

## AYESHA NOREEN

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### Career Objective:

A challenging & rewarding position that promotes growth, values initiative, dedication and excellence and to seek challenging avenues where my knowledge and experience matches with the organization growth.

### Qualifications:

<b>2013-2014</b>	<b><u>M.Phil (Business Administration)</u></b> Glyndwr University London, UK
<b>2011-2012</b>	<b><u>B.Ed (Bachelor of Education)</u></b> University of Sargodha, Pakistan
<b>2007-2009</b>	<b><u>MPA (Master in Public Administration, HR)</u></b> University of Punjab, Lahore, Pakistan
<b>2005-2007</b>	<b><u>B.A. (Bachelor of Arts)</u></b> Govt. College, Jaranwala, Pakistan

### Professional Experience:

<b><u>Lecturer</u></b> JULY 2024 to DATE	<b><u>University of Agriculture Faisalabad</u></b> <ul style="list-style-type: none"><li>➤ Delivering Lectures</li><li>➤ Preparing Exam, grading assignments</li><li>➤ Advising and mentoring students on academic matters</li></ul>
<b><u>Research Assistant</u></b> SEP 2018 to July 2024	<b><u>GC Women University Faisalabad</u></b> <ul style="list-style-type: none"><li>➤ Delivering Lectures</li><li>➤ Focus on Research Activities</li><li>➤ Dealing with examination matters</li><li>➤ Keeping record of students registration</li></ul>
<b><u>Assistant Director QEC</u></b> JAN 2017 to AUG 2018	<b><u>The University of Faisalabad</u></b> <ul style="list-style-type: none"><li>➤ Preparing Self Assessment Reports SAR</li><li>➤ Assessment of academic program through HEC Surveys</li><li>➤ Review of quality standards, Institutional Performance Evaluation (IPE)</li><li>➤ Review/Audit of Students' files</li></ul>

<u><b>Assistant Registrar HR</b></u>  <u><b>Admin Internee</b></u> MAY 2010 to MAY 2011  <u><b>Community Mobilizer</b></u> NOV 2011 to APR 2012  <u><b>School Teacher</b></u> NOV 2009 to DEC 2011	<ul style="list-style-type: none"> <li>➤ Documentation of Registrar office</li> <li>➤ Preparation of graduate directories</li> <li>➤ Managing research related activities, ORIC</li> <li>➤ Preparation of Employees' SOPs</li> <li>➤ Assist in hiring</li> </ul> <u><b>Government Degree College for Women, Jaranwala.</b></u> <ul style="list-style-type: none"> <li>➤ Directs incoming/ outgoing calls, correspondence and filing.</li> <li>➤ Schedule meetings</li> <li>➤ Dealing with administrative tasks</li> </ul> <u><b>Sarsabz Foundation, Faisalabad</b></u> <ul style="list-style-type: none"> <li>➤ Public relations</li> <li>➤ Group management and Conflict resolutions</li> <li>➤ Motivating group members</li> </ul> <u><b>The Smart School, Faisalabad</b></u> <ul style="list-style-type: none"> <li>➤ Delivering Lectures</li> <li>➤ Maintaining office record</li> </ul>
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### **Research Publications:**

- Munir, S., Mahmood, G., Noreen, A., Abdullah, F. **Noreen, A.** (2023) Exploring the Impact of Digital Leadership on Sustainable Performance with Mediating Role of Artificial Intelligence Journal of Accounting and Finance in Emerging Economies.
- Shahab, A., Rashid, A., **Noreen, A.**, & Warsi, A. Z. (2025). Green Purchase Behavior: Key Factors Driving Eco-Friendly Consumer Choice For Enhanced Sustainability. International Journal of Social Sciences Bulletin, 3(2), 48–64.

### **Thesis & Research Work Topics:**

- Exploring the Impact of Training on Employees' Performance at Tesco, UK.
- Report on Restaurant's Management System, UK
- Analysis of HR activities of Royal Media Network, Lahore.
- Assessing the performance mechanism of McDonalds, Lahore.
- Report generation on HR Functions of Mobilink, Lahore
- Empowering Home Based Women Worker, Pakistan

### **Research Areas:**

- Digitalization, Leadership, Performance
- Consumer Behavior, Sustainability
- Training and Development

### **Certifications/Membership:**

- Certification in Catering and Restaurant Management from UK.
- Membership of CTH, UK
- Business Management School (GUL), UK
- Certification in Professional Consultancy, Pakistan

### **Additional Responsibilities:**

- Focal Person Business Incubation Centre
- Focal Person CM Laptop Scheme
- Focal Person Career Council Centre
- In vigilance Committee Member
- Departmental Controller Examination
- Sports Organizer
- Managing Imperest Money
- Arranging Seminars
- University Cafeteria Supervisor
- Monitoring class conduction

### **IT Skills:**

- Proficient in Microsoft applications like Excel, Word, Power Point
- Hands on expertise on developing daily reports on computer
- Ability to analyze data in Excel

### **Personal Attributes:**

- Proven track record and experience working as an Administrator.
- Ability to manage the work effectively
- Competent to handle pressure and to meet deadlines
- Adaptable to take initiatives and Co-operative with colleagues
- People-oriented and devoted towards the goal achievement