

ZEESHAN ALI

Mailing Address:

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Academic Objective:

Objective: Seeking an opportunity in an organization to work in a progressive and challenging environment to attain professional excellence and to improve my skills to meet the demands of the position with a strong sense of commitment to the task and employer.

Academic Background:

2020 Master - Specialization in Customer Management University of International Business and Economics, Beijing, People's Republic of China

Thesis Title: Customs Procedures and Trade Facilitation in Pakistan.

2018 Master -Specialization in Business Administration International Islamic University Islamabad, Pakistan

2016 Bachelor - Specialization in Commerce Allama Iqbal Open University, Islamabad, Pakistan

2012 Higher Secondary School Certificate Government Degree College Taxila Cantt., Pakistan

Research Articles in Review Process:

1. The moderating role of Individualism/Collectivism and Materialism: an Application of the Theory of Planned Behavior in Halal Food Purchasing.
2. Investigating the antecedents of Halal Brand Product Purchase Intention: an Empirical Investigation.
3. Determinants of Consumers' Green Purchase Intention: an Empirical Investigation of Pakistani Customers' Green Purchase Behaviour.

Completed Projects/ Reports:

- A success or merely a failure for poverty eradication: Critical Analysis of Benair Income Support Programme (BISP), Pakistan.
- A study on analysis of the customer satisfaction level towards landline service provided by Pakistan Telecommunication Limited (PTCL).
- Analysis of Service Quality of Pakistan International Airlines Corporation (PIAC).
- Project on Banking Services of Standard Chartered Bank of Pakistan.
- Report on Labor Welfare Activities and Safety Measures in K&N's Pakistan.
- The role of Border Agencies for the successful execution of China Pakistan Economic Corridor (CPEC).
- Recommendation for Regulating and Facilitating border Trade between the People's Republic of China and Pakistan.
- Enlisting the various types of Border Management Ethics and ways forward for better implementation of these ethics during border Trade.
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Achievements/ Honors in Sports Field:

1. I participated in *Inter Trade Cricket Tournament* at POF Welfare Ground Wah Cantt. Pakistan held on 18th May 2015 hosted and organized by VTI Taxila, Pakistan.
2. As a *Captain* of football team, my team won *Second Prize* in a football competition hosted and organized by HMC School.
3. I was nominated as "*Best Player of Football*" at Secondary School level team in HMC Boys High School Taxila.

4. I won a *First Prize* in 400 meter race in a racing competition hosted and organized by HMC School.
5. I won a *First Prize* in tent pegging competition hosted and organized by HMC School.

Seminars/ Workshops:

1. Attended a special three hours' workshop at University of International Business and Economics, Beijing (UIBE), China on Wednesday 11th May, 2019 conducted by Murad Mithani a renowned Pakistani Professor at Stevens Institute of Technology, Greater New York City area on following key issues:
 - What are the top ranked journals?
 - Techniques to publish a paper in top ranked journals
 - Crafting a research idea
 - Framing introduction section
 - Key points to improve writing skills in order to convince reviewers
2. Attended a research workshop organized by the Business School of University of International Business and Economics (UIBE), Beijing, China 5th April, 2019 and conducted by the followed renowned Professor:
Rob. Palmatier, Professor of Marketing at University of Washington at Seattle (Editor of Journal of the Academy of Marketing Science).
3. Attended a research workshop organized by the Business School of University of International Business and Economics, Beijing, China 23rd October, 2019 and conducted by the followed two renowned Professors:
 - (i). **Rob. Palmatier**, Professor of Marketing at University of Washington at Seattle (Editor of Journal of the Academy of Marketing Science).
 - (ii). **Eric Fand** Professor of Marketing at University of Illinois at Urbana-Champaign (Special issue editor of Journal of the Academy of Marketing Science).
4. Attended a seminar on “*Model UN*” hosted by International Student Union (ISU) organized by University of International Business and Economics (UIBE), Beijing, China on April, 2019.

5. Attended a one day seminar on “*China- Pakistan Economic Corridor: One Belt One Road*” (OBOR) initiative organized by the Vice President Professor. Lin Guijin of University of International Business and Economics (UIBE), Beijing, China in UIBE in May, 2019.

Computer/ Technical Courses:

1. Six months course of “*Computer IT*” from Cibil College of Commerce & Management (1st February, 2011 to 31st July 2011).
2. Served as a “*Computer Operator*” in the Department of Electronics Engineering, Faculty of Engineering and Technology, International Islamic University, Islamabad from February 01, 2012 to August 30, 2013 on Adhoc bases.
3. Fourteen months course “*Computer Application & Office Professional*” from Vocational Training Institute, Government of Punjab (January 2015 to April, 2016).

Computer Courses/ Skills:

Internet surfing, Web browsing, Good command over MS office, In- page 2003 (Urdu/ English typing), Window Installation, Database Installation, Letter Writing, Establishing and maintenance of computer network.

Language:

English, Urdu, Hindi, Punjabi, Basic Chinese

Foreign Exposure:

China and Malaysia

References:

Will be furnish on demand