

Zafar M. Z. (2013). Impact of mobile service attributes on gender purchase decision. *Management and marketing. (2013) Vol. 8, No. 4, pp. 669-682*(ISSN **2069-8887** **ESCI HEC Recognized Journal**)

PUBLICATIONS IN PROGRESS

Muhammad Zeeshan Zafar (Adoption of Entrepreneurship as Career: The need of entrepreneurial skill hunting during academic)

Muhammad Zeeshan Zafar (Determining the factors for the reduction of Employee turnover with the mediation of affective commitment)

MBA PROJECTS

Human Resource Management

- **Developing HR manual of a Telecom Company**

Considering all the aspects of HRM and their practical implication on the company. The policies regarding all the functions of HR i.e. Recruitment, Staffing, Performance evaluation etc.

- **Analyzing the relationship between Job performance & KSA**

Developing a Hypothesis and conducting survey in a Textile Company by developing questionnaires and incurring the result using statistical data.

Marketing

- **Marketing plan for an educational institution**

Considering the potential target market and then developing marketing strategies for feasible results.

Other

- **Business Plan of a Tourism Management Services Company**

The complete proposed business plan of a tourism company with projected financial statements, marketing plan, management structure & strategies.

PROFESSIONAL WORKSHOPS CONDUCTED IN UNIVERSITY

SmartPLS 3
AMOS 21
NVivo 11

RESEARCH ACHIEVEMENTS

Supervise M.Phil-Marketing theses

Research Assistance during PhD

PERSONAL INFORMATION

FATHER NAME: MIRZA ZAFAR BAIG
DATE OF BIRTH: 30 MARCH 1981
NIC: 38403 -2107243-1

REFERENCE

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