

Name: Zarmeena Malik
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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 st / 3.89
BBA(Hons.)	University of Central Punjab, Lahore	Marketing	2006-2010	1 st / 3.96
Intermediate	Divisional Public Higher Secondary School, Lahore	Pre Medical	2003-2005	1 st
Matriculation	Divisional Public Higher Secondary School, Lahore	Science	2001-2003	1 st

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

Professional Experience

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	<ul style="list-style-type: none"> • Teaching undergraduate courses. • Supervising Final Year Projects

Honors and Awards

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