

Sadaf Taimoor

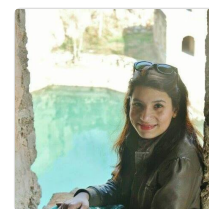
Lecturer

NUST Business School

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About

Dr. Sadaf Taimoor is working as Lecturer in the NUST Business School. Dr. Sadaf Taimoor has published 3 research articles & conference papers having a citation count of 1, carried out 0 projects and filed 0 intellectual property.

Qualifications

MS in Marketing & Strategy	2011 - 2012
BBA in Marketing & Sales	2007 - 2011
Institute of Business Administration (IBA) , Pakistan	

Experience

Lecturer	2020- Present
NUST Business School	
Lecturer	2018 - 2018
NUST Business School	
Lecturer-Visiting	2018 - 2018
NUST Business School , Sector H-12	
Visiting Lecturer	2016 - 2017
Air University , Sector E-9 Islamabad	
Visiting Lecturer	2015 - 2017
Iqra University , Khayban e suharwardy islamabad	
Lecturer	2014 - 2014
Mirpur University of Sciences and Technology ,	

Awards

CEEMAN/Emerald	2019
Awarded the first runner-up award in the 25th Annual CEEMAN/Emerald Case writing competition. This is the 2nd time any Pakistani has won this prestigious award. The winning case was titled " It's Everybody's Business,Period" and will be published soon in the Emerging markets case collection of Emerald which is scopus indexed.	

Research Articles

It's Everybody's Business,Period.	2019
<i>Mahnoor Hameed Sadaf Taimoor Mahnoor Hameed</i>	
<i>Emerald Emerging Markets Case Studies</i> , Vol. 9, No. 2, Pages 1-24	
Impact Factor: - Citations: 1	
DOI: DOI 10.1108/EEMCS-06-2019-0165	

Generating Marketing Outcome through Internet of Things (IoT)

2019

Beenish Tariq Sadaf Taimoor

Production Operation Management Society , res.country(233,)

Citations: N/A

DOI: <https://pomsmeetings.org/conf-2019/index.html>

Reevaluating Gender Role and Identity in the Contemporary Pakistani Society: An application of the

2019

Bem Sex Role Inventory (BSRI).

Sadaf Taimoor Beenish Tariq

2nd International Interdisciplinary Conference on Gender Work and Society - Gender, work and leadership: Bringing together feminist and postcolonial insights , res.country(177,)

Citations: N/A

DOI: N/A