



Dr. Tayyaba Rafique

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Personal Statement

Organized, highly motivated and self actuated problem solver. Communicate effectively to identify and resolve problems. Goal oriented individual with strong commitment towards assign responsibilities.

Career Objective

To work in a mature, competitive and challenging professional environment where I can effectively utilize the knowledge gained during education, learn more and enhance my innate capabilities

Career Progression

1. **Working as Lecturer in University of Narowal** (Converted from University of Gujrat Sub Campus Narowal) since November, 2016

Job Descriptions: Delivering lectures to students and using advanced teaching techniques to inspire and motivate them for higher-level qualifications and employment.

2. **Worked as Visiting Lecturer** in Stars Degree College from, January 2012 to March 2015

3. **Worked as Assistant Manager Systems** at BREEZE FROST INDUSTRIES (pvt.) LTD. (From Jan, 2012 till Oct, 2016)

Job Descriptions as Assistant Manager Quality Assurance: introduction of new philosophies of Total Quality Management, Lean Manufacturing and System Analysis. New system installations, process safety & trainings were the key responsibilities. Machine health management was implemented too.

- **Documentation and Implementation of ISO 9001:2008** at work floor leading to successful 3rd Party Audit.
- **Conducting Management Review Meetings.**
- **OHSAS 18001:2007** Documentation and implementation at work floor. (In Process)
- Conducting trainings for Manager and worker categories.

International Trainings & Certifications

- **QMS Lead Auditor ISO 9001:2008 by IRCA** (Certificate # Q80/PKR/23/13)

Academic Qualifications

- **Ph.D. (Total Quality Management)** (2025)
Institute of Quality & Technology Management, University of the Punjab Lahore. . (%age: 86, CGPA: 3.95)
- **MS (Total Quality Management)** (2013)
Institute of Quality & Technology Management, University of the Punjab Lahore. (%age: 83, CGPA: 3.69)
- **MBA** (2011)
Hailey College of Banking & Finance, University of the Punjab, Lahore. (%age: 83, CGPA 3.76)

Research Publication(IF 11.1)

1. Abid, M.A., Mohsin, M., Nasir, N. and Rafique, T. (2025), "Understanding the social capital – happiness link among online brand communities: influence of psychological well-being and membership duration", *Kybernetes*, Vol. 54 No. 4, pp. 2268-2289. <https://doi.org/10.1108/K-04-2023-0566>
2. Rafique, T., Awan, M.U., Shafiq, M. *et al.* Development of university ranking scale for higher education institutions. *Qual Quant* **58**, 5715–5735 (2024).
3. 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>
4. Rafique, T., Awan, M. U., Shafiq, M., & Mahmood, K. (2023). Exploring the role of ranking systems towards university performance improvement: A focus group-based study. *Heliyon*, 9(10).
5. ANWAR, S. ., & RAFIQUE, T. . (2022). DEVELOPMENT OF SERVICE QUALITY SCALE IN ONLINE HIGHER EDUCATION. *Bulletin of Business and Economics (BBE)*, 11(1), 53-62. <https://doi.org/10.61506/>
6. Tariq, F., Rafique, T., & Nawaz, T. (2020). Oil and Agricultural Commodity Markets of Pakistan: Looking for a Preferable Trading Avenue. *Journal of Economics, Management and Trade*, 26(6), 19-26. <https://doi.org/10.9734/jemt/2020/v26i630262>

Research Projects

- Development of University Ranking Framework for Improvement in University Performance.
- Identification and prioritization of critical Success Factors of Six Sigma Implementation of Pakistani Industry.

Technical & Managerial Trainings

- Attended an external training on Export Marketing Research and Website enhancement held by CBI Ministry of Foreign Affairs.
- Attended an external training on Advance Market Research held by CBI Ministry of Foreign Affairs.
- Attended one day training on Occupational Health & Safety Hazard Identification and Risk Assessment conducted by SAACIWC&E.
- Attended in house training on Calibration of Testing and Measuring Instrument.

Special Skills

miniTAB, SPSS, CRM, Microsoft office, Nvivo

Special Mention

- Passed MBA with Distinction
- Got Merit Scholarship from Punjab University

Personal Description

Nationality: Pakistani

Date of Birth: Feb 08, 1989.

Passport No.: DF9567901

Passport Expiry Date: Nov 22, 2033

Marital Status: Married

Languages: Urdu & English