

DR HINA MUBEEN

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CAREER SNAPSHOT

In aggregate, my professional experience in the higher education sector spans over 17 years which includes administrative experience as well as full-time teaching in the area of Human Resource Management. Currently, I am associated with NED-UET as Assistant Professor and Secretary Industrial Advisory Board. Earlier, I headed the MBA Program at SZABIST and worked as Director Institutional Development at the *DHA Suffa University*. I am an HEC certified Master Trainer and have received advance training from the *University of Westminster*, London and *Asian Institute of Technology*, Bangkok. Additionally, I am also working as freelance HR Consultant in the corporate sector. I have been voluntarily working on various social welfare projects related to education and health sectors for the past fifteen years which has helped me acquire diverse skills.

PROFESSIONAL EXPERIENCE

Over 17 Years

Assistant Professor, Secretary Industrial Advisory Board & Advisor EMD Student & Alumni Council	NED-UET	Oct 2021 (Till Date)
Visiting Faculty (MBA & EMBA)	SZABIST	Jan 2020 - Dec 2021
Assistant Professor, Director Institutional Development & HR Cluster Head	DHA Suffa University	Jan 2017 - Sept 2019
Assistant Professor, MBA Day Program Manager & HR Cluster Head	SZABIST	Dec 2011 - Feb 2017
Senior Lecturer, Research Project Coordinator & Subject Group Leader HR	Bahria University	Jun 2006 - Jan 2012

EDUCATION

PhD (HRM) – PCD No. 22956	2020	SZABIST Karachi	CGPA: 3.71
MS (HRM)	2012	SZABIST Karachi	CGPA: 3.65
MBA (HRM)	2006	Bahria University Karachi	CGPA: 3.50
BCS (Computer Science)	2003	Shah Abdul Latif University	CGPA: 3.91

MAJOR TRAININGS & CERTIFICATIONS

- 1. Strategic Planning of a Business School, NBEAC**
April 2018 at IBA, Karachi.
- 2. Management and Leadership Development Certification**
July 2017 at University of Westminster, London.
- 3. International Advanced Program: Ensuring Training Effectiveness (ETE)**
Nov - Dec 2012 at Asian Institute of Technology (AIT) Bangkok, Thailand.
- 4. HEC Certified Master Trainer - Faculty Professional Development Program (MT FPDP)**
Jan - Mar 2010 at Learning Innovation Division, Islamabad.

ADMINISTRATIVE EXPERIENCE

Head of Industrial Advisor Board and Student Council (Oct 2021 – Till date)

- Liaison with the corporate sector for trainings, internships and job opportunities for the students.
- Supervise students in handling all social media platforms of the department.
- Organize various events for corporate and student engagement.
- Head the community service projects of the management science students.
- Head the Self-Assessment Team for the management sciences programs.

Director Institutional Development at DHA Suffa University Karachi (Jan 2017 – Sept 2019)

- Initiated various projects for improving brand awareness and marketing of DHA Suffa University including digital media marketing and improvising DSU logo
- Indigenously produced the first official Corporate Documentary on DHA Suffa University
- Headed the organizing committee for the 1st Convocation of DHA Suffa University in 2018
- Member of Selection Board of Management Sciences Faculty
- Prepared a comprehensive proposal for improving the medical insurance plan for DSU employees
- Initiated and monitored various campus renovation projects including interior designing of University auditorium, conference room, executive offices and major entrances
- Organized and conducted numerous workshops for the faculty and student development
- Part of core team for revamping the official website of DHA Suffa University
- Advisory role in procurement and maintenance activities at the University
- Designed and launched Eco Bags for the University in an endeavor to protect environment

HR Cluster Head at SZABIST Karachi (Aug 2013 – Feb 2017)

- Developed curriculum for the launch of a new program of Masters in Human Resource Management
- Conducted cluster meetings with all concerned permanent and visiting faculty members
- Updated all existing course outlines of HR courses on regular basis
- Identify overlapping/knowledge gaps between pre-requisite and advanced courses
- Checked availability of text/reference books as per the standardized course outlines
- Recommended new HR programs and HR courses, core as well as electives to the Board of Studies
- Regularly conducted in-house sessions on Personal Grooming and Corporate Finesse
- Closely worked with Szabist's Quality Enhancement Cell (QEC) to recommend revisions in employment policies
- Team Lead for preparing HEC Self-Assessment Report for the Szabist MBA Program
- Chair Coordination Committee for SZABIST's National Research Conference on Management and Business (NRCMB) held on 15 Dec 2015 at the Beach Luxury Hotel
- Member of selection board for the hiring of HR and management faculty

MBA Day Program Manager at SZABIST Karachi (August 2012 – August 2014)

- Member selection board for hiring of permanent faculty for the Management Sciences Department
- Hire required visiting faculty every semester and decide their remuneration
- Responsible for faculty hiring and performance management, course allocation, scheduling classes, designing course catalog and prospectus, proposing and managing program budget
- Designed complete orientation program for the newly inducted faculty of all departments
- Organized and conducted orientation and training programs for faculty
- Being a member of Board of Studies (BOS) and Academic Council, propose improvements for the MBA program in particular and other Management Sciences Programs, in general.
- Facilitated admissions department in developing MCQ bank for the MBA admissions test and lead the MBA admission interview panel
- Organized MBA Research Symposium for MBA Day and Evening students
- Regularly conducted Orientation Program for MBA Day students

COURSES TAUGHT

- Human Resource Management
- Human Resource Planning
- Organizational Behavior
- Business Management
- Strategic Management
- Ethics & CSR
- Strategic Human Resource Management
- Organizational Development and Analysis
- Professional Development & Grooming
- Recruitment & Selection
- Motivation & Rewards
- Public Relations

OTHER PROFESSIONAL & COMMUNITY ENGAGEMENTS

- Member Board of Trustees **Panjwani Charitable Foundation** (May 2014 – till date) which oversees progress of various projects including Zainab Panjwani Memorial Hospital (**ZPMH**), Zainab Panjwani School of Midwifery (**ZPSM**), Panjwani Center for Molecular Medicine & Drug Research (**PCMD**), Panjwani School-College for the Blind, Panjwani- Hisaar Water Research Institute and many others.
- Lifetime Member and Chair Academic Council of **Ida Rieu Welfare Association**, School and College for the Blind and Deaf
- Conducted training sessions for the 38th and 39th Mid-Career Management Course for the federal and provincial BPS-18 employees at the **National Institute of Management (NIM)**
- Developed HR Manual for **Ibtida Ventures Ltd.** which was approved by the World Wide Fund For Nature (**WWF**)
- Lead the focus group on “Gender equality, inclusive growth and women workforce motivation” at the **AIKaram Studio** and helped them develop gender inclusive HR policies 2021 and 2023.
- Conducted a training session on “Faculty Professional Development for the 21st Century” on 4th February 2019 for the teachers of DHA colleges at the **DHA College for Women**
- Lead the documentary and short film projects for the **Climate Justice Youth Film Festival 2023** organized by the Indus Consortium and won 1st prize in both categories.
- Executive Producer, Project Lead, Sponsor and Script Writer for the documentary on **Ida Rieu’s Sultan Ali Campus for the Visually Impaired** (A Different Eye on the World <https://www.youtube.com/watch?v=cN7BOf6Puks>)
- Nominated by the **Promotion of Education in Pakistan (PEP) Foundation, Inc. New York** to be Panelist for the National Education Forum on Higher Education, held at University of Punjab, Lahore on March 12, 2015. Theme of the session was “how to improve Academia-Industry Linkage and to promote Entrepreneurial Skills among students”
- Project Head and Sponsor for the documentary on **Rashid Memorial Welfare Organization** (Rashidabad 2015 <https://vimeo.com/147182804>). It’s a purpose-build campus (district Tando Allahyar) having numerous schools and medical centers for the underprivileged people
- Developed website for **Ida Rieu Welfare Association** (www.idarieu.org) in 2015. Also, voluntarily maintain this website and the Facebook page (Ida Rieu Official) linked with it since 2015
- Facilitated **APWA (All Pakistan Women’s Association)** in organizing a comprehensive teachers’ training program by contacting HEC, STEDA (Sindh Teacher Education Development Authority) and Education and Literacy Department, Government of Sindh and getting the required support
- Designed brochures (English + Urdu) for **Sultan Ali Campus, Ida Rieu School for the Blind**
- Served as member Institutional Ethics Committee at **Zainab Panjwani Memorial Hospital** from 2013 to 2015
- Facilitated SZABIST Social Sciences Department to collaborate with **FESF (Family Educational Services Foundation)** for Community Service Projects of students
- Developed employee record forms for the doctors and staff of **Zainab Panjwani Memorial Hospital** and organized personal files of over 100 hospital employees
- Worked for developing the website for the **Ministry of Women Development, Sindh** in 2008

RESEARCH WORK

- Investigating organizational factors influencing women's work motivation and its impact on career satisfaction: An empirical evidence from Pakistan (PhD Dissertation)
- Naseem, A., Arif, M., Mubeen, H., & Saraih, U. N. (2023). Antecedents to Change and Moderating Role of Organizational Culture. *Market Forces*, 18(2), 01-24.
- Mubeen, H., & Alam, S. (2022). Intertwining Role of Work Motivation, Organizational Rewards and Employee Engagement: A Study on the Higher Education Sector of Pakistan. *The Discourse*, 8(1), 15-24.
- Salman, F, Mubeen, H & Siddiqui, S. (2022). Exploring the factors affecting consumer behavior towards the purchase of nutraceuticals in Pakistan. *Journal of Marketing Strategies*, vol. 4, no. 1, p. 263
- Siddiqui, H., Hummayun, G. K., & Mubeen, H. (2022). Job Design and Sustainability: Exploring Uncharted Link through Literature. *RADS Journal of Business Management*, 4(2), 167-183.
- Alam, S., Alam, R. and Mubeen, H. (2021). Enhancing organizational performance through talent management practices. *Bahria University Journal of Humanities and Social Sciences*, vol. 4, no. 2, p.18
- Mubeen, H, Karim, A & Alam, S (2020) Paradox of female labor force participation in South Asia. *South Asian Studies*, vol. 35, no. 2, p. 413
- Mubeen, S., Aijaz, A., Mubeen, H., Ahmed, H., Fahmi, S. and Samreen, T. (2020). Analysis of the e-Learning educational atmosphere during Covid 19 pandemic: Empirical evidence from medical universities of urban Pakistan. *National Editorial Advisory Board*, 31(11), p.179.
- Karim, A., Zaki A. R., & Mubeen, H. (2019). Managing workforce diversity in multicultural organizations: Some observations. *Journal of European Studies*, vol. 55, no.1
- Mubeen, S., Kamran, M., Mubeen, H., & Rehan, R. (2019). The correlation between percent liver weight (PLW) and percent fat cells (PFC) of liver in HFD-STZ induced diabetic rats in comparison with insulin, metformin and combination treated diabetic rats. *The Professional Medical Journal*, vol. 26, no. 08
- Mubeen, H., Khan N. R., & Khan, M. S. (2018). Organizational factors influencing women's work motivation and its impact on career satisfaction: A case of banking sector of Karachi. *Global Management Journal for Academic & Corporate Studies*, vol. 8, no.2
- Mubeen, H., & Karim, A. (2017). Balancing career and motherhood: Perspective of female engineers working as full time university faculty. *The Government, Annual Research Journal of Political Science*, vol. 5, no. 5
- Mubeen, H., & Rashidi, M. Z. (2014). Impact of long working hours on job satisfaction of employees working in the services sector of Karachi. *Journal of Business Strategies*, vol.8, no.1
- Work-life balance among professional working women: A case study of private sector of Karachi (Conference Paper presented at NRCMB, SZABIST, Karachi, December 2013)
- Factors influencing female teachers for joining teaching as a profession at higher education level in Pakistan (Conference Paper presented at NRCMB, SZABIST. Karachi, May 2013)