

FAHAD MANSOOR PASHA

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PROFESSIONAL TEACHING EXPERIENCE

2022 (JULY)-PRESENT

ASSISTANT PROFESSOR (MARKETING), FACULTY OF BUSINESS ADMINISTRATION,
LAHORE SCHOOL OF ECONOMICS, LAHORE, PAKISTAN

1. Data Mining and Machine Learning (BBA/BSC)

- Topics covered: Decision Trees, Random Forests, KNNs, Linear Regression with Gradient Descent, Regressions (Elastic/Lasso/Ridge), Support Vector Machines, Principle Component Analysis, Market Basket Analysis, Regression Trees.
- Software: Python using VS Code

2. Decision Analysis (BBA/BSC/EMBA)

- Topics covered: Predictive Models, Forecasting Models (including Time Series Analysis), Optimizations, Inferential Statistics, Monte Carlo Simulations.
- Software: Excel, BlueSky Statistics (R-based), JASP (R-based)

3. Consumer Behavior (BBA)

- 4 themes covered: (a) the cognitive consumer, (b) the emotional consumer, (c) the social, cultural, and ethical consumer, and (d) the technology-driven consumer.
- Journal articles: Readings from high-impact Marketing journals (Journals shortlisted: Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research)

4. Marketing Management (BBA)

- Topics covered: Pricing, branding, and supply chain management.
- Application: Journal articles (Marketing) and HBR case studies.

CERTIFICATIONS ACQUIRED

1. Machine Learning Specialization (Offered by Stanford University & DeepLearning.AI)

Courses:

- Supervised Machine Learning: Regression and Classification
- Advanced Learning Algorithms
- Unsupervised Learning, Recommenders, Reinforcement Learning

2. Natural Language Processing with Probabilistic Models (Offered by DeepLearning.AI)

3. Natural Language Processing with Classification and Vector Spaces (Offered by DeepLearning.AI)

4. Machine Learning for All (Offered by King College London)

5. Excel Skills for Business Specialization (Offered by Macquarie University)

Courses:

- Excel Skills for Business: Essentials
- Excel Skills for Business: Intermediate I

- Excel Skills for Business: Intermediate II
- Excel Skills for Business: Advanced
- 6. The Complete Data Analytics Course in Excel (taught by Michael Parent)
- 7. 15 Days of SQL: The Complete SQL Masterclass 2024 (taught by Nikolai Schuler)
- 8. PL-300 certification: Microsoft Power BI Data Analyst (taught by Phillip Burton)

DATA PUBLICATIONS

- Pasha, F.M., Habib, F., Kamran, K., Azam, A., Ali, Z. and Hussain, D., 2025. Let the Customers Speak Their Hearts Out: The Role of Verbosity and Emotions in Online Viewer-to-Viewer Engagement. *Human Behavior and Emerging Technologies*, 2025(1), p.6282833.
HEC Ranking: Platinum (W category)
- Habib, F., Ali, Z., Azam, A., Kamran, K. and Pasha, F.M., 2024. Navigating pathways to automated personality prediction: a comparative study of small and medium language models. *Frontiers in Big Data*, 7, p.1387325.
HEC Ranking: Platinum (W category)

2022 (JANUARY)-2022(JUNE)

ASSISTANT PROFESSOR (MARKETING), SCHOOL OF MANAGEMENT, FAST-NUCES-LAHORE, LAHORE, PAKISTAN

1. Inferential Statistics & Descriptive Modeling (MS)

- Topics covered: Inferences and hypothesis testing, linear and non-linear modeling (e.g., multiple linear regression, IV regressions, and probit/logit models), and selected machine learning topics (e.g., decision trees, rule learners, regression trees, and market basket analysis) using R studio
- Software tutorials: Practical applications using R studio for all topics.

2. Marketing Analytics (MBA)

- Topics covered: The 6-step Market Research process.
- Journal articles: Readings from high-impact Marketing journals (Journals shortlisted: Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research)
- Software tutorials: Marketing applications using R Studio, such as sentiment analysis, hypothesis testing, text analytics, decision trees, rule learners, regression trees, and market basket analysis

3. Consumer Behavior (BBA)

- 4 themes covered: (a) the cognitive consumer, (b) the emotional consumer, (c) the social, cultural, and ethical consumer, and (d) the technology-driven consumer.
- Journal articles: Readings from high-impact Marketing journals (Journals shortlisted: Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research)

FINAL-YEAR PROJECT SUPERVISION

- Topic 1 theme: Creating social media filters for violent vs non-violent political posts using machine learning.
- Topic 2 theme: Creating social media filters for violent vs non-violent celebrity posts using machine learning.

2021 (SEPTEMBER)-2022 (MARCH)

VISITING FACULTY FOR MARKETING RESEARCH & ANALYTICS, FACULTY OF BUSINESS AND MANAGEMENT, INFORMATION TECHNOLOGY UNIVERSITY (BSMT 2020) (ITU-PUNJAB), LAHORE, PAKISTAN

- Topics covered: The Market Research process, readings from high-impact Marketing journals (Journals shortlisted: Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research)
- Software tutorials: Marketing applications using R Studio, such as sentiment analysis, hypothesis testing, and basic regression analysis.

EDUCATION

2017 (SEPTEMBER)-2021 (DECEMBER)

PH.D. IN BUSINESS AND MANAGEMENT (MARKETING GROUP), WARWICK BUSINESS SCHOOL, UNIVERSITY OF WARWICK, COVENTRY, UNITED KINGDOM

SUPERVISORS: PROF. NICK LEE, DR. MAGDA HASSAN

- Marketing group (focus: Marketing Strategy stream).
- Ph.D. dissertation: *Using Signals to Reduce Adverse Selection and Formulate Seller Positioning Strategies in Informal Markets*
- Subjects studied: Applied Multiple Regression Analysis, Introduction to Qualitative Research Methods, Introduction to Quantitative Research Methods, Multivariate Statistics, Advanced Issues in Entrepreneurship, Behavioral Science of Decision Making, Developing Management Research.

RESEARCH AWARDS

- Won Warwick Strategic Research fund of 11,500 GBP to fund field research.

MASTERS-LEVEL TEACHING EXPERIENCE AT WBS

- Creating Value with Marketing Experiences (Module leader: Prof. Hugh Wilson).

UNDERGRADUATE TEACHING/MARKING EXPERIENCE AT WBS

- Consumer Behavior (Module leader: Prof. Qing Wang)
- Principles of Marketing (Module leader: Prof. Sarah Wei)
- Marketing Communications (Module leader: Prof. Hu Yansong)
- Marketing (Module leader: Prof. Johannes Habel)

CONFERENCE PRESENTATIONS

- Presented "AI-Generated Art Patterns On Packaging Influence Perceptions Of Texture And Heaviness" at AMRC Conference 2024 (LUMS).
- Presented "IMPACT OF SIGNALS ON SELLER PAY-OFFS AND PERCEIVED BUYER PURCHASE RISK IN BOP MARKETS" at 2020 AMA Winter Academic Conference, San Diego, Feb 2020.
- Accepted for presentation at EMAC Doctoral Colloquium 2020, Budapest, Hungary (postponed due to COVID-19).
- Accepted for presentation at ESP 2020 at Warwick Business School March 2020 (postponed due to COVID-19).

EXTERNAL TRAINING

- JM-AMA Development Workshop 14-16 Feb 2020 conducted by the American Marketing Association.

2016 (SEPTEMBER)-2017 (JULY)

MASTER OF PHILOSOPHY IN STRATEGY, MARKETING, & OPERATIONS, JUDGE BUSINESS SCHOOL, UNIVERSITY OF CAMBRIDGE, CAMBRIDGE, UNITED KINGDOM
SUPERVISOR: PROF. JAIDEEP PRABHU

- Studied the impact on bargaining processes and outcomes due to physical structural transformations in cattle markets.
- Degree Class: 67% (2:1).
- Subjects studied: Econometrics, Organizations and Strategic Innovation, Organizational Behavior, Consumer Behavior, Seminar in Strategy Process, Fundamentals of Competitive Markets, Big Data Techniques, Individual Research Project.

2013 (SEPTEMBER)-2015 (MARCH)

MASTER OF BUSINESS ADMINISTRATION, BOGAZICI UNIVERSITY, ISTANBUL, TURKEY

- Focus subjects: Marketing, Finance.
- Degree Class: High Honor (GPA = 3.71).
- MBA thesis published: "Assessing the Financial Vulnerability of Emerging Markets." Mansoor, Fahad, and Neslihan Yilmaz. *Handbook of Research on Financial and Banking Crisis Prediction through Early Warning Systems*. By Qaiser Munir. N.p.: IGI Global, 2015. 405-38.

2009 (SEPTEMBER)-2012 (JULY)

BACHELOR OF BUSINESS ADMINISTRATION, BAHCESEHIR UNIVERSITY, ISTANBUL, TURKEY

- Focus subject: Marketing.
- Degree Class: High Honor (GPA = 3.97).
- Achieved 2nd position in Bahcesehir University Class of 2012.
- Achieved 1st position in the Faculty of Economics and Administrative Sciences, Class of 2012.

PROFESSIONAL MARKETING EXPERIENCE

2015 (JUNE)-2016 (SEPTEMBER)

MARKETING MANAGER, LAHORE DIVISION CATTLE MARKET MANAGEMENT COMPANY, LAHORE, PAKISTAN

- Managed marketing communications (newsletters, brochures), overlooked logo & website development, created Progress Reports & Strategic / Operational Plans for BoD Members.
- Participated in cattle market location and cattle market banking studies, conducted cattle market exploratory research, implemented cattle market self-sustainability model, and participated in research on pilot animal e-tagging system for the national market.

(The LDCMMC is a semi-government company tasked to revamp and modernize the cattle sector of Pakistan by creating model markets and preparing the cattle market for export).

2013 (JUNE-OCT)

BUSINESS DEVELOPMENT AND SPECIAL PROJECTS OFFICER, SELAH SHIPYARDS, ISTANBUL, TURKEY

- Acted as a liaison between overseas potential customers, coordinated activities between old customers and the company, prepared for participation in trade fairs, acted as coordinator for custom operations, prepared yearly budgets, and inspected ships.

STATISTICAL SOFTWARE SKILLS

- STATA: Quantitative modeling and Structural equation modeling.
- Mplus: Quantitative modeling and Structural equation modeling.
- SPSS & AMOS: Quantitative modeling and Structural equation modeling.
- R studio: Quantitative modeling, Sentiment analysis, and Machine learning.
- JASP: Quantitative modeling and Structural equation modeling.
- JAMOVI: Quantitative modeling and Structural equation modeling.

MACHINE LEARNING SOFTWARE SKILLS

- Python: Predictions, classifications, text analytics, and image manipulation.
- R studio: Predictions, classifications, and text analytics.
- JASP: Machine learning and sentiment analysis.
- BlueSky Statistics: Machine Learning and Market Basket Analysis

COGNITIVE-PSYCHOLOGICAL SOFTWARE SKILLS

- PSYtoolkit: Web-based experiments.

LANGUAGES

- Urdu – native language.
- English – advanced knowledge.
- Turkish – intermediate knowledge.

PERSONAL INTERESTS

- Golf
- Gaming