

Syeda Zuimah Wasim

Contact Information

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Academic Position

Lecturer in Department of Economics & Management Sciences, NEDUET, July 2021 to date

Education

PhD in Applied Economics (in progress) Applied Economics Research Center (AERC), University of Karachi

MBA in Marketing (2019), Institute of Business Administration (IBA), Karachi

BBA in Marketing (2016), Institute of Business Administration (IBA), Karachi

Areas of Interest

Marketing, Entrepreneurship, Economics, Finance, Supply Chain

Teaching Experience

- Corporation and Consumer Behaviour
- Public Relations and Personal Selling
- Macroeconomics
- Entrepreneurship
- International Finance
- Microeconomics
- Introduction to Advertising
- Principles of Marketing

Other Professional Experience

- Commercial resource in OGDCL, Pakistan (Mar 2022 - Jul 2022)
- Project Lead on 'Assessed Sapphire's marketing campaigns and retail operations' in Sapphire-Karachi, Pakistan (Jan 2019 - May 2019)
- Project Resource on 'Prepared Human Resources Manual 2019 of Gul Ahmed Textile Mills Limited' in Gul Ahmed Textile Mills Limited-Karachi, Pakistan (Jan 2019 - May 2019)
- Project Lead on 'Researched on impact of Honda BRV's marketing on its target market' in Honda-Karachi, Pakistan (Aug 2018 - Dec 2018)
- Project Resource on 'Conducted brand analysis of National Foods' Bombay Biryani Mix' in National Foods-Karachi, Pakistan (Aug 2017 - Dec 2017)
- Project Lead with Marketing Department in Telenor-Karachi, Pakistan (Jan 2016 - Jun 2016)
- Corporate intern in Corporate Planning Department, PPL (Pakistan Petroleum Limited), Pakistan (Jan 2016-Feb 2016)

- Executive Director Marketing in IBAC 5.0, 3-day IBA Branding and Advertising Conference-2019
- Organizer of CAREIC-PCWF- Central Asian Regional Economic Integration and CPEC: Prospects, Challenges and the Way Forward Conference-2018
- Organizer of TIGEISD - Towards Inclusive Governance and Efficient Institutions for Sustainable Development Conference 2017