

Bushra Sajid

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Executive Summary

An avid learner and committed researcher, I seek to explore new dimensions in applied research with a focus on educational advancement, industrial implementation, and organizational development. With over 16 years of teaching experience at a public sector university and a proven academic record, I continually strive to align my teaching, research, and communication skills with international standards. I am currently pursuing my Ph.D. and intend to undertake a post-doctorate from a reputable UK university. My mission is to inspire students to face global business challenges with innovation, ethics, and confidence.

Current Position

Senior Lecturer (BPS-18) – Marketing
Institute of Management Sciences,
Bahauddin Zakariya University, Multan

- 16+ years of teaching experience
- Engaged in applied research, student supervision, and curriculum development

Research Interests

- Retailing
- Branding
- Consumer Behavior
- Digital Marketing

Scientific Publications & Research

- Consumer-Based Retailer Equity and Retail Patronage Behaviors: Interaction Effect of Involvement, Spanish Journal of Marketing – ESIC (2023)
- A Perspective of Service-Dominant Logic Through the Strategic Lens, Conference Proceedings – China
- Impact of Brand Positioning on Brand Loyalty, Presented at Doctoral Conference, UMT Lahore
- Effect of Consumer-Based Brand Equity on Retail Loyalty, Under Review – Journal of Social Marketing
- Reference Group Influence on Innovative Product Acceptance – Empirical Study

- Market Orientation and Organizational Innovation – Research Article
- Market Orientation Conceptualization – Position Paper

Career Highlights

- Position Holder in MBA Program
- Internship at Askari Commercial Bank (2003)
- Faculty Lead: Lecturer Internship Program
- Presenter at numerous international conferences
- Currently pursuing Ph.D. at BZU, Multan
- Aspiring Post-Doctoral Researcher (UK target)
- MS in Marketing from UMT, Lahore

Education

Ph.D. in Marketing (In Progress)

Bahauddin Zakariya University, Multan — Expected completion: 2025

MS in Marketing (2016)

University of Management and Technology, Lahore

MBA – Marketing (2004)

Institute of Management Sciences, BZU, Multan — Distinction Holder

BBA – Marketing (2002)

Institute of Management Sciences, BZU, Multan

Technical Skills

- Microsoft Office Suite: Word, Excel, PowerPoint
- SPSS
- Internet Research & Email Communication

Professional & Soft Skills

- Leadership & Team Management
- Public Speaking & Academic Communication
- Strategic Planning & Execution
- Creative & Optimistic Attitude
- Ethical Conduct & Professionalism
- High Productivity under Pressure

Interests

- Social Welfare Activities
- Academic Conferences & Workshops

References

Available upon request.