

ALIA MANZOOR

Lecturer,
Department of Business Administration,
University of Sahiwal, Sahiwal.
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CAREER STATEMENT

Passionate researcher and dedicated teacher committed to advancing knowledge and nurturing the next generation of scholars. Proficient in conducting innovative research and translating findings into engaging classroom experiences. Skilled in fostering critical thinking, promoting academic excellence, and inspiring students to explore new frontiers in Business Administration. Committed to bridging research and teaching to create impactful learning environments and contribute to the advancement of academia.

EDUCATIONAL RETROSPECT

MS/MPhil in Business Administration (2017) (CGPA 3.98/4.00) (Gold Medalist)

Specialization in Finance

Bahauddin Zakariya University – Multan, Pakistan.

Bachelor of Business Administration (2015) (CGPA 3.90/4.00) (Gold Medalist)

Specialization in Finance

Bahauddin Zakariya University – Multan, Pakistan.

Intermediate (2010) (933/1100) 84.82%

Superior Group of Colleges, Faisalabad, Pakistan.

Matriculation, Sciences (2007) (639/850) 75.17%

Govt. Kohinoor Girls High School, Faisalabad, Pakistan.

WORK EXPERIENCE

Lecturer (BPS-18): Working as Lecturer at Department of Business Administration, University of Sahiwal (from March, 2020 till present).

Departmental In charge Examination at Department of Business Administration, University of Sahiwal (from March 2020 till present).

Additionally, I have also provided my services as **Assistant Director Academics** from May 2021 to July 2022 as an additional assignment from Vice Chancellor.

Worked as Visiting Lecturer and Coordinator (from August, 2018 till February, 2020) at the department of Business Administration, University of Sahiwal, Sahiwal, Pakistan.

Responsibilities: Teaching various courses related to Management Sciences to Graduate, Post-Graduate and MS level classes. Also working as Coordinator in managing various departmental activities.

Worked as CTI (College Teaching Intern) at Govt. Postgraduate College for Girls, Sahiwal, Pakistan from (from September 2016 till May 2017)

Responsibilities: Teaching courses of Management, Human Resource Management, Finance, Marketing and Computer to BS (Hons.) classes of concerned disciplines. Making lecture plans, slides and study guides for students. Setting papers for BZU, Multan.

ACADEMIC ACHIEVEMENTS

- **Gold Medalist** in BBA (hons) and MS Business Administration from Bahauddin Zakariya University, Multan, Pakistan.

RESEARCH PUBLICATIONS

1. **Manzoor, A.**, Nosheen, S., Abbassi, F. A., & Salman, S. M. (2023). Portfolio Optimization Using ANNs and Mean-Semi Variance Markowitz Model: A Comparative Study of South Asian Economies. *Pakistan Journal of Humanities and Social Sciences*, 11(4), 4681-4693.
2. **Manzoor, A.**, & Nosheen, S. (2022). Portfolio Optimization Using Mean-Semi Variance approach with Artificial Neural Networks: Empirical Evidence from Pakistan. *Journal of Accounting and Finance in Emerging Economies*, 8(2), 307-318
3. Husnain, M., **Manzoor, A.**, & Fatima, N. (2021). ANALYZING THE MEDIATING ROLE OF FINANCING DECISION IN RELATION BETWEEN FIRM'S GROWTH AND FINANCIAL PERFORMANCE: EMPIRICAL EVIDENCE FROM PAKISTAN. *Journal of ISSOS*, 7(3), 27-38.
4. Ayesha Ashraf, **Alia Manzoor**, Malka Liaquat, Najma Yasmeen (2021). CRYPTOCURRENCY PERSPECTIVE: THE DRIVERS LEADING FROM AWARENESS TO ADOPTION- A CASE OF PAKISTAN. *Journal of Contemporary issues in Business and Government*, 27(5), 2498-2507.
5. Mehmood, K., Iftikhar, Y., Chen, S., Amin, S., **Manzoor, A.**, & Pan, J. (2020). Analysis of inter-temporal change in the energy and CO2 emissions efficiency of economies: a two divisional network DEA approach. *Energies*, 13(13), 3300. **(IF 5.3)**
6. Iqbal, J., **Manzoor, A.**, Akhtar, Q. & Amin, S., (2020). Effect of Cash Conversion Cycle on Profitability of the firm: A Study of Oil & Gas and Engineering Sector of Pakistan. *Journal of Accounting and Finance in Emerging Economies*, 6 (1), 263-272.
7. Amin, S., Manzoor, A., & Saleem, S. (2020). THE EFFECT OF COGNITIVE-AFFECTIVE INTERPLAY ON VOLUNTEERISM: AN EMPIRICAL STUDY OF CHARITY ORGANIZATIONS. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(8), 470-499.
8. Amin, S., **Manzoor, A.**, & Farid, F. (2020). The Role of Social Class on Consumer Behavior: A Study of Eco-friendly Cosmetic Products. *Journal of Business and Social Review in Emerging Economies*, 6(1), 113-134.
9. **Manzoor, A.**, Ahmad, Z., Iqbal, J., & Amin, S. (2019). Transmission of Dollar Shocks on Inflation in Pakistan: An ARDL Approach to Cointegration. *Pakistan Journal of Social Sciences (PJSS)*, 39(2).

10. Iqbal, J., Sandhu, M. A., Amin, S., & **Manzoor, A.** (2019). Portfolio Selection and Optimization through Neural Networks and Markowitz Model: A Case of Pakistan Stock Exchange Listed Companies. *Review of Economics and Development Studies*, 5(1), 183-196.
11. Shaheera Amin, Zubair Ahmad, **Alia Manzoor**, Beenish Chohan THE IMPORTANCE OF LOYALTY PROGRAMS IN BUILDING CUSTOMER LOYALTY THROUGH AI-Qalam, June 2017, 404-439.
12. Rabeea Ishaq, Muhammad Ahsan Athar, **Alia Manzoor**, Noor Ul Ain, Investigating the impact of Diversity Oriented HR Practices and Aspirational Leadership towards Thriving at Work- Moderating Stance of Fairness Perception, *International Journal of Management Sciences and Business Research* 12(2018):08-21.

TRAININGS AND CERTIFICATIONS

- Quantitative Foundations for International Business from University of London.
- Fundamentals of Management from University of California, Irvine.
- AI For Everyone from DeepLearning.AI
- Get Started with Tableau from Coursera Project Network.
- Data-Driven Decisions with Power BI from Knowledge Accelerators.
- Use Power Bi for Financial Data Analysis from Coursera Project Network.
- Certificate of participation in training session on Leadership Development and Professionalism held at University of Sahiwal on September 16, 2019.
- Certificate of participation in training session on Structural Equation Modeling using Amos held at UMT, Lahore on 19th and 26th May, 2018.
- Certificate of Participation in 1st International Conference on Management and Commerce (ICMC), Sustainable Entrepreneurship: from knowledge to venture, held at University of Gujrat in collaboration with Higher Education Commission (HEC) on April 04-05, 2018.
- Participated and Organized Symposiums at University of Sahiwal, Pakistan

INFORMATIVE SKILLS

To efficiently handle data, perform advanced statistical analyses, and generate meaningful insights from their research findings I have proficiency in the following soft skills.

- Microsoft Office
- Matlab
- SPSS
- Amos (Mediation / Moderation)
- E-views / Microfit
- Stata
- Process Macro (Mediation / Moderation)

PERSONAL PROFILE

- High Achiever in academia and research.
- Strong communication, interpersonal and leadership skills.
- Computer efficient performer.
- Innovative and success-oriented person in fulfilling the tasks assigned to me.

LIFE MOTTO

Being a success and result-oriented person, I believe, “Success is a ladder, which cannot be climbed with your hands in your pocket.”

REFERENCES

- 1. Dr. Safia Nosheen**
Associate Professor/Chairperson,
Department of Finance
University of Management and Technology, Lahore
Email: safia.nosheen@umt.edu.pk
- 2. Dr. Javed Iqbal**
Assistant Professor,
Institute of Management Sciences,
Bahauddin Zakariya University, Multan
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- 3. Mr. Zubair Qadir**
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