

DR. (Mrs) HUMA AMIR

CONTACT DETAILS: UK

PhD

MSM Group, Warwick Business School

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Position Applied for: *Full time faculty*

Experience Relevant to the Position:

- A doctorate in marketing from the Warwick Business School, UK.
- Twenty two years full time / part time teaching experience at the Institute of Business Administration (IBA), Karachi & the WBS, UK.
- Four years of teaching experience at the Warwick Business School, University of Warwick.
- In 2010 worked with the Centre for International Private Enterprise (CIPE) a US Chambers of Commerce affiliate partially funded by USAID, to help formulate the National Business Agenda (NBA) for the Pakistan Business Council (PBC)
- Actively involved in running the family business for 15 years.

PROFESSIONAL EXPERIENCE

ACADEMIC POSITIONS

2007 – To date	Assistant Professor, Department of Marketing, Institute of Business Administration, Karachi, Pakistan
2007 – 2009	Teaching Assistant in the Marketing and Strategic Management Department at Warwick Business School, University of Warwick. Courses taught included 1. Markets, Marketing and Strategy; 2. Global Integrative Project; 3. Law and International Business; and 4. Marketing Analysis, which also involved Markstrat counselling. Courses involved independent preparation and teaching of 50 minutes to 2 hours per week
2004 – 2007	Lecturer, Department of Marketing, Institute of Business Administration, Karachi, Pakistan
1988 – 2003	Visiting Faculty, Departments of Marketing/Economics/Management, Institute of Business Administration, Karachi

NON-ACADEMIC POSITIONS

- 2005 – 2010 Sub-warden, RLT (Residential Life Team), a part of the student-welfare team at University of Warwick. Responsibilities ranged from ensuring welfare and safety of first-year students living in halls to building a sense of community and belongingness within the hall residents.
- 2004 – 2005 Student Counsellor, Institute of Business Administration, Karachi.
- 2004 – 2005 On the Institute of Business Administration’s Affiliate Colleges Committee. My task is to monitor the performance of one of the affiliate colleges; responsibilities include ensuring that syllabus is being followed, providing coaching to teachers, monitoring and evaluating quality and fairness of exam papers and examinations, ensuring quality of term papers etc.

BUSINESS EXPERIENCE

- 1988 – 2003 Set-up and managed a leather garment manufacturing and export company, primarily exported to the European market. In 2003 sold the Company to concentrate on pursuit of a career in academics.

EDUCATION

<u>INSTITUTION</u>	<u>DEGREE</u>	<u>DATE</u>	<u>DIVISION</u>
Warwick Business School University of Warwick, UK Institute of Business Administration,	PhD	2011	
University of Karachi, Pakistan	MBA in Marketing	1987	1 st Div
University of Karachi, Pakistan	Bachelor in Commerce	1985	1 st Div
St. Lawrence’s Girls College, Pakistan	Higher School Certificate	1982	1 st Div
St. Monica’s Girls’ School, Malta	“O” Levels	1980	B Overall

FIELDS OF INTEREST

International Marketing	Marketing
Marketing Management	Consumer Behaviour

COURSES TAUGHT

1. Principles of Marketing
2. Marketing Management
3. Consumer Behaviour
4. Methods of Business Research
5. Marketing Strategy and Analysis
6. Microeconomics
7. Macroeconomics
8. Development Economics

DOCTORAL THESIS

“Relationships between UK Importers and Pakistani Exporters: A Dyadic Perspective”.

The thesis follows an interaction approach to study the nature of relationships between developed countries and newly developing economies.

ACADEMIC PAPERS

1. Amir, Huma (2006), “An Exploration into the Dyadic Relationships between UK Importers and Pakistani Exporters”, *Proceedings of the 6th EURAM Annual Doctoral Colloquium*, European Academy of Management, (May) Oslo, Norway.
2. Amir, Huma and Melewar, T.C. (2006) “UK Retailers’ Perceptions of Manufacturers from LDC’s with Negative Country Image: Search for Survival Strategies in a Post-WTO Era”, *Proceedings of the 28th INFORMS Marketing Science Conference*, (June) Pittsburgh, Pennsylvania, USA.
3. Amir, Huma and Melewar, T.C. (2006), “UK Retailers’ Selection Criteria for Manufacturers from Developing/Less Developed Countries with Negative Country Image: A Conceptual Framework” *Proceedings of the Academy of Marketing, AM2006*, (July) London, UK.

WORKING PAPERS

1. The Quality Hexagon.
2. Sexual Harassment of Women in the Workplace and the Glass Ceiling.
3. Pricing Policies followed by the Cement Industry of Pakistan.
4. Consumer Profile of Air-Conditioner Users in Pakistan.
5. A Study of Marketing Management Strategies of General Tire and Rubber Company of Pakistan.
6. Consumer Preference of Toothpaste Users in Pakistan.
7. Study of Sales Management Practices in National Computers.

EXPERIENCE AS A PROFESSIONAL TRAINER

- 2011 Approved Trainer of **Mehergarh: a Centre of Learning** on “**Anti Sexual Harassment Legislation**”.
- 2004 Approved Trainer of **SMEDA** (Small and Medium Enterprise Development Authority). Developed for and conducted on behalf of SMEDA, a 1-Day Program titled, “**Starting and Managing Your Own Business**”.
- 2004 Developed training material and conducted on behalf of the Export Promotion Bureau a 2-Day Workshop titled. “**Helping Women Entrepreneurs Enter Export Markets**”.

PROFESSIONAL DEVELOPMENT COURSES

- 2006 PGA Training Programme Part II
- 2005 PGA Training Programme Part I
- 2004 “Training the Trainer”, 2-Day Training Program organized by SMEDA

WORKSHOPS ATTENDED

- 2007 **“How to Organize and Introduce Training Events”** conducted by Bassem Saroufim Mina, Institutional Development Expert, Business Edge, Egypt; organized by International Finance Corporation (IFC), World Bank Group
- 2005 **“Branding for Exports”** conducted by Dr. Zafar U. Ahmed, Professor of Marketing and International Business, Texas A&M University at the Institute of Business Administration, Karachi.
- 2005 **“WTO – Its Implications for Pakistan”** conducted by Dr. Zafar U. Ahmed, Professor of Marketing and International Business, Texas A&M University at the Institute of Business Administration, Karachi.
- 2005 **“Strengthening Collaboration between Pakistan and Japan for Enhancement of Pakistan’s Industrial Development”**, organised by JETRO, Japan External Trade Organisation.
- 2005 **“Leadership Challenges in the Twenty First Century”** organised and conducted by IBA faculty.
- 2004 **“Brand Positioning: the Key to Brand Extension”** organized by IBA faculty.
- 2004 **“Asian Regional Integration Following China’s Accession to the WTO: The Cases of AFTA and South Asia”**, conducted by Dr. Diana Hochraich at the National Institute of Public Administration.