

Dr. Muhammad Asif

Islamabad, Pakistan.

📞 Cell No. : +92-314-5123500,

✉ E-Mail : dr.asifmails@gmail.com

PERSONAL STATEMENT: -

I am a person who cherishes challenges and aspire to seek excellence in the task assigned to me in every situation.

QUALIFICATION:-

- **Ph.D. (Management Sciences, Specialization in HRM)** Preston University, Kohat, Islamabad Campus.
- **M.S (Finance)** Federal Urdu University of Arts Science and Technology, Islamabad.
- **LLB** Islamia University, Bahawalpur.
- **MBA in Finance** Preston University, Kohat, Islamabad Campus.
- **M.A Political Science** Punjab University, Lahore.
- **M.A History** Punjab University, Lahore.
- **B. Ed (Maths and Physics)** Allama Iqbal Open University, Islamabad.
- **B. Sc (Double Maths, Physics)** Punjab University, Lahore.
- **F. Sc (Pre Engineering)** Federal Board of Intermediate and Secondary Education, Islamabad.
- **Matric in Science** Federal Board of Intermediate and Secondary Education, Islamabad.

EXPERIENCE:-

1) “Chief Executive Officer” in Inverge Consultancy (pvt) Ltd (Financial, Research consultancy, and research publication firm) from 29.08.2022 to present.

Major Responsibilities.

- Developing and articulating a clear vision and mission for the company, aligning it with the evolving financial landscape.
- Creating and implementing long-term strategic plans to position the company for growth and success.
- Conducting market research to identify trends, opportunities, and potential challenges.
- Overseeing business development efforts to attract and retain new clients.
- Building and maintaining strong relationships with existing clients to ensure their satisfaction.
- Allocating resources effectively to support business growth and operations.
- Identifying and mitigating financial risks to protect the company's assets.
- Recruiting and hiring talented financial consultants to join the team.
- Cultivating a positive and collaborative company culture.
- Ensuring that the company complies with all relevant financial regulations and industry standards.
- Promoting ethical behaviour among employees and upholding the company's reputation.

2) “Assistant Professor” as an Adjunct Faculty Member.

Preston University, Kohat, Islamabad Campus from 10th of August, 2019 to present.

3) “Assistant Professor”, Visiting Faculty.

Federal Urdu University of Arts, Science, and Technology. Islamabad Campus from 2017 to present.

5) **International Resource Person, Allama Iqbal Open University, Islamabad** from September, 2020 to present.

6) **"Boost Communications" PTCL Affinity Partner.**

Working as "**General Manager**" from 02-03-2011 to 15-09-2020.

Major Responsibilities.

- Managed a comprehensive department overseeing shipping, receiving, market analysis, and sales operations.
- Ensured operational efficiency and integrity by monitoring purchasing, sales, and distribution processes.
- Maximized profit margins through strategic decision-making and cost control.
- Conducted performance evaluations to assess employee effectiveness and facilitate growth through salary increases and promotions.
- Negotiated favourable trucking/carrier contracts to optimize transportation costs.
- Proactively identified and reported product damage incidents to senior management for timely resolution.

7) "The Rose Hotel" The Project of SK (Pvt) Ltd. Islamabad.

Working as "*Manager Finance*" from 14-07-2008 to 31-01-2010.

Major Responsibilities.

- Transfer of traditional Accounting system to Computerized Accounting system.
- "**Peach Tree**" (Accounting Software) used to maintain up to date financial reports.
- Establish and maintain an effective inventory control system.
- Analysis of financial reports, Income Expense Summary.
- Handling with banks and maintain monthly bank reconciliation statements.
- Maintain project monthly budget plan and control.
- Maintain ledger, petty cash and other financial statements.
- Prepare salary and record advances of all the employees.

8) Business and Industrial Insurance Company (Pvt) Ltd.

Worked as "**Assistant Chief Financial Officer**" from 11-01-2007 to 10-07-2008.

Major Responsibilities.

- Assisting in the development and implementation of the company's financial strategy and budget.
- Analysing financial data to identify trends, opportunities, and risks.
- Preparing financial forecasts and projections.
- Conducting financial modelling and scenario analysis.

- Overseeing the accounting function and ensuring accurate and timely financial reporting.
- Preparing financial statements, including the balance sheet, income statement, and cash flow statement.
- Ensuring compliance with accounting standards (e.g., GAAP, IFRS).
- Preparing tax returns and managing tax compliance.

9) "**Liaison Officer**" in 9th SAF, 2004 games and "**Liaison Officer**" in Olympics Torch rally 2008.

10) One year in "**Xeinth Communications**", Islamabad as a CSR.

Detail; i) In out bound for up gradation and sale of mobile phone connections and mobile phones from Orange for UK customers.

ii) At millifone campaign for sale of contract mobile phone connections of Orange, Vodafone, 3, O2 and Virgin mobile for UK customers.

RESEARCH PUBLICATIONS: -

1. **Asif, M.**, Khan, M. A. & Pasha, A. (2019). Psychological Capital towards Employees' Engagement: Moderating Impact of Conflict Management in Financial Sector of Pakistan. *Global Social Sciences Review*, 4(3), 115-123. DOI: [http://dx.doi.org/10.31703/gssr.2019\(IV-III\).15](http://dx.doi.org/10.31703/gssr.2019(IV-III).15), ISSN (P): 2520-0348, ISSN (Online): 2616-793X, H-index: 4, (HEC Category "X").
2. Pasha, A., Ramzan, M. & **Asif, M.** (2019). Impact of Economic Value Added Dynamics on Stock Prices Fact or Fallacy? New Evidence from Nested Panel Analysis. *Global Social Sciences Review*, 4(3), 96-105. DOI: [http://dx.doi.org/10.31703/gssr.2019\(IV-III\).13](http://dx.doi.org/10.31703/gssr.2019(IV-III).13), ISSN (P): 2520-0348, ISSN (Online): 2616-793X, H-index: 4, (HEC Category "X").
3. Aurangzeb, Ullah, M., **Asif, M.** & Rind, Z., K. (2021). Relevance of Motivational Theories and Firm Health. *International Journal of Management*, 12(3), 1130-1137. https://iaeme.com/Home/article_id/IJM_12_03_106, ISSN Print: 0976-6502, ISSN Online: 0976-6510 (**Scopus Indexed**) (HEC Category "X").
4. Aurangzeb, Mushtaque, T., Tunio, M. N., Zia-ur-Rehman & **Asif, M.** (2021). Influence of Administrative Expertise of Human Resource Practitioners on the Job Performance:

- Mediating Role of Achievement Motivation. *International Journal of Management*, 12(4), 408-421. https://iaeme.com/Home/article_id/IJM_12_04_035, ISSN Print: 0976-6502, ISSN Online: 0976-6510 (**Scopus Indexed**) (HEC Category “X”).
5. Aurangzeb, **Asif, M.**, & Amin, M. K. (2021). Resources Management and SME’s Performance. *Humanities & Social Sciences Reviews*, 9(3), 679-689. DOI: <https://doi.org/10.18510/hssr.2021.9367>, ISSN Online: 2395-6518 (**Scopus Indexed**) (HEC Category “W”).
 6. Aurangzeb, & **Asif, M.** (2021). *Role of Leadership in Digital Transformation: A Case of Pakistani SMEs*. Paper presented at the Fourth International Conference on Emerging Trends in Engineering, Management and Sciences (ICETEMS-2021) October 13-14, 2021.
 7. Ishfaq, U., Imran, A., Joseph, V., Haqdad, U., & **Asif, M.** (2022). MEDIATING ROLE OF TRUST BETWEEN EMOTIONAL INTELLIGENCE AND PROJECT TEAM PERFORMANCE IN TELECOMMUNICATION SECTOR. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 19(4), 988-1005. ISSN. (**Scopus Indexed**) (HEC Category “X”).
 8. Shahid, N., **Asif, M.**, & Pasha, A. (2022). Effect of Internet Addiction on School Going Children. *Inverge Journal of Social Sciences*, 1(1), 13-55. ISSN: **2959-4359**. DOI: <https://doi.org/10.1022/ijss.v1i1.3>.
 9. Usama, H. A., Riaz, M., Khan, A., Begum, N., **Asif, M.**, & Hamza, M. (2022). PROHIBITION OF ALCOHOL IN QURAN AND BIBLE (A RESEARCH AND ANALYTICAL REVIEW). *PalArch's Journal of Archaeology of Egypt/Egyptology*, 19(4), 1202-1211. ISSN: (**Scopus Indexed**) (HEC Category “X”).
 10. **Asif, M.**, Adil Pasha, D. M., Shafiq, S., & Craine, I. (2022). Economic Impacts of Post COVID-19. *Inverge Journal of Social Sciences*, 1(1), 56–65. ISSN: **2959-4359**. DOI: <https://doi.org/10.1022/ijss.v1i1.6>.
 11. **Asif, M.** (2022). Integration of Information Technology in Financial Services and its Adoption by the Financial Sector in Pakistan. *Inverge Journal of Social Sciences*, 1(2), 23–35. ISSN: **2959-4359**. DOI: <https://doi.org/10.1022/ijss.v1i2.31>.
 12. **Asif, D. M.**, & Shaheen, A. (2022). Creating a High-Performance Workplace by the determination of Importance of Job Satisfaction, Employee Engagement, and

- Leadership. *Journal of Business Insight and Innovation*, 1(2), 9–15. <https://doi.org/10.9876/jbii.v1i2.10> ISSN (Print): 3006-2284 ISSN (Online): 3006-0982,
13. **Asif, M.**, Pasha, M. A., Mumtaz, A., & Sabir, B. (2023). Causes of Youth Unemployment in Pakistan. *Inverge Journal of Social Sciences*, 2(1), 41–50. ISSN: **2959-4359** DOI: <https://doi.org/10.1022/ijss.v2i1.21>.
14. Mumtaz, A., Munir, N., Mumtaz, R., Farooq, M., & **Asif, M.** (2023). The Impact of Psychological & Economic Factors on Investment Decision-Making in Pakistan Stock Exchange. *Journal of Positive School Psychology*, 7(4), 130-135. ISSN: 2717-7564 (**Scopus Indexed**) (HEC Category “X”)
15. **Asif, D. M.**, & Sandhu, M. S. (2023). Social Media Marketing Revolution in Pakistan: A Study of its Adoption and Impact on Business Performance. *Journal of Business Insight and Innovation*, 2(2), 67–77. <https://doi.org/10.9876/jbii.v2i2.23>, ISSN (Print): 3006-2284 ISSN (Online): 3006-0982
16. Dr. Muhammad Asif. (2024). THE COMPLEXITIES OF BIOTERRORISM: CHALLENGES AND CONSIDERATIONS. *International Journal of Contemporary Issues in Social Sciences*, 3(3), 2175–2184. ISSN (Print): 2959-3808 ISSN (Online): 2959-2461, (HEC Category “Y”)

PhD Dissertation:-

Titled “*Contingent Effect of Conflict Management towards Psychological Capital and Employees’ Engagement in Financial Sector of Islamabad*” by **Dr. Muhammad Asif** and supervised by **Prof. Dr. Muhammad Azizullah Khan** from Preston University, Kohat, Islamabad Campus. (HEC’s PhD Country Directory (PCD) Number: **23569**)

Available Online at:

URL: <http://pr.hec.gov.pk/jspui/handle/123456789/17367>

DOI: <https://doi.org/10.13140/RG.2.2.17616.79360>

RESEARCH PROFILES:-

Google Scholar Link:

https://scholar.google.com/citations?view_op=list_works&hl=en&hl=en&user=qaXdhiUAAAJ

Research Gate Link:

<https://www.researchgate.net/profile/Dr-Asif-4>

ORCID ID Link:

<https://orcid.org/0000-0001-6576-2805>

BOOKS PUBLISHED:-

1. Statistics for Business
by Dr. Muhammad Asif
2. Basics of Project Management
by Dr. Muhammad Asif

PUBLISHED NEWS ARTICLES:-

1. Titled “**Economic condition of Pakistan and its Solution**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 18.02.2023.
2. Titled “**Fuel Prices Hike: Impact on Economy and its Solution**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 25.02.2023.
3. Titled “**Causes of Youth Unemployment in Pakistan and its Solution**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 24.03.2023.
4. Titled “**Black Economy of Pakistan and its Remedy**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 30.04.2023.
5. Titled “**Is a person the only problem of Pakistan?**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 20.05.2023.
6. Titled “**What have We Won or Lost**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 18.06.2023.
7. Titled “**Islamic Religious Harmony and Recent Incidents**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 30.04.2023.
8. Titled “**Islamic Religious Harmony and Recent Incidents**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 05.07.2024.
9. Titled “**FY 2024-25 and our lives**” by **Dr. Muhammad Asif** in the Daily English Newspaper “**Pakistan Observer**” dated 07.07.2024.

HONORARY TITLES:-

1. **“Editor-in-Chief”, Inverge Journal of Social Sciences (IJSS).**
ISSN (Online): 2959-4359, ISSN (Print): 3007-2018
URL: <https://invergejournals.com/index.php/ijss/index>
2. **“Chief Advisor”, Journal of Business Insight and Innovation (JBII).**
ISSN (Print): 3006-2284, ISSN (Online): 3006-0982,
URL: <https://insightfuljournals.com/index.php/JBII/index>
3. **“Associate Editor”. Canadian Journal of Business and Information Studies.**
ISSN (Print): 2663-7812, ISSN (Online): 2663-7820
URL: <https://universepg.com/editors/cjbis>
4. **“Advisory Board Member”. International Journal of Contemporary Issues in Social Sciences (IJCIS)**
ISSN (Print): 2959-3808, ISSN (Online): 2959-2461 (HEC Category “Y”)
URL: <https://www.ijciss.org/Home>

ACCOUNTING & RESEARCH SOFTWARE SKILLS:-

Quick Books, Peach Tree, SPSS, AMoS, e-Views, etc.

- Accounting software’s use to make ledger, journal.
- Profit & Loss Statements. Cash flow statements. Balance Sheets
- Research data analysis of Primary and Secondary data and their interpretation on the basis of statistical tools and measurements.

EXTRA QUALIFICATIONS:-

1) **M.C.S.E.** (Microsoft Certified System Engineer)

- From **"CORVIT Systems"** Institute, F-6 Markaz, Islamabad.

2) **C.C.N.A.** (Cisco Certified Network Associate)

- From **"CORVIT Systems"** Institute, F-6 Markaz, Islamabad.

3) Six months **"ENGLISH"** language course,

- From National University of Modern Languages, **(NUML)**, H-9, Islamabad.

LANGUAGES:-

English,

Urdu,

Punjabi,

Good,

Native,

Mother Tongue.

DEMOGRAPHICS:-

Father's Name : Muhammad Bashir
Domicile : Punjab
Religion : Islam

REFERENCES:-

1. **Prof. Dr. Cdr ® Aurangzeb**, Dean Management Sciences, Preston University, Kohat, Islamabad Campus.
2. **Dr. Arslan Rafi**, Post Doc Researcher, University of West Australia, Australia.
3. **Dr. Malik Adil Pasha**, Assistant Professor, Federal Urdu University of Arts, Science, and Technology (FUUAST), Islamabad Campus.

I assure you that if I selected it will be the best opportunity for me to convince you with best of my work and conduct in a challenging environment and will not leave any stone unturned to perform my duties.

Signature: _____