

Ameena Farid Zafar

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About

Dr. Ameena Farid Zafar is working as Assistant Professor in the NUST Business School. Dr. Ameena Farid Zafar has published 5 research articles & conference papers having a citation count of 24, carried out 0 projects and filed 0 intellectual property.

Qualifications

MPhil in Linguistics: Business Communication	2007 - 2015
F.A in English Literature Ans Language University of Melbourne , Pakistan	1997 - 1981
Master in English Literature Ans Language University of Melbourne , Pakistan	1995 - 1997
BA in English Literature Ans Language University of Melbourne , Pakistan	1981 - 1984
Matric (SSC) in Arts University of Melbourne , Pakistan	1969 - 1979

Experience

Assistant Professor NUST Business School	2020- Present
Assistant Professor NUST Business School	2017 - 2017
Assistant Professor ,	- Present
Assistant Professor (visiting) Bahria University Islamabad , E-8, Navel colony, Islamabad.	2011 - 2012
Lecturer (visiting) IQRA University, Islamabad , 5, Khayaban-e-Johar, Islamabad, Pakistan	2003 - 2003
Assistant Professor Capital University of Science and Technology (CUST previously MAJU) , Off KAK bridge, Zone V, Sihala, Islamabad	2002 - 2017
Lecturer (visiting) Model College for Girls , F 7- 4, Islamabad.	2000 - 2002

Awards

Letter of Excellence Awarded yearly on having a teaching evaluation above 85% from 2004-2016 by Capital University of Science and Technology Islamabad.	2016
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Research Articles

The New Semantics suggested for the Marketing Mix by Millennials

2019

Ameena Zafar Hadina Habil

International Journal of Recent Technology and Engineering, Volume-8 Issue-2S9, Pages 141-144

Impact Factor: 0

DOI: DOI:10.35940/ijrte.B1031.0982S919

Corporate risk taking and sustainability: a case of listed firms from USA and Germany

2019

Ameena Zafar Zahid Irshad

Journal of Global Responsibility, Volume 10, Issue 1, Pages 2-15

Impact Factor: 0 | **Citations:** 24

DOI: 10.1108/JGR-07-2018-0027

Conference Proceedings

Acceptability of the Quality of Communication in TVCs for the Target Market

2019

Ameena Zafar

10th International Conference on Education and Educational Psychology, res.country(68,)

Citations: N/A

DOI: 10.15405/epsbs.2019.11.67

The Most Popular Semantics for Components of the Marketing Mix among the Contemporary Consumers of FMCGs.

2019

Hadina Habil Ameena Zafar

The 2nd Language and Communication Postgraduate International Seminar. 2nd LCPIS, res.country(157,)

Citations: N/A

DOI: 10.3594

Appraising the Core Communication Proficiencies of Professionals.

2018

Amina Zafar

9th ICEEPSY. The International Conference on Education and Educational Psychology 2018. Athens, Greece., res.country(88,)

Citations: N/A

DOI: 10.15405/epsbs.2019.01.?8