

DR. MUHAMMAD BILAL

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Googlescholar:

<https://scholar.google.com/citations?user=fGikAWwAAAAJ&hl=en#:~:text=Dr.%20Muhammad%20Bilal,based%20Brand%20EquityProduct%20Harm%20CrisisDestina tion>

Researchgate: https://www.researchgate.net/profile/Muhammad-Bilal-54?ev=hdr_xprf



OBJECTIVE

To seek a challenging position in an organization that provides a friendly and competitive environment to its employees so that I can transfer my knowledge and skills to other colleagues for the benefit of the company and become a team leader who can facilitate and coordinate activities and people in the most efficient manner.

TEACHING EXPERIENCE

Position	University/Institute	From	To
Lecturer	IMS, University of Peshawar	October, 2016	Till date
Lecturer	IBMS, University of Agriculture	September 2011	October 2016
Lecturer	Bakhtar University, Kabul, Afghanistan	September 2010	September 2011
Lecturer	Qurtuba University, Peshawar	October 2009	September 2010

EVALUATION OF MASTER AND BS THESIS OF OTHER PUBLIC SECTOR UNIVERSITIES IN PAKISTAN

External Examiner for MS, Master and BS theses of the following public sector universities in Pakistan,

- IM|Sciences Peshawar
- Affiliated colleges of University of Peshawar
- Quaid-e-Azam College of Commerce, University of Peshawar

- IBMS department, University of Agriculture, Peshawar

ADMINISTRATIVE RESPONSIBILITIES

- Member of NBEAC committee for accreditation of undergraduate and graduate programs
- Discipline Committee member at IMS department, University of Peshawar
- Semester Committee member at IMS department, University of Peshawar
- Admission Committee member at IMS department, University of Peshawar
- Examination Committee member at IMS department, University of Peshawar
- Coordinator Master in Public Administration, IMStudies Department, University of Peshawar from 2016 to till date
- Coordinator Research and Development, IMStudies Department, University of Peshawar from 2025 to till date

LIST OF RESEARCH PAPERS PUBLISHED

Sr. #	Research paper title	Year of Publication	Journal	Journal Category	Journal Address
1.	The Impact Of User-Generated Content (UGC) On Destination Image Formation And Behavior Intentions	March, 2022	Webology	X	ISSN: 1735-188X, Volume 19, Number 2, 2022
2.	Destination Image Formation through Use Generated Content (UGC). An Updated Literature Review	April 10 th , 2022	Indian Journal Of Economics and Business	X	ISSN No: 0972-5784, Volume 21, Number 2, 2022
3	The Role of Social Media As An Information Tool In The Students' Choice Of University: The Moderating role of Emotional Attachment	April 28 th , 2022	Webology	X	ISSN: 1735-188X, Volume 19, Number 2, 2022
4.	The Effect of Social Media Based eWOM Communication on Consumer's Purchase Intention (A Case of Students' Admission Choices in HEIs)	May 12 th , 2022	Webology	X	ISSN: 1735-188X, Volume 19, Number 3, 2022

National Publications List:

Sr . #	Research paper title	Year of Publication	Journal	Journal Category	Journal Address
1.	Effect Of Perceived Risk On Behavioral Loyalty In Online Shopping: Mediating Effect Of Trust	February 11 th , 2021	RADS Journal of Business Management	Y	ISSN: 2708-406X, Volume 02, Number 02, 2020

Other International Publications List:

Sr . #	Research paper title	Year of Publication	Journal	Journal Category	Journal Address
1.	Effect of Product Harm Crisis on Customer's based Brand Equity: The Moderating Role of Attitude Towards Brand	2017	Advances in Economics and Business	Nil	ISSN: 2331-5075, Volume No. 5(11), pp. 601 - 623, 2017 DOI: 10.13189/aeb.2017.051104

SEMINARS, TRAININGS & WORKSHOPS

- “Program Team Members of the University of Peshawar”, organized by Quality Enhancement Cell, University of Peshawar, May 14th, 2025
- “Supply Chain Management in Public Health” Training of the Trainers conducted by USAID at Peshawar 2018
- Trainer at “Supply Chain Management in Public Health” a project of USAID in collaboration with the University of Peshawar from 2018-2019 at IMS department Peshawar
- “Entrepreneurial activities in Tourism and Service marketing” workshop conduct at Bara Gali Peshawar University by IMS Dec, 2016
- “Overcoming plagiarism issues in Research studies” seminar by QEC in the University of Agriculture Peshawar March, 2013
- “Quality Assurance and Self Assessment Process Workshop” by QEC in the University of Agriculture Peshawar Dec, 2012

HONORS & AWARDS

- Received **Gold Medal** for getting 1st position in more than thousand applicants at Qurtuba University.

Ph.D Dissertation Topic

- The influence of social media marketing on students’ choice of HEIs under the mediating effect of trust and emotional attachment

Subjects Taught

- Tourism Marketing
- Digital Marketing

- Sales Management
- Marketing
- Advertising
- Public Relation
- Corporate Social Responsibility
- Cases in Marketing
- Marketing Theories and Case studies
- Seminars in Marketing
- International Marketing
- Consumer Behaviour
- And many more..

EDUCATIONAL BACKGROUND

Ph.D (Marketing)

Session: 2024

Institute of Management Sciences (IM|Sciences), Hayatabad, Peshawar.

CGPA: 3.83

MS (Marketing)

Session: 2011-2013

Institute of Business and Management Sciences (IBMS), University of Agriculture, Peshawar.

CGPA: 3.87

MBA (Marketing)

Session: 2006-2008

Institute of Management Studies, University of Peshawar.

CGPA: 3.90

BBA

Session: 2004-2006

Qurtuba University of Science and Technology, Dera Ismail Khan

CGPA: 3.99

MANAGERIAL & COMMUNICATION SKILLS

- Ability to work in a team.
- Ability to facilitate activities and people in a group.
- Excellent Communication Skills.
- Leadership qualities.
- Decision Making Skills.
- Conflict Resolution Skills.
- Proficient in English, Urdu & Pashto.

COMPUTER SKILLS

- MS office
- SPSS

- SmartPLS
- Google Classroom: Google meet
- LMS
- ERP
- Zoom

PERSONAL DETAILS

Name: Muhammad Bilal
Father's Name: Inam Ullah
Date of Birth: 1st April. 1986
Nationality: Pakistani
CNIC: 11201-9643291-9

REFERENCES

Will be provide upon request