

Name of faculty member	Subject area	Areas of interest for FYP	Relevant courses
DR NAUKHEZ SARWAR naukhez@nbs.edu.pk	HRM	Strategic HRM, industrial HRM, comparative HRM	HRM
DR ASFIA OBAID asfia.obaid@nbs.nust.edu.pk	HRM	Compensation and benefits, performance management systems, change management, strategic HRM	HRM, Organisational Behaviour, Management
DR ZAINAB RIAZ zainab@nbs.edu.pk	HRM, Tech Management	Mobile commerce, emerging digital payment systems, evolving business models	E-Commerce
MS KISHWAR SAMEEN GULZAR kishwar.gulzar@nbs.edu.pk	HRM	Strategic management, analysis of industries, non-market strategy	Strategic management
MR ASAD AMJAD	HRM, MIS		
DR FAISAL ASGHAR IMAM	HRM		
MR KAMRAN KHALID kamran@nbs.edu.pk	HRM, Quant Management	Lean six-sigma, process re-engineering, supply chain management, project management	Operations Management, DAPS, Statistics
MS FATIMA QASIM HAYYAT	HRM		
MS NADIA ZAHEER nadia.zaheer@nbs.nust.edu.pk	HRM, Quant Management	Quality improvement, six-sigma, business process management, case analysis, human issues in data, project execution, information systems	IQP, Research Methods, QTM
MS SANA AHMED sana.ahmed@nbs.nust.edu.pk	HRM	Cross-cultural management, business ethics, entrepreneurship, organisational behaviour	Management, advanced courses in finance, marketing and HRM
MS ZUNAIRA SAQIB	HRM		
MS MARIA KHAN maria.khan@nbs.edu.pk	HRM	Recruitment and selection, change management (resistance), training and skills development	HRM, Organisational Behaviour
MR MAJID MATLOOB	HRM, Quant Management	Comparative efficiency assessment, social entrepreneurship, public sector project management, transport systems development and optimisation, inter-governmental fiscal transfers	Economic analysis, statistics, QTM, IQP, operations and project management, cost accounting, entrepreneurship, research methods
MR ABID R KHAWAJA	Marketing		
MR UMAR AHMED	Marketing		
MS AYESHA PERVIAZ ayesha_p@nbs.edu.pk	Marketing	Global marketing, marketing strategies, branding, international business management	Marketing Theories and Practices, International Business, Global Marketing, Brand Management

MS MARIA QADRI	Marketing		
MS FATIMA ZAHEER fatima@nbs.edu.pk	Marketing	Consumer behaviour, social media marketing, branding, m-commerce, marketing communications	Principles of Marketing, Consumer Behaviour, Services Marketing, E-Commerce, Advertising and Promotion
MR RABEEL KHAN rabeel.khan@nbs.edu.pk	Marketing	Counterfeit goods, product diffusion, qualitative and quantitative market research, consumer behaviour in developing countries	Principles of Marketing, Consumer Behaviour, Research Methods, E-Commerce
MR BILAL AHMED CHOCHAN bilal.chohan@nbs.edu.pk	Marketing	Branding and its impacts, consumer behaviour, packaging, local vs. foreign brand preferences, online/internet marketing	Consumer Behaviour, Research Methods, Brand Management
MS AFSHAN HANIF	Marketing		
SYED HAROON RASHID haroon@nbs.edu.pk	Finance	Banking (consumer banking in Pakistan, banking sector reforms – a roadmap for 2005-2010, Islamic & conventional banking, products & services in banking & finance); Risk management , (risk analysis & management of financial risk, derivatives); Accounting, stock and capital markets (accounting and related topics, money & capital markets, performance of capital markets in Pakistan, stock market liberalization and its impact on emerging markets, integration of different stock markets); SMEs (small and medium enterprise development in Pakistan, why lend to small & medium enterprise?, women entrepreneurship in SME sector of Pakistan, acquisition and mergers)	Financial Management Managerial Accounting Econometric Business Mathematics Financial Institutions & Capital Markets Financial Risk Management
DR SALEEM BATLA salim.batla@nbs.edu.pk	Finance	financial risk modelling, financial modeling & empirical testing, derivative instruments, probalistic modelling, econometric modelling	Financial risk management, financial management, managerial accounting, econometrics, business mathematics
MR OMAR AZIZ omar.aziz@nbs.edu.pk	Finance	mutual fund industry and returns insurance companies/products in emerging markets context	Financial Management Managerial Accounting
MR TARIQ ABBASI tariq.abbasi@nbs.edu.pk	Finance	Financial risk management, bank and finance, financial markets including derivative market	Financial management, managerial accounting, econometrics, business mathematics, financial institutions
Mr. SAAD AL MARWAT almarwat@nbs.edu.pk	Finance	Private equity, venture capital, mergers and acquisitions, private equity/ venture capital in Islamic finance, corporate finance	Financial Management, Managerial Accounting, Econometrics, Mathematics, Capital Markets, Risk
MR FAZLI AZIM fazli_azim@nbs.edu.pk	Finance	Corporate governance and its impact on company performance, capital structures, ownership structures, disclosure issues, behavioral finance	Financial Risk management, Financial Management, Managerial Accounting, Econometrics, Business Mathematics
MR MUHAMMAD SHARIQ	Finance		
MS SADIA IRFAN	Finance		
MS. FARIHA WAJID	Finance		