

Abdul Salam

Mehran University Institute of Science, Technology and Development (MUISTD)

Mehran University of Engineering and Technology (MUET) Jamshoro Pakistan.

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CAREER OBJECTIVES

I want to be regarded as the most preferred teacher/researcher who value quality, commitment and character while making a difference in lives of people around me.

CAREER SUMMARY

I am working as Lecturer (BPS-18) in Mehran University Institute of Science, Technology and Development (MUISTD). Previously I worked as Lecturer (Marketing) in faculty of management sciences at SZABIST Larkano Campus since three years. Besides teaching, I have keen interest in research in management sciences. Before joining SZABIST, I enjoyed Sales of UPS, Solar Panels in Pakistan, taught at Indus University and worked as Lab Chemist with Lucky Textile Mills Pvt Ltd.

PROFESSIONAL EXPERIENCE

Sept 2016 – Present

Lecturer (BPS -18) (MUISTD)

Mehran University of Engineering and Technology (MUET) Jamshoro.



Aug 2013 – August 2016

SZABIST Larkano Campus, Sindh, Pakistan,

Lecturer (Marketing), Member EDC, QEC and Research Committee

My main responsibilities include teaching various marketing subjects to Master and Bachelors level like brand management, strategic marketing, and global marketing. Apart from teaching I am actively involved in various functions performed by EDC (Executive Development Center), QEC (Quality Enhancement Cell) and member of Research Committee at Larkano Campus.



July 2011 – July 2013

AMS Pakistan

Senior Marketing and Supply Chain Executive

During my tenure at AMS Pakistan, I enjoyed sales of UPS in Karachi, Hyderabad, Lahore and Rawalpindi. I was responsible for designing suitable marketing strategies for AMS UPS and other products. Additionally I had to look after inventory, procurement and transportation functions.



Sep 2008 – July 2011

Indus University, Karachi, Pakistan

Lecturer

I taught various subjects of Textile Engineering and Textile Management to the students of BSC Textile and BBA-Textile and MBA-Textile. Arranged various technical seminars for students in collaboration with industry and arranged student's study tours and internship at various reputable organizations of Pakistan.



April 2007 – Aug 2008

Lucky Textile Mills Pvt Ltd, Karachi, Pakistan

Lab Chemist

I used to prepare lab dips for customer approval. Additionally I was assigned the task of Right First Time dyeing to establish coordination between lab and the production department to improve productivity and efficiency.



EDUCATION

Sep 2010 –June2013

Institute of Business Administration (IBA) Karachi, SindhPakistan
Master of Business Administration, MBA (Marketing) (76%)



Dec 2002 –Mar2007

Mehran University of Engineering & Technology, Jamshoro, and Sindh Pakistan
Bachelor of Engineering (Textile)(82.86%)



2000–2002

Intermediate (Pre-Engineering), **Govt. Islamia Science College**, Karachi, SindhPakistan

RESEARCH PUBLICATIONS

1. *“TheImpactofMarketingMix(5Ps)ElementsonSalesofUPS:ACaseofKarachiMarket-Buyer'sPerspective”* (**Abdul Salam**, Syed Ghazanfer Inam and Wasim Abbas Awan). Journal of Business Strategies- Greenwich University Karachi ISSN1993–5765)
 2. *ImpactofDeterminantsCausingOrganizationalPolitics:AcaseofprivatebanksinLarkana,Pakistan.* (Wasim Abbas Awan and **Abdul Salam**) Beykent University Journal of Social Sciences – BUJSS Vol.6 No.2, 2013 ISSN: 1307-5063
 3. *Identifying the relationship between job insecurity and employee performance – An evidence from private colleges in Larkana, Pakistan.* (Wasim Abbas Awan and **Abdul Salam**) Beykent University Journal of Social Sciences – BUJSS Vol.7 No.1, 2014 ISSN: 1307-5063
 4. *Improvedsustainabilityofcottonsulfurdyeingbypad-oxprocesses,*(Co-authoredBookChapterPresentedat MUET EESD 2009 May 4-6, Published in Springer Link Online ISBN978-7091-0109-4)
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TRAININGS RECEIVED

1. One-Day Training on **“Qualitative Data Analysis”** by Dr. Zaki Rashidi at SZABIST Karachi Campus on May 21,2016.
 2. Four-Days Training on **“Islamic Banking and Finance”** at State Bank of Pakistan Sukkur, May 17-20,2016.
 3. FourDaysTrainingon**ResearchMethodology**,OrganizedbyTheOfficeofResearch,InnovationandCommercialization, Indus University- May 02-05,2011.
 4. **“Import Documentation & Custom Duty Valuation”** Organized by Small and Medium Enterprises Development Authority (SMEDA) at Beach Luxury Hotel Karachi, on February 21,2012
 5. One Week Training on **“ESCOS Development Program”** Organized by BFZ GGMBH International Division, from July 09-14 at Karachi,
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GUEST SPEAKER SESSIONS DELIVERED

1. DeliveredGuestSpeakerSession**“ResearchinMarketingMixElementandSalesofUPSSectorofPakistan”**atKASBIT, Khadim Ali Shah Bukhari Institute of Science and Technology Karachi, September2014.
 2. Delivered Lecture as a Guest Speaker on **“Application of Statistical Inference in Business Management”** at Muhammad Ali Jinnah University Karachi on July 24,2013.
 3. DeliveredLectureasaGuestSpeakeron**“ManagingSupplyChaininCurrentScenario”**atJinnahUniversityforWomen on September 12,2012.
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PROFESSIONAL MEMBERSHIP

Professional Member of Pakistan Engineering Council (PEC). Registration No. TEXTILE/347

CONFERENCES/WORKSHOPS/COLLOQUIMS

2015-2016

1. Presented Research Paper(s) titled: **“MEASURING THE MODERATING ROLE OF RETAILER ON FACTORS OF CONSUMER PURCHASE DECISION TOWARDS SMARTPHONES – A CASE OF UNIVERSITY STUDENTS OF LARKANA”** in the **“8th South Asian International Conference of the South Asian Chapter of AGAB (SAICON-2014)”** Organized by COMSATS INSTITUTE OF TECHNOLOGY at Serena Hotel Islamabad- August 24-26, 2016.
2. Participated in **MARCON 2016 Traditions and Innovations**. A two-days international conference on Marketing, Organized by Marketing Association of Pakistan at Marriott Hotel Karachi, April 26-27, 2016.
3. Participated in One-day Workshop on **“Master Your Emotions Master Your life”**, at SZABIST Larkano, November 03, 2015.
4. 3. Organized One-Day Workshop on **“Brand Management for Start-ups”** at SZABIST Larkano Campus, May 10, 2015

2013-2014

5. Presented Research Paper(s) titled: **“The Impact of Marketing Mix (5 Ps) Elements on Sales of UPS: A Case of Karachi Market - Buyer's Perspective”** in the **“6th South Asian International Conference of the South Asian Chapter of AGAB (SAICON-2014)”** Organized by COMSATS INSTITUTE OF TECHNOLOGY at Serena Hotel Islamabad- August 11-13, 2014.
6. Two Days Colloquium on Human Resources – Organized by IBA Karachi and Softronix at IBA Karachi Main Campus- May 09-10, 2014.
7. Full Day Workshop – Islamic Banking and Finance in Pakistan- By Mufti Abdul Rehman (Shari'ah Board Member UBL Ameen)- At SZABIST Larkana Auditorium November 17, 2014.

2010 and Older

8. Full Day Workshop- Organized by UNDP on **“Pre-Production Planning and Textile Apparel Engineering”** (December 22, 2010)
9. COST REDUCTION TECHNIQUES IN TEXTILE INDUSTRY, Organised by SMEDA & INDUS IIHE at INDUS INSTITUTE Karachi on 25 March 2009.
10. ‘QUALITY CONSCIOUSNESS IN TOWELS PROCESSING’, Organised by SMEDA, TMA & SMARTI at TMA house Karachi on May 15, 2008.
10. DISSEMINATION OF BEST PRACTICES (RENEWABLE ENERGY AND ENERGY EFFICIENCY PROGRAMME), Organised by SMEDA at Conference Room, SMEDA Office, Karachi (11 March 2008)
11. Half-day Technical Workshop On ‘SAVING ENERGY POTENTIALS, COST IMPLICATION AND QUALITY CONTROL IN TEXTILE INDUSTRY’, SMEDA – Karachi Region and MUET Jamshoro (09 Feb 2007)
12. Half-day Technical Symposium, SDC – Karachi Region and MUET Jamshoro (12 February 2004)
13. Half-day Technical Symposium, SDC – Karachi Region and MUET Jamshoro (17 April 2004)
14. Full-day Technical Symposium, SDC – Karachi Region at Marriott Hotel Karachi (05 June 2005)
15. Full-day Technical Symposium, SDC – Karachi Region and Karachi University (04 June 2006)
16. ‘The Advancement of Engineering Profession in Emerging International Scenario’ at MUET- Jamshoro, on 21st September 2004.
17. One day Workshop on **“CONFLICT RESOLUTION”** Organised by BRITISH COUNCIL at Pearl Continental Hotel Karachi (4th November 2006)
18. **“NEW NATIONAL IDENTITIES PROJECT”** Organised by BRITISH COUNCIL Pearl Continental Hotel Karachi (12th November 2006)

THESIS SUPERVISED

“Process Control at Jig Dyeing Machine” (Supervised Final Year Thesis, BS Textile INDUS University Karachi)

PROJECTS DESIGNED AND SUPERVISED

1. Designed and Manufactured a **“Additive Colour Mixing Box”** (*Microscopy Laboratory, MUETJamshoro*)
2. DesignandManufacturingof**“JigDyeingMachine”**(*ProjectSupervised,ChemistryLab,INDUSUniversityKarachi*)

GRANTS

1. Received Travel Grant from HEC Pakistan for presenting research paper in South Asian International Conference on Management Sciences (SAICON 2014) at Serena Hotel, Islamabad Pakistan in July 2015.

SPORTS

1. Declared**“ManoftheMatch”**forInter-hostelCricketTournamentatMehranUniversityofEngineeringand Technology (MUET) Jamshoro,2003.
2. Won Inter-hostel Double Wicket Cricket Tournament at MUET Jamshoro,2005.

REFRENC

1. Dr. Awais Khatri

Associate Professor

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