

Muhammad Muzamil Sattar

Swiss Bakers Military Road Sukkur, Sindh, Pakistan
Cell: +92 3322905436, Email: muzamil.sattar@iba-suk.edu.pk

Academic Profile:

Masters: MBA (18 years of education)-GOLD MEDALIST CGPA: 3.55
Institution: Sukkur IBA University, Pakistan Year: 2016
Specialization: Marketing

Masters: MA (16 years of education) Division: 1st
Institution: Shah Abdul Latif University, Pakistan Year: 2012
Specialization: International Relations

Bachelors: BBA- GOLD MEDALIST CGPA: 3.60
Institution: University of Sindh, Jamshoro, Pakistan Year: 2009

Academic Teaching Profile:

Current Position: Lecturer –Marketing
Department: Business Administration Year: August 2017 to date
University: Sukkur IBA University, Pakistan Location: Sukkur, Pakistan
Rank: Among top 5 universities of Pakistan

Courses Taught:

- Consumer Behavior and Consumer Analytics
- Services Marketing
- Digital Marketing
- Principles of Marketing
- Principles of Agricultural Marketing

Research Interest:

- Consumer Behavior and Consumer Analytics
- Online/ Digital Marketing

Publication and Conferences:

Published Research Papers/ Case Studies

S. #	Title	Journal	Link
1	Impact of Different Factors in Creation of Word of Mouth at Hospitality Industry	Journal of Managerial Sciences	http://www.qurtuba.edu.pk/index.php/research/research-journals/journal-of-managerial-sciences
2	New Wella Salon- A Journey Towards Popularizing the Services (B)	Emerald (EMCS)	https://doi.org/10.1108/EEMCS-06-2017-0128
3	New Wella Salon-Exploring Growth Opportunities (A)' published in the Case Studies Journal of Business and Management	Macro think Institute	http://www.macrothink.org/journal/index.php/csbm/article/view/9952
4	Locate the Warehouse – Super Distribution Services	Emerald (EMCS)	https://www.emerald.com/insight/content/doi/10.1108/EEMCS-03-2019-0059
5	Anytime Distribution - A Case of Gender Differential in Sales Performance	Emerald (EMCS)	https://www.emerald.com/insight/content/doi/10.1108/EEMCS-08-2019-0209/full/html
6	Flori Pharma: maintaining ethics in an unethical sales environment	Emerald (EMCS)	https://www.emerald.com/insight/content/doi/10.1108/EEMCS-07-2019-0187/full/html
7	Al-Ain eye centre: sales force evaluation dilemma	Emerald (EMCS)	https://www.emerald.com/insight/content/doi/10.1108/EEMCS-03-2020-0083/full/html

International Conferences/ Conference Proceedings:

S. #	Conference	Location	Paper Type	Date
1	Seventh International conference on Advances in Social Science, Economics and Management Study-SEM 2018 https://www.seekdl.org/conferences/paper/details/9842.html	Rome, Italy	Research Paper	27-28 Oct 2018
2	1st International Conference on Emerging Trends in Engineering, Technologies and Social Sciences	Malaysia	Research Paper	6-8 April, 2018
3	International Conference on Business, Economics & Education Management	Pakistan	Case Study	March 2018
4	International Conference on 7 th Asian Management and Research Conference	PC Bourbon	Case Study	23 rd -24 th March 2018

Professional Profile:

Position: Territory Manager
Department: Sales & Marketing

Tenure: 4.5 Years
Year: Nov 2009- May 2014

Academic Engagement Activities:

Project Supervisor:

- Supervised 2 research projects at MBA level
- Currently evaluating 2 more research projects at MBA level

Reviewer:

- Working as a reviewer in Asian Journal of Management Case Studies (SAGE)

Trainings/ Workshops:

- Conducted a one-day workshop on 'Digital Marketing' at Sukkur IBA University
- Conducted a one-day workshop on 'Digital Marketing' for Small and Medium Enterprises.
- Conducted Workshop at Engro Foods on 'Women Entrepreneurship'

Professional Development:

Research Related Workshops:

- Attended two-day' workshop on research software 'R' held at COMSAT University, Islamabad.
- Attended one week workshop on 'Research Software' held at Quaid-e-Azam University, Islamabad.
- Attended research workshop on PLS software held at Sukkur IBA University

Academic Workshops:

- Attended 2-days training on 'Case Study Teaching and Writing' conducted by NBEAC at Karachi School of Business and Leadership
- Attended 2-days workshop on 'Digital Marketing' conducted by Suleman Dawood School of Business, Lahore (LUMS)

Achievements:

1. [Success story](#) has been published by USAID.
2. Gold Medalist in MBA and BBA program

Personal Information:

- **Passport Number:** BA5422313
- **Marital Status:** Single
- **Date of Birth:** 14-03-1990