



AFIA KHALID

Date of birth: 24TH October 1984.

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(HEC Approved Supervisor)

Personal Profile

- A zealous corporate trainer and dedicated teacher with strong academic and theoretical groundings for the training philosophy, process and execution
- Self-motivated leadership with a strong sense of ethics in all endeavors
- Committed to motivating people to give their best in their working environments through training and counseling

Education & Qualification



- PhD in Management Sciences from *National College of Business Administration and Economics*, Lahore. 2019. All 9 A's in coursework.
- *Teacher's Passport -Cambridge UK* (EMI-Business + TKT+ CAE), 2019
- Management Development Program. *Sunway International University, Business Management, KL Malaysia*, 2008
- Masters in Business Administration, *Government College University, Lahore. Gold Medalist*. 3.6 CGPA. 2006-2008
- B.S. Honors in Social Sciences, *Punjab University, Sociology Department* with a **Gold Medal**. 3.93 CGPA. 2002-2006
- F.A. (Psychology, Statistics, Economics), *Lahore College for Women University. A Grade*. 2000-2002
- Matriculation, *Education Centre School, BISE, Lahore. A Grade*. 2000

Academic/ Corporate Experience



- **Assistant Professor** - University of Lahore (Sep 2019- ongoing)
 - Head, Executive Development Centre
 - Editor, LBS Journal of Marketing & Analytics
 - Cluster Head Marketing,
 - Chairperson, Faculty Management Committee
 - Head, Career Management Cell
 - Program Manager – EMBA
- **Brand Manager** at Sateen Soft (Ihsan Sons) Ltd. (Sep 2018 -Sep 2019)
- **Marketing Consultant/Sales Trainer** (2012- ongoing)
 - (Bata, Sateen Soft, Borjan Shoes, Nestle Pure Life, Next Pharma, JS Bank limited, Ranayi Lawn, Packages Limited)
- **Corporate Trainer** on panel of
 - Next Generation Impact, Islamabad

Leadership Positions and Academic Highlights



Training Details

Interests

Honors and Awards

- Pinnacle Corporate Training Center
- Bin Mehtab Consultants
- **Marketing Manager** at Fazal Din (Pvt) Ltd (July- Dec 2011)
- **Senior lecturer at University of Lahore, LBS**; Lahore Business School (Aug 2008 –July 2011) (Specialized Area; **Marketing**)
- **Packages Ltd**, Marketing Department Internee, Prospecting new clients and their retention strategies (6 Weeks) (Summers; 2007)
- Internship in **National Bank of Pakistan** (2 months) (Summers; 2005)

- **CEO, Coach and Counsel Consultants.** (A business consultancy firm for corporate and academic excellence 2020 onwards)
- **Head** – Executive Development Centre (Present)
- Chairperson, Faculty Management Committee (2019-2022)
- **Program Manager** – Executive MBA
- **Head- Career Management Cell** (March 23 – May 2024)
- **Head of Cluster** – Marketing, January 2020 onwards
- **Team Lead** – NBEAC- Faculty Chapter – Assessment and evaluation of faculty performance, development of faculty policies (2020 onwards)
- **Team Member** – AACSB Faculty chapter (2023 onwards)
- **Member CRC-** Highlighting the emerging topics in marketing curricula
- Member of following teams **Departmental Research Committee, Strategic Planning Committee, Board of Studies, Board of Faculty**

- DEI – Specialist trainer
- Principal Trainer- Teacher Training Academy- UoL 2022 onwards (trained around 700 faculty members across 14 departments)
- Principal Trainer- Train the Trainer TTT program JS Bank 2022 (set of 6 trainings with mid and upper-level management on customer journey mapping, customer handling, turnaround strategy in banking sector)
- Principal Trainer –Customer Experience Optimization –JSBL/MCB- 2021
- Principal Trainer - Alignment of CLOs and PLOs -Curriculum development – Teacher orientation – Teacher Morale – Workplace Harassment – Mentoring and Coaching- stress Management – LBS (In-house trainings), 2020 onwards
- Master Trainer – NGIU and Pinnacle International 2020 onwards
- Sales Force Trainer- Sateen Soft. (Jan – Aug 2019)

- Painting (Oil, Glass, Fabric, Pot), Reading books (science fiction, political, religious, action mysteries), Cooking, Home Decoration, Traveling

- All As in PhD- Marketing, (2019)
- **Gold Medal** for Academic Excellence (first position) MBA (2008)

- **Gold Medal**, First Position, BS Honours, Social Sciences, (2006)
- **Gold Medal** for Academic excellence from class 1 to10 (2000)
- Best athlete in School for three consecutive years (1998-2000)

Publications:

- Khan, K. I., Mahmood, S., & Khalid, A. (2024). Transforming manufacturing sector: bibliometric insight on ESG performance for green revolution. *Discover Sustainability*, 5(1), 359.
- Khalid, A., Awan, R. A., Ali, R., & Sarmad, I. (2024). The antecedent cognitions of brand love and its impact on brand loyalty: The moderating role of sustainability marketing. *Corporate Governance: The International Journal of Business in Society*, 24(3), 609-626. DOI. [10.1108/CG-06-2023-0230](https://doi.org/10.1108/CG-06-2023-0230)
- Rehmani, M., Farheen, N., Khokhar, M. N., Khalid, A., Dalain, A. F., & Irshad, H. (2023). How Does Transformational Leadership Stimulate Employee Innovative Behavior? A Moderated Mediation Analysis. *SAGE Open*, 13(3), 21582440231198401.
- Khalid, A., Awan, R. A., Qadeer, F., Saeed, Z., & Ali, D. R. (2023). Attitude toward Nudity and Advertising in General through the Mediation of Offensiveness and Moderation of Cultural Values: Evidence from Pakistan and the United States. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 17(1), 115-134
- John, A., Ahmad, N., Shahzadi, G., Qadeer, F., & Khalid, A. (2022). Corporate social responsibility and repurchase intentions: The parallel mediation of consumer satisfaction and consumer trust. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 16(4), 604-621.
- Rauf, A., Razi, A., Khalid, A., & Hassan, Y. (2022). The Usage Patterns of Credit/Debit Card across Various Demographics. *Pakistan Journal of Humanities and Social Sciences*, 10(2), 898-903.
- Khalid, A., & Qadeer, F. (2021). Curbing the Materialism-Loneliness-Happiness Trap by Two Conscious Interventions: A Double Randomized Experiment. *Journal of ISOSS*, 7(2), 125-143.
- Khalid, A., & Qadeer, F. (2017). *Rising consumer materialism: A threat to sustainable happiness*. Routledge Focus Series. London, England
- Qazi, T. F., Khalid, A., & Shafique, M. (2015). Contemplating employee retention through multidimensional assessment of turnover intentions. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 9(2), 598-613.

Case Study Publication

- Khalid, A., Jabeen, S. Lee, K. (2025). Samajhdaar Maan. Scaling maternal empowerment through strategic social marketing. Nikkei Bizruptors. Thailand
<https://www.nikkeibizruptors.com/article/313>
- Khalid, A., Lee, K. (2024). Cure Pharma – Legal Insights for New Entrants in Pakistan’s Pharmaceutical Industry. Nikkei Bizruptors. Thailand
<https://www.nikkeibizruptors.com/article/309>