

Short CV



GENERAL

- i. Dr. Muhammad Bilal Gulfranz
- ii. Assistant Professor, Department of Tourism, Hospitality and Hotel Management
- iii. University: Kohsar University Murree

Web Link- Google Scholar: <https://scholar.google.com/citations?hl=en&user=lsvNnukAAAAJ>

ORCID: <https://orcid.org/0000-0001-9060-9036>

2. Professional Training/Education/Qualifications

Education/Training	Degree/Year/Specialization		
Institution & Location	Degree	Year(s)	Field
Quaid-i-Azam University Islamabad	MBA	2010	Business Administration
Riphah International University	MS	2016	Management Sciences
University of International Business and Economics, Beijing	Ph.D.	2020	Business Management

Employment

2010-2013	Product Manager, Caraway Pharmaceuticals
2013-2014	Lecturer, University of Sargodha, Sargodha, Pakistan
2014-2016	Course Coordinator, Faculty Member, Quaid-i-Azam University Islamabad, Pakistan
2019-2021	Canvard Institute, Beijing Technology and Business University, China
2021-2022	International Center of Excellence, IQualify UK
2022-Present	Assistant Professor, Kohsar University Murree

RESEARCH Profile.	General Research Publications or Activity/Research & Out Reach Activity wrt Proposed Project		
	a.	International publication	>03 research papers
Ongoing Research Activity	Customer Experience, Tourism experience, Consumer Behavior.		
Previous Relevant Grants	Awarded with Research funding by Foundation for Economic Education (Liikesivistysrahasto), Finland.		
TEACHING PROFILE	Graduate/Undergraduate Courses Taught: Social Psychology, Digital Marketing, Essentials of Marketing, Business Research, Accounting, Management Accounting, Entrepreneurship, Customer Relationship Management, Business Ethics, Supply Chain Management		

AWARDS & HONORS/ACHIEVEMENTS/AFFILIATIONS

- Awarded with the certificate of the Most Outstanding Student in the international degree programs among 2020 graduates by the University of International Business and Economics, Beijing.
- Excellent academic performance certificate awarded by Pakistan Embassy in China for excellence in academic performance (2016-2017) at International Business and Economics, Beijing, China.
- Awarded with Research funding by Foundation for Economic Education (Liikesivistysrahasto), Finland.
- English Immersion Month Excellent Teacher Award (2018, 2019) and Excellent Teachers Representative (2018) at Canvard Institute, Beijing Technology, and Business University.
- First Prize for Excellence in Academic Performance (2016-2017) at the University of International Business and Economics, Beijing.
- Best Management Award by CDA Training Academy on excellent conduct of training session on Team Management.
- Conferred with double promotion within a short span of time, based on my exceptional performance during my industrial work experience.

- Guest of Honor at the 2015 Caraway Pharmaceuticals Annual Sales Conference in recognition of the quality of my services.
- 1st position in college at B. Com level in Federal Govt. College of Commerce, H-8/4, Islamabad.
- 3rd position (Bronze Medalist) in the Federal Board of Intermediate and Secondary Education, Pakistan at I. Com. Level.
- Best Student Award in Federal Govt. College of Commerce, H-8/4, Islamabad for the 2004-2005 Session by Tanzeem e Asaatza, Pakistan, and Iqra Foundation Pakistan

INDUSTRIAL TRAININGS:

- While working with Caraway Pharmaceuticals, I have conducted the following training and development sessions on a monthly basis:
 - Trained teams on the topics of New Products, Motivations, Selling Skills, Presentation Skills, Reporting Skills, Microsoft Excel and PowerPoint Skills, Team Management, Time Management, Distribution Management, Communication Skills, and Sales Planning Skills.
- Successfully conducted a short training course on Entrepreneurship to the students of University of Sargodha, Mandi Bahauddin Campus during the summer program.
- Training the senior-level management of CDA and students of various universities on Communicating Change at CDA Training Academy Islamabad.

EXTRACURRICULAR ACTIVITIES:

- Head of the Office Department, International Student Union at University of International Business and Economics, Beijing.
- Training and Development Manager at Alumni Business Club of International Alumni Association, UIBE.
- Organized first International Job fair for international students in UIBE.
- Organized Donation Week on regular basis as a member of the international student union in UIBE.
- Established the Student Welfare Society for merit-based scholarships for Underprivileged Students.
- Established the Event Management Society at a university level.
- Organized the Clean Week Project.

RESEARCH WORK:

- Ph.D. Thesis entitled "Customer Attitudinal Loyalty towards the Platform and the Seller: Consequences of Customer Online Shopping Experience," Supervised by Dr. Xiong Wei, Head of Marketing Department, Business School, University of International Business and Economics, Beijing, China.
- MS Thesis entitled "Corporate social responsibility in purchasing and supply chain: the study of organizational performance." Supervised by Dr. Mubashir Hassan.
- NUML International Conference - (ICCBM-2014) paper presentation titled "Effect of Green Advertisement on Consumer Buying Intentions with the Mediating Role of Consumer Attitudes towards Green Advertisements".
- Gulfraz, M. B., & Wei, X. (2019). Impact of Sales Person's Customer Orientation, In-Store Promotions and In-Store Environment on Impulsive Buying Mediated by Urge: The Moderating Role of Impulsive Buying Tendency. *International Journal of Science and Business*, 3(6), 99- 117.
- Duan Wenqi, Gulfraz, M. B., (2021). Role of social media in the integration of unconventional innovation in the platform ecosystem. Accepted in 2021 ACEIK- IMIP conference at Changsha, China.
- Gulfraz, M. B., Sufyan, M., Mustak M., Salminen J., Srivastava, D. K., (2022). Impact of Attitudinal Loyalty from Online Customer Shopping Experience on Impulsive Buying: The Moderating Role of Self-Control. *Journal of Retailing and Consumer Services*. SSCI Impact Factor 7.135. JCR Q3, ABS 2 Star.
- Gulfraz, M. B., & Sufyan, M., Akhtar, Naeem (2022). The Mediating Role of Purchasing Social Responsibility between Soft Resources and Organizational Performance. *International Journal of Procurement Management*, ABS 2 Star.