

CURRICULUM VITAE

DR. EHTISHAM ALI

S/o SETHI MUHAMMAD IFTIKHAR

Address

Permanent: House No. 3/266, Chiraghpurah, Lalamusa, District Gujrat

Current: VPO Chack Miana Dhaow, Tehsil Kharian, District Gujrat

Official: Office of the Research, Innovation & Commercialization (ORIC),
University of Narowal, Narowal

Date of Birth: 23-10-1987

Marital Status: Single

CNIC: 34202-7357789-9

Contact(s): +92-331-6457866, +92-0333-8534060

Email(s): ehtisham.ali@uon.edu.pk ; ehtishamalisethi@gmail.com



Education

Sr. No	University, College, Board	Completion Year	Examinations Passed	Major Subjects
1	School of Communication Studies, University of the Punjab, Lahore	2024	PhD	Communication Studies
2	Centre for Media & Communication Studies, University of Gujrat, Gujrat	2014	M. Phil	Mass Communication
3	Department of Mass Communication & Media, University of Gujrat, Gujrat	2011	BS(Hons)	Mass Communication
4	FBISE	2007	Intermediate	Pre-Engineering
5	BISE, Gujranwala	2005	Matriculation	Computer-Science

Employment Record

Name of Post	Department / Organization	Scale /Grade	Period		Description of your work
			From	To	
Deputy Director, ORIC (Research, Innovation & Commercialization) ORIC	University of Narowal	BS-18 Regular	28-07-2022	date	Research, Innovation & Commercialization Activities
Deputy Registrar (Establishment-I) Additional Charge	University of Narowal	BS-18 Additional Charge	11-08-2022	24-07-2023	Dealing with faculty BS-17 to BS-21
Deputy Registrar (Academics) Additional Charge	University of Narowal	BS-18 Additional Charge	11-08-2022	24-07-2023	Dealing with academic matters of the Registrar Office
Associate Lecturer	University of Gujrat / University of Narowal	BS-17 Long Term Contract	02-02-2016	27-07-2022	Teaching in Department of Mass Communication

Assistant Registrar (Academics & Establishment-I)	University of Narowal	BS-17 Additional Charge	07-11-2019 & February 2022	27-07-2022	Dealing with Academics and Faculty related matters
Media Monitoring Officer (CM Punjab Electronic Media Cell)	DGPR, Punjab	BS-16 Contract	29-09-2015	01-02-2016	Media Monitoring in Chief Minister Electronic Media Cell
College Teaching Intern (CTI)	Government Degree College, Lalamusa (Gujrat)	Contract	01-10-2014	30-05-2015	Teaching at Bachelors level
Research Officer/Analyst	Analysis & Plans Wing, ISPR, GHQ, Rawalpindi	Officer Level Contract	-	-	Analysis & Planning Wing
Associate Lecturer (Visiting)	University of Gujrat, Gujrat	Equivalent to BS 17 Visiting	01-10-2013	31-07-2014	Teaching in Department of Mass Communication
Associate Lecturer (Visiting)	University of Gujrat, Gujrat	Equivalent to BS 17 Visiting	01-10-2012	28-02-2013	Teaching in Department of Mass Communication
Research Associate (August 11, 2018- July 31, 2019)	<p>Worked as Research Fellow in an HEC funded project entitled “Media and Terrorism: Role of Media in Combating Terrorism; Creating Awareness in Society and Promoting Peace Activities in Pakistan” Principal Investigator: Dr. Zahid Yousaf, Professor/Dean, University of Gujrat, Gujrat. Project Worth PKR 3.9 Million Project Duration (1 Year) Started on August 11, 2018</p>				
Research Fellow (2016)	<p>Worked as Research Associate on an HEC funded research project entitled “Ensuring Human Rights & Cultural Diversity: Role of Media & Civil Society” Principal Investigator: Professor Dr. FarishUllah Yousafzai, Dean faculty of Arts & Humanities, University of Gujrat, Gujrat. Project Worth PKR 3.5 Million Duration of appointment (6 months)</p>				
Research Assistant (2012)	<p>Worked as Research Assistant on an HEC funded research project entitled “Mass Mediated Perception and the actual prevalence of Hate Violence: A Socio-Demographic Survey of Urban Dwellers” Principal Investigator: Dr. Zahid Yousaf, Professor/Dean, University of Gujrat, Gujrat. Project Worth PKR 4.2 Million Funds not provided by the Higher Education Commission (HEC)</p>				

Personal & Professional Training(s) / Certification(s)

Course/ Diploma/ Certificate	Field of Study	Institution	Year
Workshop on Intellectual Property and Patent Filing	Professional Training	Punjab Higher Education Commission (PHEC), Lahore	2023
Project Appraisal and Risk Management	Professional Training	Pakistan Planning & Management Institute, Ministry of Planning Development & Special Initiatives, Govt. of Pakistan	2022
Faculty Development Program	Personal & Professional Development	University of Narowal	2022
Personal Development Skills for Professional Excellence	Professional Excellence	National Academy of Higher Education, Higher Education Commission Pakistan	2021
Doctoral Spring School Program	Research	Held in Fatima Jinnah Women University, Rawalpindi (Conducted by AMCAP, Pakistan and IAMCR)	2021
08 x Research Certifications on different Research Programs	Research	Elsevier	2020
Workshop on NVIVO & SPSS	Research	University of Lahore	2020
Faculty Development Program	Collaboration Framework and Social Impact	University of Narowal	2020
Faculty Development Program	Research Impact and Research Excellence	University of Narowal	2020
Faculty Development Program	How to Utilize Online Resources Effectively	University of Narowal	2020
Faculty Development Program	How to prepare Online Lectures	University of Narowal	2020
Faculty Development Program	Digital Management of Literature Review Using Latest Research Based Software	University of Narowal	2020
Workshop	Management of Literature using Advanced Software	University of Narowal	2020
Faculty Development Program	Hands on Workshop on Scholarly Conventions of Writing Introduction and Reporting Results	University of Narowal	2020

Working at University of Narowal

1. Prepared different policies for University of Narowal (Policies to be presented in relevant forums/Academic council for approval)

- i. Research Policy
- ii. Conference Policy
- iii. Travel Grant Policy
- iv. Intellectual Property Policy

2. Organized Conferences / Workshops / Seminars / Participation in Innovation Expo / Trainings

- i. Trained the Officer In-charges / Heads of the Academic Departments on the Higher Education Commission (HEC) Undergraduate Education Policy-2023 at University of Narowal
- ii. Organized National Peace Conference
- iii. Organized 1st National Conference on Dr. Allama Muhammad Iqbal
- iv. Conducted Seminar on “Literary Studies in Post human Times” in collaboration with Department of English
- v. Conducted Seminar on “Where is meaning located” in collaboration with Department of English
- vi. Conducted Workshop on “Neuroscience for everyone; Neuroscience for improving our daily life” in collaboration with Department of Biotechnology
- vii. Conducted Seminar on “Challenges and Opportunities for Females in Pakistani Media” in collaboration with Department of Mass Communication & Media
- viii. Successfully showcased projects in 2nd All Punjab Universities Innovation Expo-2023 held at Expo Center Lahore from University of Narowal as Focal Person

Research Grant approved by HEC for International Conference

- Awarded research grant worth PKR 550,000/- from HEC for “International Al-Andalus Knowledge Conference: lessons from the Golden Era of Muslim Spain” in collaboration with Department of Management & Administrative Sciences

Obtained NOCs of MS / MPHIL Degree Programs for University of Narowal

- Successfully obtained NOCs of 11 MPhil degree programs from Higher Education Commission (HEC), Islamabad

Experience to Prepare Agendas/ Conduct / Attend the following Meetings during different times at University Level in different Administrative Capacities

- i. Syndicate
- ii. Academic Council
- iii. Board of Faculty
- iv. Board of Studies
- v. Correspondence of Registrar office with HEC, HED, PHEC, Governor’s Secretariat
- vi. Meetings of DTRC

Research Work (Theses)

Program	Title / Supervisor Details
BS (Hons)	<p>“Media & Foreign Policy: A study of Pak-US Relations in US & Pakistani Press, Post 9/11 Era (2001-2011)”</p> <p>Supervisor: Dr. Ashraf Iqbal (Assistant Professor / Head, Department of Mass Communication & Media, University of Gujrat, Gujrat)</p>
MPhil	<p>“Coverage of Pak-US and Indo-US relations in the elite press of Pakistan, India and the US”</p> <p>Supervisor: Dr. Zahid Yousaf (Chairperson / Associate Professor, Centre for Media & Communication Studies, University of Gujrat, Gujrat)</p>
PhD	<p>“Counter Terrorism and National Security: An Analysis of Pakistani Media Agenda (2014-2019)”</p> <p>Supervisor: Professor Dr. Noshina Saleem (Director, School of Media & Communication Studies) University of the Punjab Lahore</p>

Book

- Media & Foreign Policy: A Study of Pak-U.S. Relations in U.S. and Pakistani Press, post 9/11 Era (2001- 2011)
ISBN-10: 3847377779; ISBN-13: 978-3847377771
*BS (Hons) Research Work is published in Book form by Lambert Academic Publishing, Germany (2012)

Academic Achievements:

- Merit Scholarship at University of Gujrat
- Distinction in BS (Hons) securing second position
- Second position in MPhil in the batch

Developed Scheme of Studies

- Developed Scheme of Studies for BS in Mass Communication & Media, Kohsar University Murree under HEC’s Under Graduate Policy-2023

List of Publications (National & International)

Sr. No.	Title of Publication	Complete Name of Journal & Address National / International (Country Name)	Vol. No.	Category	Page No.	Year	HEC approved (Yes/No)	Impact Factor
1.	Mapping Regional Security Dynamics: Traditional and Non-Traditional Perspectives on the Belt and Road Initiative (BRI)	Journal of Policy Research	10 (2)	Y	174-182	2024	Yes	N/A
2.	Constructivism in a Changing World: Adaptation and Contribution to Global Politics	International Journal of Human and Society	4(2)	Y	97-113	2024	Yes	N/A
3.	Framing of Counter-Terrorism Activities in the Leading Pakistani English and Urdu Newspapers: Post Army Public School Peshawar Attack (2014-2019)	Journal of Development and Social Sciences	Vol. 3(3)	Y	270-281	2022	Yes	N/A
4.	Framing Islamophobia in International Media: An Analysis of Terror Attacks against Muslims and Non-Muslims	Journal of Statistics, Computing and Interdisciplinary (National. Pakistan)	Vol. 3(2)	Y	225-244	2021	Yes	N/A
5.	Framing Indo-Pak Relations in Pakistani and Indian press post abrogation of Article 370 & 35a by India	Journal of the Research Society of Pakistan (National. Pakistan)	Vol. 58, Issue 01	X	86-92	2021	Yes	N/A

6.	Framing of Pak-Afghan Relations by Elite Pakistani and American Press during PMLN Government (2013-2018)	Journal of Peace, Development and Communication (JPDC) (National. Pakistan)	Vol.04, Issue 2	Y	336-357	2020	Yes	0.90
7.	Sensationalizing the News Events by Pakistani Media	Journal of Media Studies (National. Pakistan)	Vol. 34, Issue 1	Y	53-75	2019	Yes	N/A
8.	Analysis of Pak-US and Indo-US Relations in Pakistani, Indian and American Press	Pakistan Journal of Social Sciences (PJSS) (National. Pakistan)	Vol. 38, Issue 1	Y	166-180	2018	Yes	N/A
9.	Gender Representation in Indian and Pakistani Newspapers: The Case Study of The Nation and The Hindu	Journal of Gender and Social Issues (National. Pakistan)	Vol. 16, Issue 2	Y	1-12	2017	Yes	N/A
10.	Portrayal of Pak-Afghan Relations in Elite Press of Pakistan and United States	The Journal of Mass Communication (National. Pakistan)	Vol. 9	Z	17-28	2013	Yes	N/A
11.	Coverage of Pak-US Relations in Elite Press of Pakistan and US During the Democratic Government of Pakistan People's Party; March 2008 to February 2012 (Media & Foreign Policy Perspective)	<i>IOSR Journal of Humanities and Social Science</i>	Vol. 6, Issue 1	N/A	25-33	2012	N/A	GIF 0.887
12.	Framing of Operation against Terrorists in North Waziristan Agency, Pakistan in Elite Press	<i>MAGNT Research Report</i>	Vol. 3, Issue 2	N/A	1970-1979	2015	N/A	Indexed: ISI (Thomson Reuters)
13.	Portrayal of Pak-China Relations in Elite Press of Pakistan, China, India and the United States	<i>Middle-East Journal of Scientific Research</i>	Vol. 22, Issue 6	N/A	870-878	2014	N/A	N/A

14.	Media & Foreign Policy: Portrayal of Pak-U.S. Relations in Elite Press during Pervaiz Musharraf & George W. Bush Regime; September 2001 to August 2008	<i>International Journal of Physical and Social Sciences</i>	Vol. 3, Issue 2	N/A	158-173	2013	N/A	GIF 0.986
15	Reporting Environmental Issues in Pakistan	<i>World Applied Social Sciences Journal</i>	Volume 28, Issue 6	N/A	829-834	2013	N/A	N/A
16	Coverage of Pak-India Relations in the Elite Press of Pakistan (June 2013- August 2013)	<i>IISTE-Journal of Research on Humanities and Social Sciences</i>	Vol. 3 No.1 7	N/A	18-23	2013	N/A	IC Impact factor value is 5.45
Three (03) research papers are under process								

List of Projects

Sr. No.	Title of Project	Position	Funding Agency/ Organization	Amount of project	Status
1	Ensuring Human Rights & Cultural Diversity: Role of Media & Civil Society	Research Fellow (PI: Professor Dr. Farish Ullah Yousafzai, Dean Faculty of Arts, University of Gujrat)	Higher Education Commission (HEC)	PKR 3.6 Million	Completed & Submitted to HEC
2	Media & Terrorism: Role of media to combat terrorism, creating awareness among society and promoting peace activities in Pakistan	Research Associate (PI: Dr. Zahid Yousaf, Chairperson CMCS, University of Gujrat)	Higher Education Commission (HEC)	PKR 3.9 Million	Completed & Submitted to HEC
3	Mass Mediated Perception and the actual prevalence of Hate Violence: A Socio-Demographic Survey of Urban Dwellers	Research Assistant (PI: Dr. Zahid Yousaf, Head, CMCS, University of Gujrat)	Higher Education Commission (HEC)	PKR 4.2 Million	Funds not provided by the Higher Education Commission (HEC)

Research / Project Supervision at MA/BS Level

1. Theses 10 Completed
2. Projects 06 Completed

Additional Responsibilities (performed during different time periods)

Sr. No.	Responsibility / Status	Organization / Department
01	2 nd All Punjab Universities Innovation Expo-2023 held at Expo Center Lahore (Focal Person)	University of Narowal
02	Capacity Building Training Workshops organized by University of Gujrat under UPGP-2023 Administered By USEFP (Focal Person)	University of Narowal
03	Secretary of the 1 st National Conference on Dr. Allama Muhammad Iqbal organized by University of Narowal	University of Narowal
04	Committee for launching the Research Journals in Science and Social Science (Member / Secretary)	University of Narowal
05	Committee for making the Research Policies regarding Office of the Research, Innovation & Commercialization (Member / Secretary)	University of Narowal
06	Purchase Committee / Non-Tendered Purchase (Member / Secretary)	University of Narowal
07	Technical Evaluation Committee for procurement of all material purchased by University through tenders (Member / Secretary)	University of Narowal

08	Scrutiny Committee for BS-17 & Above (Member)	University of Narowal
09	Deputy Registrar (Academics)	University of Narowal
10	Deputy Registrar (Establishment-I)	University of Narowal
11	Faculty Grievance Redressal Committee (Secretary)	University of Narowal
12	Pakistan Citizen Portal-PCP (Focal Person)	University of Narowal
13	COVID-19 (Focal Person)	University of Narowal
14	Board of Faculty (Member / Secretary)	University of Narowal
15	Board of Studies, Department of Mass Communication & Media (Ex-Officio Member)	University of Narowal
16	Board of Studies, Department of Botany (Ex-Officio Member)	University of Narowal
17	Unfair Means Cases Committee (Member)	
18	Management System Committee (Secretary)	University of Narowal
19	Higher Education Data Repository (HEDR) by the Higher Education Commission (Focal Person)	University of Narowal
20	Different Probe Committees (Secretary / Member)	University of Narowal
21	Seerat Conference (Member Organizing Committee)	University of Narowal
22	Chief Proctor	University of Narowal
23	Co-Curricular & Sports Trial Committee (Member)	University of Narowal
24	Migration Committee (Member)	University of Narowal
25	Rules and Regulations Committee for M.Phil & PhD Programs (Member)	University of Narowal
26	Multiple Internal Committees (Member)	University of Narowal
27	PT for Self-Assessment (Department of Mass Communication) Member	University of Gujrat (Sub-Campus, Nrowal)
28	Deputy Controller of Examinations	Government Degree College, Lalamusa (Gujrat)
29	Chief Day Officer	Government Degree College, Lalamusa (Gujrat)
30	Chief Tutorial Officer	Government Degree College, Lalamusa (Gujrat)
31	Member Library Stock Checking Committee	Government Degree College, Lalamusa (Gujrat)
32	Documentary, Feature, Content Writer and Audio Editor at FM 106.6 University of Gujarat	University of Gujrat
33	Researcher, News & Script Writer at FM 106.6 University of Gujrat	University of Gujrat

Conferences / Symposiums

- Presented HEC funded project titled “Ensuring Human Rights & Cultural Diversity: Role of Media & Civil Society” at the Higher Education Commission (HEC), Islamabad in 2017 on behalf of the Principal Investigator (PI)
- Presented paper entitled “Framing of China Pak Economic Corridor (CPEC) in the leading Press of Pakistan and China” in Conference on Contemporary Pakistan and CPEC at University of Gujrat, Gujrat, Pakistan on March 6-7, 2018.
- Presented paper entitled “Credibility of Electronic Media in Pakistan: Exploring the Content and Delivery Mechanism System of Talk Shows” in World Trends in Freedom of Expression and Media Development: A Pakistani Perspective on UNESCO Report held at University of the Punjab Lahore, Pakistan on February 27, 2018.

- Presented paper entitled “Gender and media in Pakistan: the case of representation of women issues in print and electronic media” in international conference on Gender and Islam at Baha ud Din Zakariya University Multan, Pakistan in November 2017.
- Presented Higher Education Commission funded research Project entitled “Media and Terrorism: Role of Media in Combating Terrorism; Creating Awareness in Society and Promoting Peace Activities in Pakistan” in a symposium organized by Higher Education Commission, Islamabad in 2017.

Online Meetings (Attended)

- Attended online meetings with the officials of Higher Education Department (HED), Punjab including Additional Secretary and Deputy Secretary regarding Recruitment Policy-2021
- Attended online meeting with the President of the Islamic Republic of Pakistan in 2021 on behalf of the Vice Chancellor, University of Narowal
- Attended online meetings with the Chairman, Higher Education Commission (HEC), Islamabad in 2020-2021 on behalf of the Vice Chancellor, University of Narowal
- Attended online meetings with the Executive Director, Higher Education Commission (HEC), Islamabad in 2020-2021 on behalf of the Vice Chancellor, University of Narowal
-

Co / Extra Curricular Activities:

- Information Secretary, Debating Society, University of Gujrat
- Information Secretary, Dramatics Club, University of Gujrat
- Participation in debating, dramatics activities at University level
- Participation in a number of Workshops, Conferences and Contests across the country
- Evaluator in debating contests

Seminars / Workshops

- Organized Research Workshop at University of Narowal and University of Gujrat, Sub-Campus Narowal
- Organized health communication campaigns in University of Gujrat, Sub-Campus Narowal
- Organized seminars on various issues at different times.
- Participated in various conferences, symposiums, seminars, webinars and workshops across the country.
- Organized debating sessions on the following topics/issues
 - Hybrid/Digital warfare
 - Cyber-crimes/Cyber security
 - Military operations in Pakistan
 - Geopolitical and Geostrategic importance of Pakistan
 - CPEC: A game changer
 - Kartarpur Corridor (Peace Corridor)
 - Strategic alliances in contemporary world
 - Strengthening democratic process in Pakistan
 - Health security in Pakistan
 - Promoting Higher Education in Pakistan
 - Human Security
 - Environmental issues
 - Baluchistan insurgency
 - Media in peace and war
 - Arab Spring
 - Electoral process in Pakistan
 - CARs Politics and Importance

Areas of Interest

- Media & Communication Studies
- War and Peace / Peace and Conflict Studies
- National Security
- Terrorism & Counter-Terrorism
- Democracy & Dictatorship
- Foreign Policy
- National / Global Economy
- Islamophobia

Computer / Software Skills:

- MS Office
- SPSS
- NVivo
- Zotero
- Mendeley
- EndNote

Languages:

- **English** (Speaking, Writing, Reading)
- **Urdu** (Speaking, Writing, Reading)
- **Punjabi** (Speaking, Writing, Reading)

Hobbies:

- Reading Books
- Internet Surfing
- Travelling

References:

- Maj. General Dr. Ehsan Mehmood Khan, HI(M), Director General Infantry, GHQ, Rawalpindi; Director General, ISSRA, NDU, Islamabad and Former Commandant FCNA, Gilgit Baltistan
- Prof. Dr. Tariq Mahmood, Former Director (ISESCO); Former Vice Chancellor University of Narowal; Former Advisor Research & Development, Higher Education Commission, Islamabad, Pakistan
- Prof. Dr. Noshina Saleem, Director, School of Communication Studies, University of the Punjab, Lahore
- Prof. Dr. Bushra Hameed-Ur-Rehman, School of Communication Studies, University of the Punjab, Lahore
- Prof. Dr. Abida Ejaz, School of Communication Studies, University of the Punjab, Lahore
- Commodore (R) Dr. S.M. Shahzad SI(M), Vice Chancellor, Minhaj University, Lahore
- Prof. Dr. Zahid Yousaf, Dean, Faculty of Arts, University of Gujrat, Gujrat
- Prof. Dr. FarishUllah Khan Yousafzai, Ex-Dean Faculty of Arts, University of Gujrat, Gujrat
- Brig. (R) Tahir Mahmood, Editor Hilal Magazine / Analysis & Plans Wing, ISPR, Rawalpindi
- Mr. Khurram Shahzad Aslam Qureshi, Secretary BISE, Multan / Additional Registrar, University of Narowal