

**Name: Zarmeena Malik**

**Designation: Lecturer**

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### Education

Degree	Degree Awarding Institute/University and Country	Major	Passing Year	Division/CGPA
PhD	---	-----	----	-----
Masters	University of Central Punjab, Lahore	Marketing	2011-2013	1 <sup>st</sup> / 3.89
BBA(Homs.)	University of Central Punjab, Lahore	Marketing	2006-2010	1 <sup>st</sup> / 3.96
Intermediate	Divisional Public Higher Secondary School, Lahore	Pre Medical	2003-2005	1 <sup>st</sup>
Matriculation	Divisional Public Higher Secondary School, Lahore	Science	2001-2003	1 <sup>st</sup>

<b>Teaching Interests</b>	<ul style="list-style-type: none"><li>• Consumer Behavior</li><li>• Principles of Marketing</li><li>• Integrated Marketing Communications</li><li>• Services Marketing</li><li>• Brand Management</li></ul>
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<b>Research Publications</b>	HEC Recognized Journals	----
	International Journals	----
	International Conferences	----

### Professional Experience

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**Dates**

**2014 to Till date**

• **Name of employer**

Institute of Business & Management, University of Engineering & Technology (UET), Lahore

• **Position held**

Lecturer

• **Main activities and responsibilities**

- Teaching undergraduate courses.
- Supervising Final Year Projects

## Honors and Awards

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- 1st position holder in BBA
- Recipient of merit scholarship