

Ali Noman Ashrif

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Old D.C. Office Road, Narowal, Punjab, Pakistan



Areas of interest

Marketing & Policy Research
Outreach & Media Strategy

PROFESSIONAL EXPERIENCE

Oct 2016 – Present

University of Narowal

<http://www.uon.edu.pk>

Associate Lecturer, Assistant Registrar (June 2023 – Present), Assistant Controller of Examinations (March 2019 – Oct 2020)

Key Achievements:

- Taught different basic subjects of Management Sciences
- Taught different Major Subjects of Marketing
- Performed miscellaneous administrative activities of Examination and Registrar Department
- Led multiple ventures of Social Entrepreneurship including *Bottle of Change, Nature Nurturer* etc.

Dec 2015 – Jan 2016

Apex Consulting - USAID Project (Deliver)

<http://www.apexconsulting.biz/>

Field Supervisor

Key Achievements:

- Monitored team activities
- Gathered primary data through questionnaires
- Daily reporting to zonal supervisor about facilities visited
- Uploaded responses on ODK (Open Data Kit)
- Maintain team record

July 2014 – Aug 2014

Bank Alfalah

www.bankalfalah.com

Internship at Narowal Branch

Key Achievements:

- Assisted account opening activities
- Assisted crediting activities
- Assisted clearing activities
- Assisted remittances activities

EDUCATION

Ph.D. Business Administration

Institute of Business Administration (IBA), PU, Lahore

2024-Continued

MBA-Marketing (*Summa cum Laude*)

Pakistan Institute of Development Economics (PIDE), Islamabad

2016

B.Com.

University of Punjab

2012

ICS

Board of Intermediate & Secondary Education, Gujranwala

2009

RESEARCH WORK / THESIS

- Rafique, T., Mohsin, M., Abid, M.A. et al. Understanding the impact of human capital on radical and incremental innovation: the role of entrepreneurial passion and alertness. *Futur Bus J* 10, 30 (2024). <https://doi.org/10.1186/s43093-024-00318-4>
- Abid, M. A., Mohsin, M., Sarwar, M. A., Ashraf, A. N., & Shahzad, M. A. (2023). Framing the trending landscape of counterfeiting: A bibliometric analysis of three decades (1991-2022). *Pakistan Journal of Social Issues*, XIV.
- Commercial Viability of Online Carpooling Service (A Study of Islamabad.)

PROFESSIONAL AFFILIATIONS / ACHIEVEMENTS

- Web Development with PHP from Punjab University College of Information Technology (PUCIT), Lahore

ADDITIONAL PROFESSIONAL SKILLS

Research Domain

- SPSS
- AMOS
- Quantitative questionnaire design
- Data Processing & Analysis
- Technical Report Writing

Marketing Domain

- Campaign Conception
- Outreach Strategies Development & Execution
- Analysis of Segment Behaviour

TRAINING & DEVELOPMENT

- Attended 4 weeks Faculty Development Program organized by National Academy of Higher Education (NAHE)
- Organized and attended a seminar on "Export Marketing."
- Organized and attended a seminar on "Cross cultural communication and corporate sector."
- Attended a seminar at HR Forum, NIBAF on "Roll of will power in Entrepreneurship."

PERSONAL DATA

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| N.I.C.: | 34501-3074795-3 |
| Passport No.: | MH1847951 |
| Domicile: | Narowal, Punjab |
| Date of Birth: | 3rd, December 1991 |
| Nationality: | Pakistani |
| Marital Status | Single |
