

1. Full name and Personal Information

- Full Name: **Muhammad Masroor Alam**
- Gender: Male
- Google Scholar: <https://scholar.google.com/citations?user=kZt80D8AAAAJ&hl=en>
- LinkedIn: <https://www.linkedin.com/in/masroor-alam-171bba160/>

2. Date and place of birth, nationality, current residence

- Date and Place of Birth: 11th July, 1974, Rawalpindi, Pakistan
- Nationality/Citizenship: Pakistan/ Live in United Arab Emirates (work permit Visa)
- Passport #: AJ 1754624, Expiry Date 10/03/2030
- Current Address: Abdul Aziz Mohd Al Majid Building, Flat 1008, Block A, 10th Floor, AlNahda-Sharjah, UAE.
- Email: m_alam_muhammad@yahoo.com
- Cell Phone: +971-0567453218

3. Education and degrees awarded

- 2006-2009- **Doctor of Philosophy (PhD)**, University Utara Malaysia, -Major in Management.
- 1999-2001- **Masters in Business Administration (MBA)**, Coventry University-UK, Major in IT, 180/90 CREDITS/ ECTS-11/2001.
- 1997-1998- **Bachelors of Arts (Hons)-Level 1**, Dublin Business School-Ireland, Major in Management & IS, 30 Credit (earned),
- 1994-1996- **Bachelor of Arts (BA)**, University of Punjab-Pakistan, Economics & Education,

4. Other education and training, qualifications and skills

- 1998-1999 GNVQ-Level 2 -Programming Diploma-C+ & Visual Basic, Dorset College-Dublin, Ireland- City & Guilds Certification -UK
- MS Office/Internet (advanced user)
- IBM-SPSS 25. (intermediate- advanced user)-Data Analysis Tool
- IBM-SPSS-AMOS- (intermediate user)- Structural Equation Modeling tools

5. Current position-Training and Consulting

- 01/2020- present- **Research and Development Consultant-Prim Box LLC-Dubai. Strategy and knowledgebase development.** Explore and recommend the new niche markets with different products line. Provide expertise on e-commerce integration for company's clients/suppliers. Explore the new regional markets for the products and provide recommendations according to our requirements.

Current position-Teaching

- 08/2019-ongoing: Associate Professor-Adjunct Faculty- Amity University Dubai-UAE. Teaching Business courses at Masters and Bachelors level. Taught Business Research Methods, Human Resource Management, Leadership and Motivation etc. Assessments and evaluations, feedback and course files development.
- 08/2019-Ongoing: Associate Professor-Adjunct Faculty- Manipal Academy of Higher Education-Dubai-UAE. Teaching Business courses at Masters and Bachelors level. Research Methods, Human Resource Management, SPSS workshops. Assessments and evaluations, feedback and course files development.

6. Previous work experience

- 02/2017-06/2019: Associate Professor -MENA College of Management Dubai-International Academic City Dubai-UAE. Course(s) taught and Roles: Strategic Management, HRM, Management, Internship Projects. Academic research & Student Advising.

- 09/2013-02/2017: Assistant Professor & Acting Head of Department-University of Modern Sciences-Dubai-UAE., Course(s) taught and Roles: Strategic Management, Marketing Management, Entrepreneurship, Internship Projects. Academic research & Student Advising.
- 01/2012-08/2013: Assistant Professor-Skyline University College Sharjah-UAE., Course(s) taught and Roles: Innovation, Entrepreneurship, Supervise internship projects and dissertations chairing the project of innovation centre in the university, Academic research & Students' Advising.
- 10/2010-12/2012: Assistant Professor (Faculty)- Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST)-Dubai, UAE. Course(s) taught and Roles: Business Research Methods with SPSS, HRM, Organizational Behaviour, Management Principles and supervised MBA research projects.

7. Merits in teaching and pedagogical competence

- Overall teaching experience of over eighteen (18) years in Higher Education Institutions across three countries.
- Familiar with the credit based curriculum and education systems across different region such as England, USA and Australia.
- Teaching experience over 10 years in the Universities in United Arab Emirates.
- Involved in curriculum development and revision for BBA (BS Business/HRM) & MBA program with compliance of National Qualification Framework-Emirates (QFEmirates)-MENA College of Management and University of Modern Sciences.
<https://www.nqa.gov.ae/EN/Pages/QFEmirates/QualificationsFramework/AboutQualificationsFramework.aspx>

8. Leadership and supervision

- Overall access of 6 years in challenging leadership roles of academic programs, as well as being the chief consultant to the Board of Directors, while acting as primary academic supervisor in a variety of locations.
- Experience of almost 18 years of Academics in UAE, Malaysia and Pakistan and well versed of different academic systems in higher education.
- MBA/BBA coordinator –SZABIST-Dubai
- Head/Chair of Department, MENA College of Management
- Acting Head of Department, School of Business-University of Modern Sciences
- MENA College of Management Dubai-International Academic City Dubai-UAE-Supervised 4-6 students (on average) in each semester for graduation project I&II at Undergraduate level.
- University of Modern Sciences-Dubai-UAE- I have supervised 30 students for their Internship Reports at undergraduate level.
- Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST)-Dubai, UAE-I supervised students for their MBA and BBA research reports/dissertation.
- Associate Dean- Faculty of Management-Hamdard University-Pakistan -Supervise and lead the team of 45 faculty members in FMS. Reports to Vice Chancellor (VC) of the University

9. Quality Assurance, Academic & Academic Leadership merits

- I assisted the Dean of School of Business in preparing self-assessment reports for the reaccreditation of the Master's program (MBA) for submission to the Ministry of Higher Education and Scientific Research-UAE- University of Modern Sciences-Dubai-UAE.
- Development of BBA and MBA curriculum based on QFE- PLOs-CLOs Matrix (UMS and MENA College)
- I was chair of the Quality Audit Committee for Academic Programs and Courses- (Course Files/Portfolios-QFE emirates compliance. (MENA College of Management- Dubai)
- Member of Research Committee (MENA College of Management- Dubai)
- Member of Student's credits transfer committee (SZABIST-Dubai & MENA College of Management- Dubai)
- Member of faculty and non-academic staff recruitment and selection committee (MENA College of Management-Dubai)
- Member of faculty recruitment and selection committee (SZABIST-Dubai)

10. Software/Apps and Data Analysis

- Well versed of using SPSS for Research and data analysis
- Competent user of MS Excel for academic data and Data Analysis, such as Grades-CLOs-PLOs matrix development.
- Use of Moodle for managing learning (UMS,MENA College)
- Use Blackboard for managing learning
- MS Team & CiscoWebEx for e-learning-Amity and Manipal

11. Scientific and societal impact of research

- I have published 9 and presented 5 research papers at national and international peer reviewed and non-peer reviewed journals/conferences. Total 14. Overall impact/citations: 348
- <https://scholar.google.com/citations?user=kZt80D8AAAAJ&hl=en>

Peer Reviewed Papers Publication

1. Jacob, J.,Dubey.S., **Alam,M.**, Suresha, R., (2020). Risk Assessment In Manufacturing Of L-Band In Mobile Satellite Service Industry With Special Reference To United Arab Emirates. INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH. 9(2). 5385-5394. ISSN 2277-8616
2. Agarwal, M. L., Sabha, S., & **Alam, M.** (2019). SUSTAINING LOCAL SUPPLY OF LEADERSHIP IN THE UAE: A CASE EXPERIENCE OF EMIRITIZATION. *Advance and Innovative Research*, 336.
3. Alam, M. M (2014). Market Orientation in Small and Medium Size Firms: A study on manufacturing firms in Pakistan. International SAMANM Journal of Marketing and Management 3 (1), 37-54.
4. Alam, M. M (2014). Market Orientation and Innovation: Are they related Concepts? International Journals of Trends in Economics, Management & Technology. 3(6), 17-21.
5. Alam, M.M & Suchi.D (2014). Owner-Manager's Innovativeness and its Relation to Innovation in small firms. ASCI Journal of Management. 44 (1).
6. Suchi.D & **Alam, M.M.** (2012). Service Quality from Resource Based Perspective for Innovations in Indian Banking. ASCI Journal of Management. 42 (1).
7. Alam, M.M & Jamilha F.M (2010). Level of Job Satisfaction and Intent to Leave among Malaysian Nurses. Business Intelligence Journal. 3(1), 123-137.
8. Alam, M.M. (2010). Effect of market orientation in small business performance” an empirical finding from small business in small town in Malaysia. Journal of Management and Marketing. 8(1), 91-104.
9. Alam, M.M. (2009). The Relationship between the emotional Intelligence and Job Satisfaction: Empirical Findings from Higher Education Institutions in Malaysia. Journal of Management and Social Sciences. 5(2), 13-21.

Conference Proceedings /Presentations

1. Alam, M.M. & Dubey.S. (2018). Market Orientation: Does it work in Higher Education Institutes. Paper Presented in 215th International Conference on Science, Technology, Engineering and Management (ICSTEM)-Dubai April 16-17.
2. Alam, M. M. & Dubey. S. (2015). Extent of Innovation in Public sector Companies: Findings from United Arab Emirates (UAE). Conference Proceedings, Innovation Arabia 8-(IA8). Annual Conference, Hamadan Bin Mohammad Smart University, Dubai, 16-18 February 2015.
3. Alam,M. M. & Dubey. S. (2014). Owner’s-manager’s Innovativeness and Innovation in small firms. A study in Manufacturing Firms “Paper presented at International Conference on Arts, Economics and Management (ICAEM,14) in Dubai, United Arab Emirates , March 22-23.
4. Alam, M. M. (2013). Relationship between Market Orientation and Innovation in SMEs Paper presented at 9thEurasia Business and Economics Society(EBES) Conference in Rome, Italy, January 11-13, 2013. ISBN 978-605-61069-8-9.
5. Alam, M. M. & Rosli, M. (2008). Market orientation, innovativeness and performance of small firms: a study on Textile manufacturing firms in Pakistan. Paper presented at 1st Terengganu International Business and Economics Conference 2008 (TiBEC08) in Kuala Terengganu, Malaysia, 27 November, 2008. ISBN 978-983-99919-9-4.