



Dr Robina Rashid

Contact Details:

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Field of Profession:

Strategic Marketing and Innovation Management in International Context

1. Educational Information

Certificate	Institution	Specialization
PhD in Management	School of Management, Asian Institute of Technology, Thailand	Strategic marketing and Innovation Management in International Collaborations
MS	Govt. College University, Faisalabad CGPA 3.86, 82%	Business Administration
MBA	IBA, University of Punjab, Lahore CGPA 3.52, 80%	Marketing
Bachelor in Pharmacy	College of Pharmacy, Punjab University Lahore, Pakistan	Pharmacy

2. Professional Experience

2022-Ongoing	Assistant Professor Employer: Institute of Business Management Sciences University of Agriculture Tasks & Responsibilities: <ul style="list-style-type: none">Instructed graduate and postgraduate students across a range of subjects including Digital Marketing, Entrepreneurship, New Product Development, Strategic Marketing, Globalization and Trade, and Pharmaceutical Marketing.Focal person for coordinating recruitment drives and designing the IBMS Catalogue.Co-advisor for BBA 8th Semester Students.	Faisalabad, Pakistan
2021-2022	Visiting Faculty Employer: UVAS Business School Tasks & Responsibilities: <ul style="list-style-type: none">Teaching “Entrepreneurship” subject	Lahore, Pakistan
2020-2022	Business Analyst Employer: Pharm Canada Pakistan	Lahore, Pakistan
2018	Visiting Lecturer Employer: Rajamangala University of Technology Thanyaburi Faculty of Business Administration Tasks & Responsibilities: <ul style="list-style-type: none">Teaching “Negotiations in Business” subjectInternational Business and TradeInnovation and Technology Management	Thailand
2017	Student Assistant Employer: AIT Solutions Tasks & Responsibilities: <ul style="list-style-type: none">Assist in AITS day to day operations scattered across the globe.Assist in planning and arranging promotional conferences, workshops, and Innovation Camps.	Thailand

- Article writing in AITS Magazine.

2017	Teaching Assistant Employer: Asian Institute of Technology (AIT) Tasks & Responsibilities: <ul style="list-style-type: none"> ▪ Working as a Teaching Assistant for ‘Managing Technology and Innovation’ subject 	Thailand
2009-2010	Assistant Business Manager Employer: Himont Pharmaceuticals, Lahore. Marketing Department Tasks & Responsibilities: <ul style="list-style-type: none"> ▪ Plan the design, marketing, promotion, delivery and quality of programs, products and services. ▪ Key message development & communication for positioning of products. ▪ Developing winning strategies to achieve Company's goals and objectives. ▪ Developing and implementing appropriate strategies in selecting, segmenting and targeting of each product market ▪ Evaluating competitors activities and formulate counter strategy for the same. ▪ To develop Promotional items, handle the problems and queries from the sales team and customers. ▪ To prepare papers for presentation and other necessary works for arranging the scientific seminars & conduct training classes for the Sales Team. 	Pakistan
2005-2008	Assistant Product Manager Employer: ACME Laboratories, Lahore. Tasks & Responsibilities: <ul style="list-style-type: none"> ▪ To handle the problems and queries from the field persons and doctors. ▪ To prepare papers for presentation and other necessary works for arranging the scientific seminars ▪ Participation in Health conferences, meetings and seminars ▪ To monitor the sales at Company & Distributor’s level ▪ To conduct training classes for the Medical Representatives and Field Managers ▪ To be responsible for all the correspondence regarding ministry affairs(both in toll + Import) with Provincial Drug Inspector, Federal drug Inspector and high officials in Islamabad ▪ Experience in preparing registration files for new and existing products for Registration and Appellate Board ▪ To handle all the issues, problems, and queries in regulatory affairs ▪ 	Pakistan

3. Languages and Computer Skills

Languages: English, Urdu
Computer Skills: Microsoft Office, SPSS, NVivo

4. Various

Publications	<p>Rashid, R., Badir, Y.F., Tariq, A. (2022) ‘The role of product lines in determining the degree and speed of integration: evidence from the pharmaceutical MNCs in cross-border acquisitions’, <i>‘European J. International Management</i>, 17(1) 27-59. DOI: 10.1504/EJIM.2021.10039451 (Q1 ranked in Business and International Management’/ I.F-2.50).</p> <p>Tariq, A., Tariq, W., and Rashid, R. (2021) ‘Bank maturity, Income diversification, and bank stability’, <i>‘Journal of Business Economics and Management</i>, 22(6), 1492-1511. https://doi.org/10.3846/jbem.2021.15583 (I.F-1.64).</p> <p>Rashid, R., Badir, Y.F., and Safdar, U. (2018). ‘Role of Product Lines in Integration of Acquired Business Units: Cross Border Deals’, <i>Proceedings of the 2018 Academy of Management Annual Meeting (AOM)</i>, August 12-14, 2018, Chicago, Illinois, The United states. Proceedings available online https://doi.org/10.5465/AMBPP.2018.15667abstract.</p>
Professional Affiliations	<ul style="list-style-type: none"> - Member of Academy of Management Association (AOM). - Member of Strategic Management Society (SMS). - Member of Pakistan Pharmacist Association
Hobbies	Sightseeing & Travelling, Reading, Cooking