
SHAHID RIZWAN

Cell: +971 50 6837 507 || Email: shahidrizwanadil@yahoo.com || DOB: 7th Apr 1984 || Nationality: Pakistani

ASSISTANT PROFESSOR, MANAGEMENT SCIENCES

EXPERTISE IN: Teaching & Professional Development • Creative Lesson Planning • Research Model Formulation
• Assessment Methodologies • Quantitative Data Analysis • Data Collection • Structural Equation Modelling

• Learning Techniques

KEY COURSES TAUGHT: Marketing, Consumer Behavior, Entrepreneurship, Leadership, Organizational Behavior
Strategic Management, Business Operations

RESEARCH INTERESTS: Retail Business, Consumer Behavior, Marketing, Organizational Behavior and Religiosity

INTERNATIONAL EXPOSURE: UAE, Oman, Saudi Arabia, Turkey and Malaysia

ANALYTICAL AND ERP PROFICIENCIES: Smart PLS, AMOS, SPSS, SAP, Margin Minder, MS Office Suite

Highly resourceful, knowledgeable and dedicated professional with extensive experience in mentoring and teaching a diverse range of business management subjects at the undergraduate and graduate levels. Proved instrumental in developing high quality scholarly research and providing a general environment conducive to the learning process. Expert in using SPSS, Smart PLS and AMOS to conduct quantitative data analysis using Structural Equation Modelling (SEM) technique. An active participant of Business School having hands-on experience of working closely with senior faculty member to improve teaching methods and learning experience of the students. Adept at overseeing high-quality research programs, providing practical insights on industry practices, performing excellent teaching at all levels and supervising doctoral students. Widely recognized as an inspiring leader by staff and highly regarded as trusted advisor by management.

■ EMPLOYMENT CHRONICLE

UNIVERSITY OF KUALA LUMPUR BUSINESS SCHOOL, Malaysia (www.unikl.edu.my)

Graduate Research Assistant • Aug 2014 to Jun 2015 & Nov 2017 to Jul 2018

Key Endeavors:

- Rendered keen eye for details to learn existing theories, practices and research methods to strengthen understanding of the topic, Undertake research in programmatic area within department through primary data.
- Exercised hands-on approach and effective controls to review latest journals through numerous sources to enhance overall knowledge of data analysis and broaden the literature review to improve overall thesis.
- Delivered complete analytical support to the PhD Supervisor in the design, execution and evaluation of various research projects including daily lectures and presentations for postgraduate classes.
- Oversaw administrative tasks associated with the research project to ensure accurate and timely reporting. Prepared data files, tables, graphs, fact sheets and written reports summarizing the results of research/data analysis.
- Integral part of research team, attended and contributed positively to the relevant research meetings and conferences at Business School to discuss various research ideas, tools and techniques.

MARMUM DAIRY LLC Abu Dhabi, UAE (www.marmum.ae)

Regional Sales Manager • Nov 2019 – present

Managing overall regional business operations of Modern Trade, Traditional Trade and HORECA channels in Abu Dhabi, Al Ain and Western Region with 150+ team members comprising of Sales & Merchandising Supervisor, Salesmen and Merchandisers covering 10 product categories with over 120 SKUs.

Key Endeavors:

- Strategically positioned to negotiate annual business agreements, rental displays short-term sales promotion activities on monthly basis with key business partners.

- Researched numerous verticals to develop monthly & quarterly sales plans (customer/site/category/SKU wise) & budget projection to achieve regional sales targets ensuring optimum return on investment (ROI).
- Exercised hands-on approach to measure KPIs of sales team to ensure achievement of core business objectives.

MASAFI CO. LLC, Abu Dhabi, UAE (www.masafi.com)
Modern Trade Manager • Jul 2015 – Oct 2017 || Jul 2018 – Oct 2019

Key Endeavors:

- Initiated new sales management process to streamline business operations that resulted over 30% business growth.
- Applied ardent business approach to deliver double digit growth throughout the tenure across key accounts.
- Negotiated annual agreements with enhanced visibility and leaflet activities resulted in incremental sales in top 3 sales accounts.

PRIOR EXPERIENCE

Asst. Sales Manager • Jun 2012 to Aug 2014 • **ALOKOZAY GROUP OF COMPANIE** Dubai, UAE
Sales Manager • Mar 2009 to May 2012 • **ADTECH ADVANCED TECHNOLOGIES** Abu Dhabi, UAE
Branch In-Charge • Mar 2004 to Feb 2009 • **AL FUTTAIM PANATECH LLC** Dubai, UAE

■ SCHOLASTICS PORTFOLIO

- ▶ **PhD in Management from University of Kuala Lumpur, Malaysia (Equalized by HEC Pakistan)**
 - Full-time study through research with two years on campus stay in Malaysia, 2018
- ▶ **PGD in Islamic Finance from Al Huda Centre of Islamic Banking and Economics FZE LLE, UAE**
 - Assignment-based distance/online learning through online methods, 2012
- ▶ **MBA, Islamic Finance, UAE-based Study Centre of Sarhad University of Science & IT, Pakistan**
 - Full-time study through regular classes in Abu Dhabi, UAE, 2011

THESIS/RESEARCH PROJECTS:

- **PhD Thesis:** *Brand Equity, Customer Perceptions and Moderating Effect of Demographic Factors on Purchase Intentions: An Empirical Evidence of UAE Health Takaful Industry.*
- **MBA Project:** *Takaful as an Alternative of Conventional Insurance.*
- **PGD Project:** *Comparative Analysis of Islamic Economic System with Capitalism and Socialism.*

PUBLICATIONS:

- **Rizwan, S. and Al-Malkawi, H. N. (2021)**, "Development of a conceptual model to understand purchase intentions of takaful (Islamic insurance) customers", *Journal of Economic Cooperation and Development*, Vol. 42 No. 1, pp. 197-224.
- **Rizwan, S., Al-Malkawi, H. N., Gadar, K., Sentosa, I. and Abdullah, N. (2021)**, "Impact of brand equity on purchase intentions: Empirical evidence from health takaful industry of the United Arab Emirates", *ISRA International Journal of Islamic Finance*, Vol. 13 No. 3, pp. 349-365.
- **"Etymology of Islamic insurance (takaful), its models and how it differs from conventional insurance"**, book chapter currently under review.

PROFESSIONAL CERTIFICATIONS:

- **2021** • Writing Impactful Research (Emerald-Sabaragamuwa University-Gulf Medical University)
- **2019** • IELTS with 7.0 bands
- **2017** • Business Research Methods (Quantitative Data Analysis)
- **2009** • Corporate Selling Techniques
- **2006** • Retail Sales Excellence