



SHAMA RAZI

Date of Birth: 18/10/1982

Home Address:

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Lahore Pakistan
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Education and Qualifications

Lahore School of Economics 2013-2016
Post Graduate Diploma (PGD)

Lahore School of Economics 2010
MS in Business Administration

Lahore School of Economics 2004
MSC
Major: Economics and Marketing

Kinnaird College University 2002
Bachelors in Humanities
Subjects: Social Work, Journalism, French

Work Experience

Assistant Professor, Lahore School of Economics Dec 2017 to Date
Taught the following courses: Export Marketing, Consumer Behavior, Marketing Management, Principles of Marketing and Management, Islamic Studies, Supervised MBA research Projects (mostly related to Marketing and Management domain)

Research Analyst at CORE Media (OOH) media Agency Aug18-Aug20
Worked as a Consumer Research Analyst at the company head office. Responsible for gathering, analyzing, and interpreting data about consumer & brand behaviors, preferences, and trends.

Graduate Teaching Fellow, Lahore School of Economics May07-Nov 17
Taught the following courses: Supervised MBA research Projects, Islamic Studies, Principles of Marketing, Marketing Management, Business computing I, and Business computing II

Assistant Director Extra Curricular Dept. Aug06-Apr07
Worked under the supervision of Mr.Javed Quershi. Published first MBA/MSC yearbook. Arranged MBA/MSC farewell and welcome functions. Arranged cricket, basketball, chess, matches within LSE and outside LSE. Arranged Intra and Inter college tournaments.

TA, Lahore School of Economics Jan06-Apr2006
Worked with Prof.Fareedy and Archad Awan in different Management, and Marketing courses

RA, Lahore School of Economics Jan 05-Dec2005
Worked with Dr. Mazhar ul Haq Baloch, wrote a research paper "Education Sector in Punjab: (A study of School Sector Reforms) with him as a second author.

MTO, Mobilink Aug2004-Jan2005
Worked as a management trainee officer, looked after their call center issues, and learnt about the customer services.

PUBLICATIONS

- Published paper "THE NEXUS BETWEEN WOMEN EMPOWERMENT AND ETHICAL LEADERSHIP FROM PAKISTAN'S CULTURAL LENS IN CONTEMPORARY TIMES" in Journal of Political Stability Archive, 2025
- Published paper "GOING GREEN: INVESTIGATING THE RELATIONSHIP BETWEEN GREEN HRM PRACTICES AND EMPLOYEE PERFORMANCE THROUGH MODERATED MEDIATION" in Journal of Law & Social Studies (JLSS), 2023
- Published paper "IMPACT OF NATIONAL AND INTERNATIONAL CELEBRITY ENDORSEMENT ON HIGH AND LOW INVOLVEMENT PRODUCT PURCHASE; STORY OF OUT-OF-HOME MEDIA: AN EXPERIMENTAL DESIGN" in Journal of Organizational Studies and Innovation, 2021
- Published paper "EFFECTS OF FALSE NEWS ON DECISION MAKING, ACCORDING TO ISLAMIC OUTLOOK" in Journal of Law & Social Studies (JLSS), 2019
- Published paper "BRAND PLACEMENTS IN FILMS AND TELEVISION: AN EFFECTIVE MARKETING COMMUNICATION STRATEGY TO INFLUENCE CUSTOMERS " in International Journal Of Management Education, 2018
- Published Research paper "ANALYZING RESEARCH METHODOLOGIES AND PUBLICATION TRENDS IN SERVICE MARKETING LITERATURE" in Cogent Business & Management, Taylor & Francis online, 2018.
- Presented and published paper "Future of Internet Banking and banking strategies in Developing Countries" in the Fifth International Conference on Advances in Social Science, Management and Human Behaviour - SMHB 2017.
- My paper titled "TIME MANAGEMENT IN ISLAM" has been published in June 2016 issue of HEC recognized Y-category journal AL-IDAH.
- Published Research paper "SOCIAL WELFARE MEASUREMENT IN PAKISTAN: An Ordinal and Cardinal Approach" with Dr M.Buloch in 2007 in Pakistan Economic and Social Review, No 1. Summer 2007, HEC recognized X-category journal.

CONFERENCES / WORKSHOPS

- Presented in 5th International Conference on Advance in Social Science, Management and Human Behavior by IRED, Italy "Future of Internet Banking and Banking Strategies in Developing countries"
- Presented in 28th International Business Research Conference, Barcelona, Spain on "Canonical Correlation Investigation of the effect of job stress on job satisfaction and job performance: A study of private university teachers".

- 2- Days workshop on Conjoint Analysis by Lahore School of Economics (2015)
- 2 – Days workshop on Overview of Research Methods by Lahore School of Economics (2015)
- 2 – Days workshop on Overview of Research Methods by Lahore School of Economics (2015)
- Attended the 6th Annual conference on the Management of Pakistan Economy held at Lahore School of Economics. (2010)
- Successfully completed a short course on “Banking Operations” organized by First Women Bank Ltd. (2002)

RESEARCH WORK (not published)

- I wrote a research paper “Impact of Job Stress on Job Performance and Job Satisfaction of Teachers in Private Universities of Lahore, Pakistan” and presented it at 28th International Business Research Conference held in Sept. 2014.
- I wrote a review paper on “effective leadership: different situations and styles of leadership and their role in organizational performance” in 2010 as a part of my MS thesis.
- A review paper written on “Mergers & Acquisitions, Causes, and Consequences Review” for the Derivatives course studied in 2008.

PROJECTS

Major projects completed in the MSC program are:

- Marketing strategy presentation of Toyota Corolla.
- Conducted a consumer behavior research for Candia Milk of Haleeb foods.
- An Industry and Marketing analysis project for Caltex
- Human resource management project on H Karim Baksh.
- Developed a marketing strategy for “Thauraya” with the aim of designing a Marketing Plan for its service.
- Conducted a research paper on the rationale of Income tax System in Pakistan and built an econometric model

Additional Skills and Experience

- I have my own clothing brand. I am an Influencer with more than 100,000 followers on Instagram.
- I have completed short course on Digital Marketing and Data Science in 2022.
- I have worked as freelancer with IG handle as content writer for 2-3 months and have been involved in the marketing campaign of International School Lahore (ISL).
- Proficient at using Microsoft Office tools Powerpoint, Word, Excel, and other statistical softwares such as AMOS, SPSS, Mini Tab, Stata, Maple, WinQsb.

