

SHAFI ULLAH

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CAREER OBJECTIVE

An enthusiastic business graduate with versatile personality and efficient skills of teaching, training, research, management and marketing, looks forward for better and dynamic future to strengthen capacities in the fields of higher education, marketing and management in a target oriented organization.

PROFESSIONAL EXPERIENCE

Feb, 2009 – Present: **Lecturer/Researcher**, College of Business Administration, King Saud University, Riyadh, Saudi Arabia. www.ksu.edu.sa

- Teaching Fundamentals of Marketing, to BBA as general and/or specialization course.
- Taught Operations management, Fundamentals of Management & Business, Decision Making and problem solving, Global Marketing and Contemporary issues in Marketing, to BBA as general and/or specialization course
- As a class room resource person built rapport with students, create a trusted atmosphere through sensitivity to students' strengths, weaknesses and personal learning styles.
- Engage students through humour and activities designed for maximum interaction in small and large groups. Achieve maximum results by breaking down seemingly large learning tasks into meaningful and manageable segments.
- Working as Assistant to vice Dean of Quality and Development at College for Association to Advance Collegiate Schools of Business (**AACSB**) and National Commission for Academic Accreditation & Assessment (**NCAAA**).
- Working as Event organizer at college, activities encompassed of issuing visas, Tickets, hotel booking and seminars venue booking.
- Working as coordinator for visiting faculty and organizer for **QS World MBA Tour at Riyadh in Dec, 2014**.
- Worked as event Manager for **QS World MBA Tour at Riyadh in Dec, 2010**. More than 300 students across the Kingdom attended the show where 26 Universities across the globe represented their institutions.
Source: Saudi Gazette, Wednesday, 15 December 2010
- Worked closely and communicated with participants through different communication tools.
- As an event organizer the venue was booked and visas were issued for all Participants of all 26 universities.
- Working as exam-coordinator at college in Marketing Department. Looking after supervision of exams and coordinate amongst students, instructors, supervisors and management.

Aug 2012' – Present: **Social Worker/Founder/Chairman**, BAGHBAN Pakistan, Dir Lower Pakistan.

www.baghbantpk.org

- Started up the organization as founder member, worked as social worker and currently serve as chairman, managing 200+ volunteers' team for social mobilisation and actively implementation of policies for a sustainable social-and economic development of the people of Khyber Pukhtoon Khwa in northern Pakistan.

Jun 07'- Jan 09': **Marketing Specialist**, Seagull (HVAC) Industry LLC, Dubai UAE. www.seagullhvacindustry.com

- Introduced the organization in the GCC by implementing different tools of marketing.
- Attended Dubai Big 5 Show in 2007 and then in 2008 as organizer by representing the company, introduced the organization and its products among the participants from across the Globe.
- Managed marketing overall activities ranging from primary research to after sale services.
- Identified and resolved the causes of projects failures by implementing personal development programmes to overcome the communication gape between the clients and management.
- Oversaw design and implementation of sales force training and mentoring program which increased the quality of professionalism and administrative efficiency.

- Ensured that customers could get satisfy by assuring that they were given importance using niche marketing phenomenon.
- Designed communication programs to promote understanding of strategic change efforts to improve the cost structure of the organization.

Feb 05' - Jun 07': **Marketing Manager**, Buses.Com Dubai UAE.

- Performed over all Management functions ranging from invoice development and credit control to signing MOUs with clients.
- Worked as HR manager and business coordinator by hiring and staffing and designing plans for new business opportunities for the company.
- Developed a strong relationship with government and private organizations by personal visits.
- Designed promotional items and distributed on large scale, resulted in warm response from stakeholders.

Jan 04' - Feb 05': **Trainer Small and Medium Enterprise Development**, Innovative Marketing Services, Peshawar Pakistan.

- Worked as Small and Medium Enterprises Development Trainer by delivering lectures and arranging training sessions and workshops for communities.
- Worked closely with International organizations like, WWF- Fund for Nature and UNICEF.
- Prepared research proposals and reports for different national and international organizations.

EDUCATION

2004 **MBA (MARKETING)**, IMSciences, University of Peshawar, Pakistan.
2000 **BA, Social Sciences**, University of Peshawar, Pakistan.

PROFESSIONAL CERTIFICATIONS & AFFILIATIONS

Oct, 2013: **Occupational Safety and Health Manager (OSHA)**, Certificate of completion, 48 Hours, OSH Professional Development Program, OSHAcademy Oregon USA.

Feb, 2014: **Entrepreneurship & Family Business**, Certificate of Achievement, 30 Days, Open2Study by RMIT University Australia.

Dec, 2014: **Teaching Effectiveness Seminar**, Certificate of Achievement, 3 Days, AACSB USA

RESEARCH PAPERS & REPORTS

1. **Abdulrahman Al-Aali and Shafi Ullah, (2016)** " Customer Loyalty Programs in Saudi Arabian Retail Sector, A case study of Iktissab", Journal of Competitiveness Studies, Vol. 24 Iss: 1 (Accepted for Publication).
2. **Abdulrahman Al-Aali , Kokku Randheer , Shafiullah Hasin , (2015)** "Do the subcomponents of country of origin trigger purchase intentions?: A conceptual model of consumer perceptions", International Journal of Commerce and Management, Vol. 25 Iss: 4, pp.627 – 640
3. **Manzoor Ahmed, Dr. Mohammed A. Almotairi, Shafi Ullah, Aftab Alam. 2014.** Mobile Banking Adoption: A Qualitative Approach towards the Assessment of TAM Model in an Emerging Economy. *Academic Research International*, Vol. 5 No. 6 [http://www.savap.org.pk/journals/ARInt/Vol.5\(6\)/2014\(5.6-24\).pdf](http://www.savap.org.pk/journals/ARInt/Vol.5(6)/2014(5.6-24).pdf)
4. **Manzoor Ahmed, Shafi Ullah, Tanvir Farooq Khan, 2014.** Higher Research Based Education and Knowledge Management; It's Impact on Students Productivity, *International Journal of Research in Social Sciences* Vol. 4 No. 1 pages 208-228. http://www.ijmra.us/2014ijrjss_february.php
5. **Manzoor Ahmed, Shafi Ullah, Aftab Alam, 2014.** "Importance of Culture in Success of International Marketing". *European Academic Research*, Vol. 1 No. 10 pages 3802-3816. <http://www.euacademic.org/UploadArticle/271.pdf>

6. **Aftab Alam, Shafi Ullah, Manzoor Ahmed, Kamisan Gaadar. 2013.** "Nation Branding, Intellectual Property Rights and Economic Development Nexus: A Prescriptive Approach" *International Review of Management and Business Research*. Vol. 2 No. 4 pages 1113-1119.
<http://www.irmbrjournal.com/papers/1384881618.pdf>
7. **Shafi Ullah, Muhammad Hasan Hashmi, Manzoor Ahmed. 2013.** "Electronic Customer Relationship Management in banking sector of Pakistan; A challenge from the emerging Technology". *Asian Journal of Research in Banking and Finance* Vol. 3 No. 2 pages 31-48.
<http://www.indianjournals.com/ijor.aspx?target=ijor:ajrbf&volume=3&issue=2&article=003>
8. **Shafi Ullah, Arshad Ahmed, Tanvir Farooq Khan. 2012.** "Fundraising for Sustainable Community Development and Role of Social Media: Case of Pakistan" *International Journal of Business, Humanities and Technology* Vol. 2 No. 3. http://www.ijbhtnet.com/journals/Vol_2_No_3_May_2012/11.pdf
9. **Manzoor Ahmed, Shafi Ullah, Zia, U. Paracha. 2012.** "The Retail Food Sector in Pakistan". *International Journal of Academic Research in Business and Social Sciences*, Vol. 2 No. 12 pages 122-128.
<http://www.hrmars.com/admin/pics/1354.pdf>
10. **Tanvir Farooq Khan & Shafi Ullah. 2012.** Electronic word of mouth on social networking websites: why does an individual engage in eWOM?, *International Conference on Marketing & Business Strategy (ICOMBS)*, IBS Hyderabad, India, 10th - 11th May 2012.(Proceedings).

LANGUAGE SKILLS

Fluent in English, Urdu and Pashto (reading, writing and speaking). Can read & write Arabic and speak little.

IT SKILLS

Advanced Level user of MS Office (Word, Excel, PowerPoint), Corel Draw & Internet Browsing.

REFERENCES

Available upon request