

CURRICULUM VITAE

Dr. Muhammad Mohsin-ul-Mulk
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Objective:

To enhance capabilities and transfer of knowledge through Research Work for better Utilization of experience gained from Corporate and Education Sectors.

Educational Qualification:

PhD (Marketing) from Alpen-Adria University Klagenfurt Austria

Masters of Business Administration (MBA) (Marketing)
University of Punjab, Lahore, Pakistan (1983)

Research:

1. Entering the Semi New Market by use of Cause Related Marketing (CRM) and Trust Factor
"A case of Basic Health Unit" (PhD Thesis)
2. The Relationship of Instagram Use and Self-Transcendence: An analysis of Female Youth. Online Media and Society, 3, 36-53.
<http://hnpublisher.com/ojs/index.php/OMS/article/view/134>. (HEC recognize Y category) (2022)
Mehboob Butt, Muhammad Naeem Javed, Mohsin ul Mulk
3. Impact of US Oil and Gold Prices on the Stock Market: An Asymmetric Analysis:
Human Nature Journal of Social Sciences: Vol. 3 No. 4 (2022)
Sareer Ahmad, Dr. Mohsin Ul Mulk, Alam Khan, Dr. Amanat Ali
4. Electrochemical characterization of polymer electrolyte membrane fuel cells and polarization analysis in International Journal of Hydrogen Energy (2019)
Munazza Mohsin, Rizwan Raza, M. Mohsin ul Mulk, Abida Yousaf, Viktor Hacker
5. Proper Use of Agriculture Machinery in Pakistan for increase of Agriculture Out put. (Article Published in News Paper)
6. Report on Women Entrepreneurship and its effectiveness in Punjab (Presented to Punjab Small Industries).

Training:

1. Parts Management and Marketing, Stoneleigh, England.
2. Training in Zamrock Fiber Glass Corporation Lahore.
3. Effective Communication Skills from PIM Lahore.
4. Training of Computers Skills from ILM Lahore.
5. Research Studies on Religion.
6. Total Quality Management Course.
7. Effective Communication Skills Comsats Lahore.

Working History:

Working till date with Leads University Lahore as Assistant Professor Management and Marketing.

Teaching different courses at Master Level and Bachelor Level

Representing Vice Chancellor at Board of Faculty and Board of Advance Studies and Research meetings.

March 2002 to October 2018

Assistant Professor: COMSATS University Islamabad Lahore Campus

Teaching Assignments:

Teaching Master Class's the subject of Entrepreneurship, CSR, and Marketing.

Teaching at under graduate level subject of Introduction to Business, Introduction to Management, Self Management, Time Management, Islamic Studies and HRM.

Member Course out line Committee.

Non-Teaching Assignments:

In charge Department of Business Administration.

Member Admission Committee Member Industrial Liaison Committee.

Member Faculty Development Workshop Committee.

Member Prize Distribution Committee.

Internship Advisor.

Member Disciplinary Committee

Member Transport Committee

Jan 1990 to Feb 2002: Visiting Professor:

Punjab Engineering Academy

OPSTEC College of Computer Science.

Institute of Leadership and Management Lahore.

National Institute of Business Administration Lahore.

University College of Lahore (U. C. L) Lahore.

Aug. 2000 to Dec. 2001: Quran Aasan Therik, Pakistan. (Publishing House)

Marketing and Sales Manager

In charge of the following activities

Printing of Books

Distribution Network

Office Management

Arrangement of Conferences

March. 1995 to June 2000: Atique Brothers (Pvt) Ltd.

Marketing and Sales Manager, Lahore Branch

In charge of the following activities
Marketing and Sales Activities
Administrative Control of Branch

**Aug. 1993 to Oct. 1994: Put Sarajevo General Engineering Co. (Bosnia)
Road Construction Project
Manager Administration and Public Relations**

Staff recruitment.
Liaison with Project Manager at site.
Dealing with all Government Departments.
Project purchases.

Aug. 1991 to July. 1993

**Netherlands Development Finance Company (F. M. O)/ Punjab Small Industries Corporation
Liaison Officer/ Special Assistant to Chief Technical Advisor**

Industrial and Market Surveys.
Training of Entrepreneur/ PSIC Staff.
Development of Financial Systems.
Administrative responsibilities of project.

Nov. 1987 to May 1991: Management and Financial Application (Pvt) Ltd

Feasibility Studies, Marketing Survey and Research.

**Oct. 1986 to Oct 1987: General Tyre and Rubber Company (PVT) Ltd
Worked as Zonal Sales Officer/ Branch Manager for Punjab**

Responsible for the Administrative activities of the Branch.
Manage Marketing Activities in Punjab and KPK and Liaison with Dealer Network.
Coordination with the Head Office for Corporate Sales and after Sales Activities.

**Aug 1983 to Oct 1986: Millat Tractors Limited
Manufacturer of Massey Ferguson Tractors and Agriculture. Machinery in Pakistan
Worked As: Assistant Manager Marketing**

Market Survey.
Member Dealers Conference Committee and Dealer Development.
Assistant Manager Ware House.
Area Sales Officer.
Distribution and Delivery Section In charge.