



Adnan Adeel

Lecturer

Institute of Business Management Sciences (IBMS)

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Professional Experience

1. **Lecturer** in Institute of Business Management Sciences, University of Agriculture, Faisalabad (Pakistan) from January 01, 2011 to Date
2. **Market Research Coordinator** in Mango Value Chain Improvement Project under Australia-Pak: Agriculture Sector Linkages Programme (**ASLP: Phase II**) Funded by Australian Centre for International Agricultural Research (ACIAR) as an additional task assigned by University of Agriculture, Faisalabad from April, 2012 to November, 2015
3. **Lecturer** in the Department of Marketing & Agribusiness in University of Agriculture, Faisalabad (Pakistan) from October 20, 2009 to December 31, 2010
4. **Lecturer** in the University College of Agriculture, Bahauddin Zakariya University, Multan (Pakistan) from August, 2008 to June, 2009.
5. **Technical Sales Officer** in Breeze Agro Chemicals Pvt. Ltd. Multan (Pakistan) from January, 2003 to August, 2003

Education

2018 to Date PhD in “Agricultural Economics and Management” with Specialization in Agrifood Supply Chains Management

Institution: Nanjing Agricultural University. Nanjing, China

2005 M.Sc. in “Agricultural Sciences, Food Security and Natural Resource Management in the Tropics and Subtropics” with Specialization in Agricultural Economics

Institution: University of Hohenheim, Stuttgart, Germany

Thesis Title: Rural Poverty Analysis in the Punjab Province, Pakistan: A Household Survey

2002 B.Sc. (Hons.) Agriculture (Major in Agricultural Economics)

Institution: University of Agriculture, Faisalabad, Pakistan

1998 Intermediate

Institution: Board of Intermediate and Secondary Education, Dera Ghazi Khan, Pakistan

1995 Secondary School Certificate

Institution: Board of Intermediate and Secondary Education, Dera Ghazi Khan, Pakistan

Fellowships & Academic Achievements

1. **Chinese Scholarship Council (CSC) Fellowship** (2018 - 2022) for PhD study at Nanjing Agricultural University, China
2. First Pakistan National as **Certified Seed Sampler** accredited by Association of American Seed Control Officials (AASCO) and California Crop Improvement Association (CCIA), University of California, Davis, USA
3. **Exchange Scholar** (2016-17) of USAID under US-Pakistan Center for Advanced Studies in Agriculture and Food Security (USPCAS-AFS) in University of California, Davis, USA
4. **Netherlands Fellowship (NFP 2014)** Scholar for a Short training entitled, *“Market Access for Sustainable Development: Towards Pro-Poor & Smallholders Inclusive Market Development”* held at Wageningen UR, Netherlands
5. **Dr. Hermann Eiselen Scholarship Programme** (2005) for M.Sc. Thesis Research Grant at University of Hohenheim, Stuttgart, Germany

Professional Development

A) Professional Training Courses/Workshops

1. Concluding Session of 5 Days Training Workshop **“Capacity Building and Professional Development”** on 31st December, 2021 Organized by Directorate of Academics and Teaching Resource Centre, University of Agriculture, Faisalabad.
2. Five Days Training Workshop **“Capacity Building and Professional Development”** from 15th to 19th November, 2021 Organized by Directorate of Academics and Teaching Resource Centre, University of Agriculture, Faisalabad.
3. One-day International Training Workshop on **“Agricultural Education and Extension under Globalization”** on 16th May, 2019 at Nanjing Agricultural University, China
4. Three-days International Training Workshop on **“Scientific Writing and Publication Skills in Social Sciences”** from 8th to 10th May, 2019 organized by College of Economics and Management, Nanjing Agricultural University, China
5. Resource Person in the **“WomenX: Entrepreneurial Development Skills”** Program (2017-18) funded by The World Bank and implemented by The University of Agriculture, Faisalabad
6. One-week international professional course **“Seed Business 101–Horticulture”** from 5th to 9th December, 2016 organized by Seed Biotechnology Center, University of California, Davis, USA
7. One-day professional training course **“Seed Sampler Certification Programme”** of The Association of American Seed Control Officials (AASCO) Organized by California Crop improvement Association (CCIA), University of California, Davis, on 16th November, 2016 in Tulare, California, USA
8. One-day training workshop on **“Research Planning, Data Handling, Analysis and Interpretation”** on 8th May, 2016 Organized at UAF Sub-Campus Toba Tek Singh
9. One week (Walking The Chain) training on **“Mango Value Chain Management”** on 6th – 13th June, 2015 Organized by Mango Value Chain Improvement Project (ASLP-II) for the students of BBA (Agribusiness); B.Sc. (Hons.) Agriculture (Major: Marketing and Agribusiness) and MS-Agribusiness of University of Agriculture, Faisalabad

10. One-week international training on **“Evaluation Training for Agricultural Research Projects Designing and Implementing Project to Make A Difference”** from 3rd to 7th March, 2015 Organized by Australian Centre for International Agricultural Research (ACIAR) at Serena Hotel, Islamabad, Pakistan
11. Three-weeks international training on **“Market Access for Sustainable Development: Towards Pro-Poor & Smallholders Inclusive Market Development”** from 10th to 28th November, 2014 Organized by Centre for Development Innovation (CDI) in Wageningen University, Netherlands
12. Four-days ACIAR international training on **“Communication Skills-Pakistan”** from 30th September to 3rd October, 2013 Organized by Australian Centre for International Agricultural Research (ACIAR) at Pearl Continental Hotel, Bhurban, Pakistan
13. Three-days AIT Cascading workshop on **“Ensuring Training Effectiveness”** from 20th to 22nd August, 2013 Organized by Learning Innovation Division (HEC) and Department of Plant Pathology, University of Agriculture, Faisalabad
14. Master Trainer in two-day Training of Trainers (ToT) on **“Mango Quality and Value Chain Improvement”** from 19th to 20th August, 2013 Organized by Mango Value Chain Improvement Project (ASLP-II) at Hotel Grace Inn, Multan, Pakistan
15. Master Trainer in two-days Training of Trainers (ToT) on **“Mango Quality and Value Chain Improvement”** from 17th to 18th June, 2013 Organized by Mango Value Chain Improvement Project (ASLP-II) at Sindh Agriculture University, Tando jam, Pakistan
16. Two-days training course **“Customer and Market Centric Innovation Management (CMCIM)”** from 4th to 5th April, 2013 Organized by Institute of Business Management Sciences (IBMS), University of Agriculture, Faisalabad.
17. One-week international training **“Export Market Research”** from 17th to 21st September, 2012 Organized by Mango Value Chain Improvement Project (ASLP-II) in Beijing, China
18. One-week training on **“Mango Market Research Methods”** from 30th May to 4th June, 2011 Organized by Mango Value Chain Improvement Project (ASLP-II) at University of Agriculture, Faisalabad
19. Four-weeks training (2009) on **“Agribusiness Management”** at Govt. College of Commerce, D-Ground, Faisalabad in Collaboration with Technical Education and Vocational Training Authority (TEVTA), Punjab, Pakistan
20. Four-weeks training (2009) on **“WTO Regulation & International Standards Compliance”** at Govt. College of Commerce, D-Ground, Faisalabad in Collaboration with Technical Education and Vocational Training Authority (TEVTA), Punjab, Pakistan
21. Four-weeks training (2009) on **“Export Procedures & Supply Chain Management”** at Govt. College of Commerce, D-Ground, Faisalabad in Collaboration with Technical Education and Vocational Training Authority (TEVTA), Punjab, Pakistan

B) Workshops/Seminars/Conferences/Networking Event/Forums/Symposium

1. Lecture on **“Propaganda Warfare as A Tool for Perception Management and Role of Citizens: Encountering the Threat”** on 30th December, 2021 at Iqbal Auditorium, University of Agriculture, Faisalabad
2. An International Online Seminar **“The Economics of Covid-19 in Developing East Asia and the Pacific”** on 23rd November, 2021 Organized by East Asia and Pacific Chief Economist Research Centre, World Bank Group, Malaysia

3. Webinar on the Topic **“Get the Necessary Knowledge to Maximize Your Chance for Your Paper to get Accepted in Academic Journals”** on 16th March (Part-I) and 23rd March (Part-II), 2021 Organized by Mr. Anas Obaid
4. Lecture on **“National Water Policy of Pakistan”** and **“Pakistan Current Energy Scenario and Future Prospects”** by Keynote Speaker Lt. General (Retd.) Muzammil Hussain, Chairman WAPDA on 15th November, 2021 at Iqbal Auditorium, University of Agriculture, Faisalabad
5. One-day International Seminar on **“Using Research to Influence Policy: Tegemeo’s Institute Experience”** on 14th May, 2019 Presented by Dr. Timothy Njagi, Egerton University, Kenya at Nanjing Agricultural University, China
6. One-day International Seminar on **“Agricultural World Heritage & Belt and Road Initiative”** on 22nd April, 2019 Presented by Dr. Parviz Koochakhtan at Nanjing Agricultural University, China
7. Zhongshan International Forum on **“Market Integration of Agriculture in China”** from 12th to 13th November, 2018 Organized by International Food Policy Research institute (IFPRI), University of Göttingen, Germany and Nanjing Agricultural University, China at HuanYuan Hotel, Nanjing China.
8. One-day seminar on **“Hum Tax Kyoum Dein”** on 10th April, 2018 Organized by Punjab Revenue Authority (PRA), Finance Department, Government of Punjab and Office of Research Innovation and Commercialization (ORIC) at University of Agriculture, Faisalabad
9. One-day seminar on **“Value Added Food Products: Issues & Opportunities for Entrepreneurs”** on 19th January, 2018 Organized by National Institute of Food Science and Technology (NIFSAT) and Office of Research Innovation and Commercialization (ORIC) at University of Agriculture, Faisalabad.
10. International symposium on **“Global Value Chain and Decent Work Deficit in Agriculture”** on 1st to 2nd December, 2017 Organized by Institute of Business Management Sciences (IBMS) and Office of Research Innovation and Commercialization (ORIC) at University of Agriculture, Faisalabad
11. One-day seminar on **“Business & Taxation Laws for Startups”** on 16th May, 2017 Organized by Institute of Business Management Sciences (IBMS) at University of Agriculture, Faisalabad
12. One-day international seminar on **“Seed Certification for Crop Improvement”** on 12th April, 2017 Organized by US-Pakistan Center for Advanced Studies in Agriculture and Food Security (USPCAS-AFS) at University of Agriculture, Faisalabad
13. One-day international seminar on **“Internship and Career Development”** on 28th March, 2017 Organized by US-Pakistan Center for Advanced Studies in Agriculture and Food Security (USPCAS-AFS) at University of Agriculture, Faisalabad
14. One-day seminar on **“Strengthening Production and Marketing of Goat in Pakistan”** on 1st March, 2017 Organized by Institute of Business Management Sciences (IBMS) at University of Agriculture, Faisalabad
15. International **“Natural Areas Conference”** from 18th to 21st October, 2016 held at University of California, Davis, USA
16. International **“IC3-Foods Conference for Food Ontology, Operability, Data and Semantics”** from 7th to 9th November, 2016 Organized by Informational Center for the Environment (ICE), Agricultural Sustainability Institute (ASI), Food Science & Technology Department, University of California, Davis, USA
17. **“Seed Central Vegetable R&D Forum and Conversation on Technology Showcase and Student Research Posters”** on 10th November, 2016 Organized by Seed Central and College of Agricultural and Environmental Sciences, University of California, Davis, USA

18. **“Seed Central Networking Event/Conversation”** on 08th December, 2016 Organized by Seed Biotechnology Center, University of California, Davis, USA
19. One-day international seminar on **“The Researcher’s Perspective on Collaborative Development for Commercial Agricultural Potential in Africa”** on 8th August, 2016 presented by Prof. Dr. Joseph, W. Matofari, Egerton University, Kenya at University of Agriculture, Faisalabad
20. One-day international seminar on **“Value Chain Analysis”** on 22nd December, 2015 Organized by Institute of Business Management Sciences (IBMS) at University of Agriculture, Faisalabad
21. One-day seminar on **“Academia Industry Linkages and Commercialization Policy”** on 24th November, 2015 Organized by Institute of Business Management Sciences (IBMS) and Office of Research Innovation and Commercialization (ORIC) at University of Agriculture, Faisalabad
22. One-day seminar on **“Agribusiness Value Chains & Industry Challenges in Pakistan”** as Part of Walking The Chain Training on 5th June, 2015 Organized by Mango Value Chain Improvement Project (ASLP-II) at University of Agriculture, Faisalabad, Pakistan
23. One-day seminar on **“Mango Domestic Marketing: Potential and Prospects”** on 23rd May, 2015 Organized by Mango Value Chain Improvement Project (ASLP-II) at Ramada Hotel, Multan, Pakistan
24. One-day international seminar on **“Integrated Value Chain Approach to Deliver Quality Mangoes to Markets”** on 1st April, 2015 Organized by Mango Value Chain Improvement Project (ASLP-II) at University of Agriculture, Faisalabad, Pakistan
25. One-day seminar on **“Pre and Post Harvest Technology of Selected Fruits in Punjab”** on 23rd May, 2012 Organized by USDA and University of Agriculture, Faisalabad
26. One-day seminar on **“Business Incubation: Opportunities and Challenges”** on 13th July, 2011 Organized by University of Agriculture, Faisalabad
27. One-day national workshop on **“Value Chain in Different Foods”** on 8th November, 2010 Organized by University of Agriculture, Faisalabad
28. Three-days international workshop on **“Economic Use of the Post Harvest Cold Chain”** from 19th to 21st May, 2010 Organized by National Institute of Food Science and Technology (NIFSAT) at University of Agriculture, Faisalabad.

C) Computer and Quantitative Courses/Trainings

1. Three-months training course (2000) on **“MS-Office, Email and Internet”** Organized by MIT College, Faisalabad
2. Proficiency in Statistical and Econometrics Packages Such as SPSS and DAD-Distributive Analysis

D) Language Courses

1. One-month German language course **“Intensiv-Sprachkurs Deutsch”** from 1st to 30th September, 2003 Organized by Deutsches Erwachsenen-Bildungswerk at University of Hohenheim, Stuttgart, Germany
2. Six-months language course **“Special Certificate-1 (German Language)”** from January to June, 2003 at National University of Modern Languages (NUML) Islamabad, Pakistan
3. Two-months course **“German Language – 1”** from 13th August to 18th October, 2002 Organized by Division of Education and Extension at University of Agriculture, Faisalabad, Pakistan

Publications

A) Books

1. Maqbool, A., S.A. Javeed and **A. Adeel**. 2015. Marketing of Carrot: A Case Study of Punjab Province, Pakistan. LAP LAMBERT Academic Publishing Agency, Germany. ISBN: 978-3-65977316-7.
2. **Adeel, A.**, A. Ghafoor and A. Maqbool. 2011. Rural Poverty in the Punjab Province, Pakistan. LAP LAMBERT Academic Publishing Agency, Germany. ISBN: 978-3-8473-0640-5.

B) Book Chapters

1. Maqbool, A. And **A. Adeel**. 2022. Principles of Agribusiness Management. Chapter written in Agribusiness Management in Pakistan. University of Agriculture, Faisalabad, Pakistan.
2. Mehdi, M. and **A. Adeel**. 2022. Organization of Agribusiness Firms. Chapter written in Agribusiness Management in Pakistan. University of Agriculture, Faisalabad, Pakistan.
3. **Adeel, A.**, N. Syed and K. A. 2022. Ismail. Human Resource Management in Agribusiness. Chapter written in Agribusiness Management in Pakistan. University of Agriculture, Faisalabad, Pakistan.
4. Munir, S., **A. Adeel** and A. H. Muhammad. 2022. Financial Management of Agribusiness. Chapter written in Agribusiness Management in Pakistan. University of Agriculture, Faisalabad, Pakistan.
5. Badar, H., A. Ghafoor and **A. Adeel**. 2022. Agro-industries in Pakistan. Chapter written in Agribusiness Management in Pakistan. University of Agriculture, Faisalabad, Pakistan.

C) Impact Factor Journal Papers

1. A, Akter, M.S. Jahan, X. Geng, G.E. Mwalupaso, F. Hoque and **A. Adeel**. 2023. Building smallholder farmers' capacity to adopt climate-smart agricultural practices in flood prone areas: Lessons from Bangladesh. Review of Development Economics. Vol. 27(4), pp: 2301-2330. **(IF = 2)**
2. Abbas, Q., j. Han, K. Bakhsh, R. Ullah, R. Kousar, **A. Adeel** and A. Akhtar. 2022. Adaptation to Climate Change Risks among Dairy Farmers in Punjab, Pakistan. Land Use Policy 119. **(IF = 6.189)**
3. Abbas, Q., J. Han, **A. Adeel** and R. Ullah. 2019. Dairy Production under Climatic Risks: Perception, Perceived Impacts and Adaptations in Punjab, Pakistan. International Journal of Environmental Research and Public Health (IJERPH). Vol. 16(20), 4036 **(IF = 4.614)**
4. Mehdi, M., A. J. Dunne, R. J. Collins and **A. Adeel**. 2017. Opportunities and Constraints in Building Improved Domestic Mango Value Chains in Pakistan. Acta Horti/ISHS. 1183 - 57. pp: 403 – 410
5. Malik, A. U., M. Amin, M. S. Mazhar, P. Johnson, P. J. Hofman, J. Campbell, R. Holmes, A. Rehman, A. J. Dunne, M. Mehdi, **A. Adeel**, S. Ayyaz, T. Sun and R. J. Collins. 2017. Mango value chain improvement through postharvest research and development: a developing country case study. Acta Horti/ISHS. 1183 – 58. pp: 411-420
6. Mehdi, M., B. Ahmad, A. Yaseen, **A. Adeel** and N. Sayyed. 2016. A Comparative Study of Traditional Versus Best Practices Mango Value Chains. Pakistan Journal of Agricultural Sciences (PJAS). Vol, 53(3). **(IF = 0.856)**
7. Mehdi, M., **A. Adeel**, Z. Ahmad and M. A. F. Hussain. 2014. Effectiveness of A "Whole of Chain" Approach in Linking Farmers to Market: A Case of Pakistan Mango Market. UMK Procedia-1 (2014) 57–62. Published on ELSEVIER and www.sciencedirect.com

D) HEC Recognized Journal Papers

1. Raza, M. U., **A. Adeel**, M. Nazam, R. S. I. Akash, M. Hashim, J. Ahmad and M. I. Khan. 2019. Impact of Individual and Professional Aspects of Employee Behaviour on Customer Satisfaction: Empirical Evidence from Pakistani Banking Sector. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technology*. Vol. 10, No. 4. pp: 489-500
2. **A. Adeel**, M. Aslam, H. K. Ullah, Y. M. Khan and M. A. Ayub. 2018. Marketing Margins of Selected Stakeholders in the Supply Chain of Dates in South Punjab, Pakistan. *Journal of Agronomical Research in Moldavia (Revista Cercetari Agronomice)*. Vol. LI , No. 1 (173). pp: 109-124
3. Zubair, M., M. Nazam, A. Maqbool and **A. Adeel**. 2017. Financial Performance of Islamic and Conventional Banking in Pakistan: A Comparative Study. *International Journal of Current Science and Technology (IJCST)*. Vol, 5(6). pp: 442-450

E) Proceeding Papers

1. Malik, A. U., M. Amin, M. S. Mazhar, P. Johnson, P. J. Hofman, J. Campbell, R. Holmes, A. Rehman, A. J. Dunne, M. Mehdi, **A. Adeel**, S. Ayyaz, T. Sun and R. J. Collins. 2015. Mango value chain improvement through postharvest research and development: a developing country case study. *Proceedings of XI International Mango Symposium, Darwin, Australia from 28th September to 2nd October, 2015.*
2. Mehdi, M., A. J. Dunne, R. J. Collins and **A. Adeel**. 2015. Opportunities and Constraints in Building Improved Domestic Mango Value Chains in Pakistan. *Proceedings of XI International Mango Symposium, Darwin, Australia from 28th September to 2nd October, 2015.*
3. Ghafoor, A., A. Maqbool, M. Mehdi and **A. Adeel**. 2014. Agricultural Marketing System in Pakistan. *Proceedings of ICDD Conference on Linkages, Value Chains and Development along the Rural-Urban Interface from 8th to 11th January, 2014 at University of Agriculture, Faisalabad, Pakistan.*
4. Mehdi, M., **A. Adeel**, M. A. F. Hussain, A. Ghafoor and A. Maqbool. 2014. A Whole of Chain Approach and Financial Constraints: Is Direct Marketing a Solution in Linking Farmers to Their Market? *Proceedings of ICDD Conference on Linkages, Value Chains and Development along the Rural-Urban Interface from 8th to 11th January, 2014 at University of Agriculture, Faisalabad, Pakistan.*
5. Ghafoor, A., A. Maqbool, M. Mehdi and **A. Adeel**. 2014. Revitalizing the Agricultural Marketing System to Address Emerging Challenges in Pakistan. *Proceedings of ICDD Conference on Linkages, Value Chains and Development along the Rural-Urban Interface from 8th to 11th January, 2014 at University of Agriculture, Faisalabad, Pakistan.*
6. Maqbool, A., A. Ghafoor, M. Mehdi and **A. Adeel**. 2014. Squeezing Marketing Opportunities in Regional Agricultural Trade: Role of Tariff and Non-Tariff Barriers. *Proceedings of ICDD Conference on Linkages, Value Chains and Development along the Rural-Urban Interface from 8th to 11th January, 2014 at University of Agriculture, Faisalabad, Pakistan.*
7. Hussain, M. A. F., M. Mehdi, **A. Adeel**, A. Ghafoor and A. Maqbool. 2014. Consumer Preferences for Premium Quality Fruit in The Transitional Economies: A Case Study of Mango Marketing in Pakistan. *Proceedings of ICDD Conference on Linkages, Value Chains and Development along the Rural-Urban Interface from 8th to 11th January, 2014 at University of Agriculture, Faisalabad, Pakistan.*
8. Mehdi, M. and **A. Adeel**. 2014. Prospects & Challenges of Mango Trade between Pakistan and India. *Proceedings of Round Table Conference on "Improving Economic Governance in the*

Agriculture Sector through Trade Liberalization between Pakistan and India” at University of Agriculture, Faisalabad on March 10, 2014.

F) Research Reports/Manuals/Technical Pamphlets/Fact Sheet/Newsletters

1. Ghafoor, A., **A. Adeel** and A. Maqbool. 2020. Research Report on “**Mango Farm Survey in Punjab, Pakistan: Findings and Policy Guidelines**” under Policy and Institutional Reforms to Improve Horticultural Markets in Pakistan Project of ACIAR (ADP/2014/043)
2. Ghafoor, A., **A. Adeel** and A. Maqbool. 2018. Research Report on “**Supply Chain of Mango in Pakistan**” under Policy and Institutional Reforms to Improve Horticultural Markets in Pakistan Project of ACIAR (ADP/2014/043)
3. UAF. 2016. Technical/Feasibility Report on “**Tunnel Farming**” under Climate Smart Technology Package, The Government of Punjab, Pakistan
4. ASLP. 2015. Fact Sheet on “**Mango Value Chain**” under Mango Value Chain Improvement Project
5. Khan, I. A., M. Ahmad, A. Ghafoor, M. Mehdi, W. Ahmad, A. Maqbool and **A. Adeel**. 2014. Research Report on “**Improving Economic Governance in the Agriculture; Sector through Trade Liberalization between Pakistan and India**” under Canada Fund for Local Initiatives (CFLI)
6. ASLP. 2013. Draft Manual on “**ASLP Best Practices Mango Value Chain Management**” under Mango Value Chain Improvement Project
7. ASLP. 2013. Manual on “**Current Best Practices Guidelines for Mango Value Chain Management in Pakistan: Concepts and Definitions**” under Mango Value Chain Improvement Project
8. ASLP. 2013. Research Report on “**Domestic Market Research: A Case Study of Lutfabad Mango Farms**” under Mango Value Chain Improvement Project
9. Sun, T., S. Ayyaz, M. Amin and **A. Adeel**. 2012. Technical Report on “**3rd Mango Trial Consignment to China (ZARPAK Horticultural Produce, Shujabad – Durrani Associates, Karachi – Texancom, China)**” under ASLP Mango Value Chain Improvement Project
10. Mustafa K., A. Ghafoor, H. Badar, **A. Adeel** and I. Siddique. 2012. Research Report on “**Agricultural Marketing in Pakistan: Issues and Policy Options**”. Institute of Business Management Sciences (IBMS), University of Agriculture, Faisalabad.

G) Magazines/Newspaper Article

1. Maqbool, A. and **A. Adeel**. 2011. Agriculture and Technology: Agribusiness Skewed. Business and Economic Review, Dawn Newspaper, Edition 15-08-2011

H) Talks/Essays/Reviews

1. **Adeel, A.** 2017. Participated in Farmer’s Talk on “Tomato Production and Marketing” on 12th January, 2017 Organized by The Agricultural Commissioner at Community and Social Center, Woodland, California, USA
2. **Adeel, A.** 2016. Presentation on “New Seed Variety Launch Plan” in the International Seed Business 101 – Horticulture Course on 9th December, 2016 Organized by Seed Biotechnology Center at University of California, Davis, USA
3. **Adeel, A.** 2015. Participated in Market Stakeholders’ Talk on “Issues and Challenges of Labour/Workers at Farm Level” on 23rd May, 2015 Organized by Improving The Supply Chain Governance in Mango Value Chain System in Pakistan (ICDD Project) at Ramada Hotel, Multan.

4. **Adeel, A.** 2014. A Review Presented on “Considerable Losses in Mango Value Chains” in International Training Course on “Market Access for Sustainable Development: Towards Pro-Poor & Smallholder Inclusive Market Development” Organized by Centre for Development Innovation, Wageningen UR, The Netherlands from 10th to 28th November, 2014.

Presentations

A) International Conference

1. Malik, A. U., M. Amin, M. S. Mazhar, P. Johnson, P. J. Hofman, J. Campbell, R. Holmes, A. Rehman, A. J. Dunne, M. Mehdi, **A. Adeel**, S. Ayyaz, T. Sun and R. J. Collins. 2015. Mango value chain improvement through postharvest research and development: a developing country case study. Paper presented in XI International Mango Symposium, Darwin, Australia from 28th September to 2nd October, 2015.
2. Mehdi, M., A. J. Dunne, R. J. Collins and **A. Adeel**. 2015. Opportunities and Constraints in Building Improved Domestic Mango Value Chains in Pakistan. Paper presented in XI International Mango Symposium, Darwin, Australia from 28th September to 2nd October, 2015

B) National Conference

1. Shahzad, H., **A. Adeel**, W. Ahmad and H. Badar. 2024. Determinants of business performance of seed enterprises in Punjab, Pakistan. Poster presentation in “3rd Pakistan Seed Congress” from 28th to 30th April, 2024 Organized by PSDP Seed Project at University of Agriculture, Faisalabad
2. Mehdi, M. and **A. Adeel**. 2014. Prospects & Challenges of Mango Trade between Pakistan and India. Paper presented in Round Table Conference on “Improving Economic Governance in the Agriculture Sector through Trade Liberalization between Pakistan and India” at University of Agriculture, Faisalabad on March 10, 2014.

C) Seminars/Forums/Symposium

1. Tehseen, F., M. Mehdi, W. Ahmad and **A. Adeel**. 2017. Value Chain Analysis of Tunnel Farming Business in Punjab Pakistan: A Case of Tomato and Cucumber Crops. Research work presented in an international symposium on “Global Value Chain & Decent Work Deficit in Agriculture: Present Challenges and Future Prospects” Organized under Global Agriculture Production System: An International Centre for Development and Decent Work (ICDD) Funded Program, University of Kassel, Germany on 1 – 2 December, 2017 at University of Agriculture, Faisalabad, Pakistan.
2. Mehmood, M., M. Mehdi, B. Ahmad and **A. Adeel**. 2017. Effects of Service Innovation on Customer Satisfaction: A Study of Banking Sector Punjab, Pakistan. Research work presented in an international symposium on “Global Value Chain & Decent Work Deficit in Agriculture: Present Challenges and Future Prospects” Organized under Global Agriculture Production System: An International Centre for Development and Decent Work (ICDD) Funded Program, University of Kassel, Germany on 1 – 2 December, 2017 at University of Agriculture, Faisalabad, Pakistan.
3. Mehdi, M., N. Naz, K. Hamid and **A. Adeel**. 2017. Consumer Preferences Towards Processed Milk as A Functional Food in District Faisalabad, Punjab. Research work presented in an international symposium on “Global Value Chain & Decent Work Deficit in Agriculture: Present Challenges and Future Prospects” Organized under Global Agriculture Production System: An International Centre

- for Development and Decent Work (ICDD) Funded Program, University of Kassel, Germany on 1 – 2 December, 2017 at University of Agriculture, Faisalabad, Pakistan.
4. Nosheen, S., M. Mehdi, K. Hamid and **A. Adeel**. 2017. Key Determinants of Brand Trust (A Case Study of Nokia Cell Phone Users in District Faisalabad). Research work presented in an international symposium on “Global Value Chain & Decent Work Deficit in Agriculture: Present Challenges and Future Prospects” Organized under Global Agriculture Production System: An International Centre for Development and Decent Work (ICDD) Funded Program, University of Kassel, Germany on 1 – 2 December, 2017 at University of Agriculture, Faisalabad, Pakistan.
 5. **Adeel, A.** 2017. Seed Sampling and Seed Business Management. Presentation in Seminar under US-Pakistan Center for Advanced Studies in Agriculture and Food Security (USPCAS-AFS) on 13th January, 2017 at University of California, Davis, USA
 6. **Adeel, A.** and M. Mehdi. 2015. Domestic Market Initiatives. Research work presented in Seminar Organized by Mango Value Chain Improvement Project (ASLP-II) on 17th September, 2015 at Pearl Continental Hotel, Karachi, Pakistan
 7. **Adeel, A.** and M. Mehdi. 2015. Building Domestic Market through A Value Chain Approach: A Case of Mango Industry in Pakistan. Research work presented in Seminar on ASLP Mango Value Chain Improvement on 23rd February, 2015 at Sindh Agriculture University, Tando Jam, Pakistan
 8. Mehdi, M. and **A. Adeel**. 2015. Building Domestic Market through A Value Chain Approach: A Case of Mango Industry in Pakistan. Research work presented in Seminar on ASLP Mango Value Chain Improvement on 21st February, 2015 at University College of Agriculture, Bahaudin Zakariya University, Multan, Pakistan
 9. **Adeel, A.** and M. Mehdi. 2013. Domestic Market Potentials for Mangoes. Research work presented in ASLP Experience Sharing Seminar on “Mango Value Chains” under Mango Value Chain Improvement Project (ASLP-II) on 28th November, 2013 at Ramada Hotel, Multan, Pakistan.
 10. **Adeel, A.** and M. Mehdi. 2013. Domestic Market Potentials for Mangoes. Research work presented in ASLP Experience Sharing Seminar on “Mango Value Chains” under Mango Value Chain Improvement Project (ASLP-II) on 30th November, 2013 at Sindh Agriculture University, Tando Jam, Pakistan.
 11. **Adeel, A.** 2013. Domestic and International Mango Markets. Research work presented in ASLP Seminar under Mango Value Chain Improvement Project (ASLP-II) on 19th February, 2013 at Mango Research Institute (MRI), Multan, Pakistan.
 12. **Adeel, A.** 2013. Domestic Market Research. Research work presented in ASLP Seminar on “Mango Exports” under Mango Value Chain Improvement Project (ASLP-II) on 23rd January, 2013 at Sindh Agriculture University, Tando Jam, Pakistan.
 13. **Adeel, A.** 2013. China Market Research. Research work presented in ASLP Seminar on “Mango Exports” under Mango Value Chain Improvement Project (ASLP-II) on 22nd January, 2013 at Regent Plaza Hotel, Karachi, Pakistan.

Projects

A) As Principal Investigator

1. **Adeel, A.** and W. Ahmad. 2023-26. Quality Seed Production and Supply to the Farming Community for Ensuring Food Security in Pakistan. PSDP Project funded by Ministry of Science and Technology, Islamabad. Working as **Principal Investigator** in Domain-7, Quality Seed Supply Chain and Agribusiness Development.

2. **Adeel, A.** and A. Ghafoor. 2017. Pakistan Seed Industry: Challenges and Way Forward. A Project Funded by U.S.- Pakistan Centre for Advanced Studies in Agriculture and Food Security (USPCAS-AFS), University of Agriculture, Faisalabad. Working as **Principal Investigator**.

B) As Co-Principal Investigator/Team Member

1. Ghafoor, A., **A. Adeel** and A. Maqbool. 2017-19. Policy and Institutional Reforms to Improve Horticultural Markets in Pakistan. A Project funded by Australian Centre for International Agricultural Research (ACIAR). Working as Team Member.
2. Mehdi, M. and **A. Adeel**. 2011-15. Mango Value Chain Improvement Project (ASLP-II). A project Funded by Australian Centre for International Agricultural Research (ACIAR). Worked as **Market Research Coordinator**.
3. Khan, I. A., M. Ahmad., A. Ghafoor., M. Mehdi, A. Maqbool and **A. Adeel**. 2013-14. Improving Economic Governance in the Agriculture Sector through Trade Liberalization between Pakistan and India. A Project Funded by Canada Fund for Local Initiatives. Worked as **Team Member**.

Teaching & Supervision

A) Courses

Principles of Agribusiness Management, Agricultural Marketing, Seed Marketing and Logistics, Seed Trade Policies and Regulations, Seed Business Management, Consumer Behaviour, Pricing of Agricultural Products, Principles of Marketing, Marketing Management, Marketing Institutions and Legislation, Managerial Economics, Business Communication, International Trade, Human Resource Management, Public Policy, Strategic Management and WTO Agreements: Implications for Developing Countries.

B) Thesis Supervision

| Degree | Role | Completed | Ongoing |
|--------|------------------------------|-----------|---------|
| MS/MBA | Principal Supervisor | 26 | 02 |
| | Member Supervisory Committee | >45 | 05 |

1. Shahzad, H. 2023. Determinants of Business Performance of Seed Enterprises in Punjab, Pakistan. MS Agribusiness Thesis
2. Waqas, M. 2018. Impact of Price Promotions on Consumer Satisfaction and Repeat Purchase Intentions: A Case Study of Fast Food Consumers in Faisalabad. MS-Marketing Thesis
3. Tahir, M. U. 2018. Impact of Brand Image on Customer Satisfaction: A Case Study of Catering Industry in Punjab, Pakistan. MS-Marketing Thesis
4. Anjum, A. 2018. Investigating the Relationship among Brand Equity Dimensions: A Case Study of Sweet Touch Cosmetics Brand in Faisalabad. MS-Marketing Thesis
5. Iftikhar, S. Impact of Celebrity Endorsement on Consumer Buying Behaviour in Faisalabad. MS-Marketing Thesis
6. Raza, M. U. 2018. Investigating Impact of Individual and Professional Aspects of Employee Behaviour on Customer Satisfaction in the Banking Sector. MS-Marketing Thesis

7. Irfan, M. 2018. Investigating the Impact of Experiential Values with Service Encounters on Customer Satisfaction: A Case Study of Luxury Restaurants in Punjab, Pakistan. MS-Marketing Thesis
8. Dastgir, M. A. 2018. Marketing Analysis of Local and Hybrid Varieties of Seed Potato. M.Sc. (Hons.) Seed Science and Technology.
9. Sohail, M. 2018. Marketing Analysis of Conventional and Hybrid Corn Seed. M.Sc. (Hons.) Seed Science and Technology Thesis
10. Hayat, S. 2017. Effectiveness of Digital Marketing: A Case of Garments Industry in Faisalabad, Pakistan. MS-Marketing Thesis.
11. Mariam, S. 2017. Exploring Relationship between Retail innovativeness, Customer Value and Loyalty. MS-Marketing Thesis.
12. Fiaz, M. 2017. Impact of Advertisement on buying Behavior of Cosmetic Consumers in Punjab, Pakistan. MS-Marketing Thesis.
13. ObaidUllah, M. 2016. Company's Reverse Logistics Practices and Consumer Satisfaction: A Study of Electronic Products Users in Faisalabad City. MS-Marketing Thesis.
14. Ayub, M. S. 2016. Brand Awareness and Consumer Purchase Intentions: A Study of Mineral Water Users in Faisalabad City. MS-Marketing Thesis.
15. Hussain, A. 2016. Factors Affecting Consumer's Choice of Fresh Meat Retail Outlets in Pakistan. MS-Marketing Thesis.
16. Munir, M. 2016. An Investigation of Consumer Awareness Regarding Counterfeits and Consumer Protection Laws. MS-Marketing Thesis.
17. Sufyan, M. 2016. Entrepreneurial Skills with Special Reference to Agri. Marketing. MS-Marketing Thesis.
18. Maqbool, S. 2015. Determinants of Brand Advocacy: A Case Study of Nishat Linen Lawn in Faisalabad District. MS-Marketing Thesis.
19. Ehsan, A. 2014. Consumer Preferences towards Processed Food in Faisalabad and Lahore Districts. MS-Agribusiness Thesis.
20. Abbas, T. 2014. Investigating Marketing Practices of Poultry Feed in Faisalabad and Lahore Districts. MS-Agribusiness Thesis.
21. Arshad, S. 2014. Factors Affecting Consumer Preferences for Major Food Markets in Faisalabad. MBA (Marketing & Agribusiness) Thesis.
22. Abbas, N. 2013. Marketing and Pricing Practices of Chillies in Punjab. MBA (Marketing & Agribusiness) Thesis.
23. Shamas, A. A. 2013. A Study on Consumer Willingness to Pay for Premium Quality Kinnow in Punjab, Pakistan. MS-Agribusiness Thesis.
24. Ullah, H. K. 2013. An Analysis of Marketing System of Dates in Southern Punjab, Pakistan. MS-Agribusiness Thesis..
25. Hussain, M. B. 2011. A Study of Supply Chain of Tobacco in District Faisalabad. MBA (Marketing & Agribusiness) Thesis.
26. Mahmood, S. 2011. An Analysis of Buffaloes Marketing in District Faisalabad. MBA (Marketing & Agribusiness) Thesis.