

Dr. Rana Muhammad Ayyub, PhD (Marketing)

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OBJECTIVE:

“To perform well on a challenging teaching and research opportunity with an aim to positively contribute towards the society”

EDUCATION:

Sept. 2011 to Dec. 2013

PhD (Marketing) at Hull University Business School (HUBS), University of Hull, England, UK.

Secured two travel grants for presenting seven (7) research papers in 4 different international conferences during PhD.

Feb.2003- Aug. 2005

MBA (Marketing) at Institute of Business Administration (IBA), University of the Punjab, Lahore, Pakistan.

Secured 3.30 CGPA with Ist Div. & B grade.

Got **FFC (Fauji Fertilizers Company)** merit Scholarship for MBA studies.

Aug. 2001- Aug. 2002

PGD (Post Graduate Diploma) in **Business Administration** at Institute of Business Administration (IBA), University of the Punjab, Lahore, Pakistan.

Secured 2.97 CGPA with Ist Div. & B grade.

Feb. 2001-April 2003

M.Sc. (Hons.) in Pathology at University of Veterinary and Animal Sciences Lahore.

Secured 3.58 CGPA with Ist Div. & B grade.

Dec.1996- Nov. 2000

DVM (Doctor of Veterinary Medicine) at College of Veterinary and Animal Sciences, Lahore.

Secured 3.13 CGPA with Ist Div. & B grade.

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Sep. 1994- Sep. 1996

F. Sc. from Forman Christian (FC) College Lahore, Pakistan.

Secured Ist Div. & A grade.

March 1992- July 1994

Matric from Government High School Chouburji Gardens, Lahore, Pakistan.

Ist Div. & A+grade.

My Google Scholar profile:
<http://scholar.google.co.uk/citations?user=YbXn0NAAAAAJ&hl=en>

JOB EXPERIENCE:

January 2015 to Date:

Associate Professor/Chairman at Department of Economics and Business Management, UVAS Business School at University of Veterinary and Animal Sciences, Lahore, Punjab, Pakistan.

- Managed to initiate extension project of building and doubled infrastructure of UVAS Business School.
- Managed to initiate M.Phil. (Business Management) program at UVAS in 2015.
- Managed to initiate process of accreditation of the business degree programs with NBEAC (National Business Education Accreditation Council) of HEC of Pakistan.
- Managed to initiate MBA (1.5 Year) program at UVAS in 2017.

Founding Director, CAPRIL (Center for Applied Policy Research in Livestock), a project started in August 2015 with collaboration of UVAS and USAID, Punjab Enabling Environment Project (PEEP). It is the first ever kind of center regarding Policy research in Livestock in Pakistan.

December 2007 to January 2015:

Assistant Professor at Department of Economics and Business Management at UVAS Business School, University of Veterinary and Animal Sciences, Lahore, Pakistan

April 2004 to December 2007:

Lecturer at Department of Economics and Business Management at University of Veterinary and Animal Sciences, Lahore, Pakistan

Being the **first Program Coordinator**, I managed to launch MBA (Life Sciences) degree program in 2007 at UVAS, Lahore, Pakistan. That novel degree program was the first of

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it's kind in Pakistan. I led the team for designing the whole curriculum for that program and executed it.

December 2012 to Nov. 2013:

Teaching Assistant/Tutor at Department of Marketing, HUBS (Hull University Business School), University of Hull, UK for teaching Marketing module (Level 4).

Research Assistant, University of Hull, UK. (Since 2012, in research projects under Dr. Haseeb Shabbir, Senior Lecturer).

July 2002-June 2003

House Job Officer in the Govt. Livestock and Dairy Development Department, Punjab, Pakistan. Performed clinical practice/treatment and research related to Veterinary Sciences.

OTHERS:

- Secured **4th position** in **PPSC** for Veterinary Officer ship (VO) in Govt. L&DD, Punjab.
- Was awarded the best faculty member in year 2007 at UVAS, Lahore.
- Got **4th position** in merit list for House job in 2002 at Govt. L&DD Department, Punjab.
- Wrote more than 40 popular & scientific articles for different National and international English Newspapers like "The News", "The Nation" and "The Dawn".
- Certified Lead Auditor for ISO 18001:2007 (OHSAS) from AIAO BAR, USA.

PUBLISHED RESEARCH WORK:

1. **Ayyub, R.M.** (2015). "An empirical investigation of Food consumption: A perspective of Majority Ethnic group". British Food Journal (BFJ) (Impact Factor-1.2). 117(4)1239-1255.
2. **Ayyub, R.M.** (2015). "Exploring Perceptions of non-Muslims towards Halal foods in UK". British Food Journal (BFJ) (Impact Factor-1.2). 117(9) 2328-2343.
3. **Ayyub, R. M., Bilal, M. and Ahmed M. (2011).** "Increase in meat prices and it's forecasting in Pakistan". The JAPS (Journal of Animal and Plant Sciences) 21(2): 256-259. (Impact factor Journal: 0.52).
4. **Ayyub, R. M. and Bilal, M. (2011).** Status of Pakistani Halal meat; and forecasting it's export revenue, implications and opportunities. Interdisciplinary Journal of contemporary research in Business (IJCRB), 2 (13), 1081-1092. (HEC recognized Y-Category journal till Dec. 2011)
5. **Ayyub, R. M. and Bilal, M. (2011).** Effects of Early Age Slaughtering For Export on Total Meat Production in Pakistan". IJCRB (Interdisciplinary Journal of contemporary research in Business), IJCRB. 2 (11): 545-551. (HEC recognized Y-Category journal till Dec. 2011)
6. **Ayyub, R. M., Bilal, M. and Mahmood T. (2011).** Modeling Meat export revenue for Pakistan. IJCRB (Interdisciplinary Journal of contemporary Research in Business), 2, (2): 667-674. (HEC recognized Y-Category journal till Dec. 2011)

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7. **Ayyub, R. M. and Bilal, M. (2011).** Modelling Rice Production in Pakistan. IJCRB May Edition 2011, 2 (13): 1093-1104. (HEC recognized Y-Category journal till Dec. 2011)
8. **Ayyub, R. M. (2013)** Adeela Rana, Abdul Rahman Abdul Bagi, Abdul Aziz Al-Thomaly. "Exploring future markets for Pakistani Halal meat export" International Journal of Social Entrepreneurship and Innovation (**IJSEI**), Vol.2. No.1, 11-20. (HEC recognized Y-Category journal till Dec. 2011).
9. **Ayyub, R. M., Aslam, A., Khan, S. A. (2003).** Comparative immunopathological and immunosuppressive effects of three different Gumboro vaccine strains on ND vaccination in Broilers. PVJ (Pakistan Veterinary Journal) 23: 181-186. (HEC recognized Journal, now impact factor journal).
10. Khan, M. S., Chaudhary, Z. I., Asim, A., Rai, M. F. and **Ayyub, R. M. (2004).** Mercury intoxication in Grass carp. PVJ (Pakistan Veterinary Journal), 24(1): 33-38. (HEC recognized Journal, now impact factor journal).
11. **Ayyub, R.M., Mushtaq, M.H., Bilal, M. and Akram, M. R. (2014).** A study of consumer behavior regarding Quail meat, product development and marketing. Science International. 26(2), 871-874. (HEC recognized Z-Category journal)
12. Yousaf, R.M. and **Ayyub, R.M.** (2014). Exploring perceptions of employees on possible effects of energy shortage on textile industry- A case study, Science International, 26(2),909-914. (HEC recognized Z-Category journal).
13. Qureshi, M.N., Bilal, M., Ali, M.K., **Ayyub, R.M.** (2014). Modelling Citrus production in Pakistan. Science International, 26(2) 733-737. (HEC recognized Z-Category journal).
14. **Ayyub, R.M., Mushtaq, M.H., Bilal, M., Mahmood, T., Ahmad, S., Rana, A, Sohail, B.M. and Khan, M. Waqas (2014).** Exploring Arabian markets for Pakistani Halal meat-Futuristic vision. Science International. 26(3) 1209-1213. (HEC recognized Z-Category journal)
15. Mahmood, T. and **Ayyub, R.M.** (2014). An Empirical study of some Livestock industries of Pakistan. Science International. 26(3) 1215-1220. (HEC recognized Z-Category journal)
16. Qureshi, M.N., Bilal, M., **Ayyub, R.M.** and Ayyub, S. (2014). Modelling of mongo production in Pakistan. Science International. 26(3), 1227-1231. (HEC recognized Z-Category journal).
17. Mushtaq, H.M., Saleem MN, **Ayyub, R.M.** and Khattak I. (2013). Challenges due to early calf mortality in Dairy industry of Pakistan and strategies for improvement. Veterianria, 1(1), 13-17.

RESEARCH WORK UNDER REVIEW:

1. **Ayyub, R.M., Shabbir, H. and Bodo, S.S.** "Determining antecedents and consequences of consumer alienation towards Halal" submitted to Journal of Public Policy and Marketing (JPP&M).
2. **Ayyub, R.M.** "An empirical investigation of Consumer Alienation among broiler meat consumers" submitted to Food Quality and Preferences.
3. **Ayyub, R.M., Sadiq, S., Naeem, S., Ahmed, S. and Bilal, M.** "Food consumption-Consumer animosity and consumer racism on the front" submitted to British Food Journal.

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4. Saleem, K., Ahmed, S. and **Ayyub, R. M.** “RFID Adoption & implementation challenges: A systematic Literature Review” International Journal of Social Entrepreneurship and Innovation (**IJSEI**).
5. Shehzad A., Wong, C. and **Ayyub, R.M.** “Factors facilitating or inhibiting internal integration in retail sector”, in International Journal of Retail & Distribution Management”. (ABS ranked journal in one grade).

SECURED FUNDINGS FOR DEVELOPMENT PROJECTS:

Secured following funding for development projects:

During 2017:

- Submitted a project and won a funding of **Rs. 63 million** from Government of Punjab for establishing “Export facilitation Center for Livestock and Poultry (**EFCLP**) at UVAS Lahore”.

During 2015:

- “To establish Center for applied policy research in Livestock (**CAPRIL**)” was mutually worked with USAID-PEEP. It worth **Rs./- 7.4 million** and is in its completion stage. For this, I am working as founding Director and now its extension is expected.

SECURED FUNDINGS FOR RESEARCH PROJECTS:

Secured following research funding/research grants from various national and international funding agencies/sources.

During 2016:

- Secured four research projects, worth of Rs. 1.6 million from PPA (Pakistan Poultry Association) for conducting market studies. I have completed two of these projects.
 - As PI completed project entitled “An empirical investigation of consumer alienation towards Broiler meat in Punjab with funding of Rs. 0.375 million”.
 - As PI completed project entitled “To develop data base for broiler farmers of Punjab and KPK with funding of Rs. 0.6 million”.
- Other projects:
 - As Co-PI completed “Study of Economic Activity in Livestock Markets of Lahore on Eid ul Azha 2016” worth Rs 99,000 from UVAS, Lahore.

During 2012:

- A travel funding worth GBP 1000/- for presenting two research papers in two conferences in Abu Dhabi and Pakistan (Source: Hull University Business School, HUBS, UK).

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- A travel grant worth GBP 600/- for presenting two papers in **2nd ICIMB**, International Conference on Islamic Marketing and Branding to be held on 20-21 November 2012 **at Brunel University, London, UK**. (Source: Hull University Business School, HUBS, UK).

During 2011:

- A travel grant worth PK Rs. 120,500/- for presenting a research paper in a conference to be held at Malaysia (Source Punjab Agriculture Research Board, PARB, Pakistan).
- A travel grant worth PK Rs. 101,500/- for presenting a research paper in a conference to be held at Turkey (Source Pakistan Science Foundation, PSF).
- A travel grant worth PK Rs. 90,000/- for presenting a paper in a conference to be held in Iran (Source: Higher Education Commission of Pakistan, HEC) but I could not avail that.
- A research project funding worth PK Rs. 30,000/- from Forward solutions-Animal Health Company, Pakistan.

During 2010:

- A research project funding worth PK Rs. 70,000/- from De Laval Pakistan.
- A research project funding worth PK Rs. 30,000/- from Shafi Reso Chemicals group, Pakistan.
- A consultancy research project funding worth PK Rs.30,000/- from Organon Livestock Feed Ltd. Pakistan.

SUBMITTED RESEARCH PROJECTS:

During 2017:

- As PI: “Skilled Based Training of Dairy Farmers- a Step towards Knowledge Economy” worth Rs 2.94 million was submitted to PHEC (Punjab Higher Education Commission).
- As Co-PI: “Exploring the possibilities and determining the modalities of value added Pakistani meat in China and Gulf under CPEC” worth Rs 2.95 million was submitted to PHEC (Punjab Higher Education Commission).

Previous:

- As PI: “Exploring the possibilities and determining the modalities of value added Pakistani meat products in UAE and Saudi Arabia” worth Rs. 17,0130/-submitted to PSSP (CGS), IFPRI. (Dropped in second round).
- As PI: “An analysis of farms profitability using Livestock Economics Information System (LEIS) in Dairy sector of Pakistan” worth 7.4 million was submitted to Endowment Fund Secretariat, University of Faisalabad, Pakistan.
- As PI: “Impact Evaluation of the Dairy Project of DRDF in Pakistan” worth around Rs 2.9 million was submitted to Dairy and Rural Development Foundation, USAID.

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- As PI: “To establish a Punjab Livestock Market Information Centre (PLMIC) at UVAS, Lahore” worth Rs. 63.2 million submitted to USAID in July 2014.
- As Co-PI: “Gender analysis/audit of the Dairy sector, South Punjab, Pakistan” submitted to Plan B.
- As PI: “Exploring the possibilities and determining the modalities of value added Pakistani meat products in UAE” worth Rs. 13,0130/-submitted to competitive grants of UAF, Faisalabad.
- As PI: “Need assessment of meat exporting industry in Pakistan” to be submitted to HEC, Pakistan.
- As PI: “A census regarding Healthcare establishments in Punjab” was submitted on the panel of Orblinx healthcare consultancy to Punjab Health care Commission.
- As PI: “Livestock Based Living Standard (LBLS) Survey to analyze the role of Livestock in poverty differential and alleviation in Pakistan” worth Rs-9.98 million submitted to HEC, Pakistan under thematic Research Grant 205-16.

PUBLISHED THESIS IN THE FORM OF BOOKS:

1. **Ayyub, R. M. (2010)** Economic and Biological effects of Vaccination (ISBN 978-3-639-32249-1), VDM Publishing House Germany.

PRESENTED CONFERENCE PAPERS:

I participated and presented my research work in the following international conferences in different countries.

During 2012:

- “Determining the antecedents and consequences of consumer Alienation towards Halal” in **2nd ICIMB**, International Conference on Islamic Marketing and Branding to be held on 20-21 November 2012 **at Brunel University, London, UK.**
- “An Islamic identity approach to developing pro-recycling attitude within Malaysia” in **2nd ICIMB**, International Conference on Islamic Marketing and Branding to be held on 20-21 November 2012 **at Brunel University, London, UK.**
- “Exploring consumer perceptions regarding ready to eat Quail meat products in Pakistan” in the international conference on excellence in business on 9-10 May, **2012** organized by College of Business Administration, **University of Sharjah, UAE.**
- “Forecast model for the production of tobacco in Pakistan” in the international conference on excellence in business on 9-10 May, **2012** organized by College of Business Administration, **University of Sharjah, UAE.**
- “Exploring future markets for Pakistani Halal meat export” in the **2nd Global Islamic Marketing conference GIMC 2012** on 17-18 January **2012** at Park Rotana Hotel **Abu Dhabi** organized by **University of UAE.**

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- “Perceptions of non-Muslims towards Halal in UK” in the 2nd Global Islamic Marketing conference GIMC 2012 on 17-18 January **2012** at Park Rotana Hotel **Abu Dhabi** organized by **University of UAE**.
- “Halal spreading among the non-Muslim businesses and societies and it’s evidences” in the 2nd International conference on Halal industry at PC(Pearl Continent) Hotel, **Lahore, Pakistan** on 15-16 January **2012** organized by Halal Research Council and Pamco, Pakistan.

During 2011:

- “Meat price hikes and it’s forecasting in Pakistan” in International Conference on Management research ICMR 2011 on 15-16 December, **2011** in **Superior University, Lahore Pakistan**.
- “Status of Pakistani Halal meat; and forecasting it’s export revenue, implications and opportunities” in 12th International Symposium on Econometrics, operations research and statistics held in the **Pamukkale University Denizli Turkey** on 26-29 May **2011**.
- “Modelling meat export revenue for Pakistan” in 2nd Annual International conference **ORS** (Operational Research and Statistics) in **Penang, Malaysia** on 7th April **2011**.

During 2010 & earlier:

- “Effects of early age slaughtering on total meat production of Pakistan” was presented in a National conference on Strategies to increase Red meat production in Pakistan organized by BZU (Bahaudin Zakariya University) **Multan, Pakistan**, on 13th October, **2010**.
- “Challenges faced Pakistani Dairy industry by WTO regime” in National Conference on challenges and opportunities offered by WTO regime in Agriculture organized by afp (Agriculture Foundation of Pakistan) on 3rd to 5th July **2007** at **NARC Islamabad, Pakistan**.

POSTER PRESENTATIONS:

Two of my research papers (as Co-author) were presented as poster presentations in a conference entitled “eighth International Symposium on Recent Advances in Environmental Health Research” held in **Jakson State University Conference, USA** in the year **2011**.

- Bilal, M., **R.M. Ayyub** and M. A. Awan. (2011). Modeling Sugar Cane production in Pakistan.
- Bilal, M., M. A. Awan and **R.M. Ayyub**. (2011). Prediction Model for Blood Pressures in Children of Lahore.

SUPERVISED RESEARCH WORK:

During 2016 & onward:

- Currently, I am supervising 8 MPhil students of Marketing at UVAS, Lahore.
- I am co-supervising one PhD student (Marketing) of University Science Malaysia.

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During 2015:

- I have supervised one M.Phil. (Business Management) students of Virtual COMSAT University.
- I am supervising three M.Phil. (Business Management) students of Virtual COMSAT University.

During 2010:

- A Research project entitled “To study the Impact of dairy hub project on dairy industry of Pakistan” given by De Laval Pakistan.
- A consultancy Project entitled “Up gradation of Shafi Dairy Farm” given by Shafi Reso Chemical group.
- A consultancy Project entitled “Customer Information System” given by Organon Livestock Feed Company.

During 2011:

- A research project entitled “Exploring consumer behavior regarding ready to eat quail meat product in Pakistan”.
- A research project entitled “A study regarding meat export Avenues for Pakistan”.
- A research project entitled “To explore consumer preferences regarding branded meat and it`s opportunities in Pakistan”.
- A research project entitled “Consumer acceptability of Polstress (A pharmaceutical product for Poultry-Forward Solutions Animal Health Company)”.

In total, I have supervised around 28 students in six (6) research groups of MBA (Life Sciences) and one student of BS in the Department of Economics and Business Management at UVAS Lahore, Pakistan.

BUSINESS CONSULTANCY EXPERIENCE:

- Working as **Marketing Consultant/ Quality Control Manager** for Abedin International (Meat Exporters) since December 2006 to date.
- Worked as **Consultant Pathologist** for M/S Katco. International Meat exporter since April 2001 to November 2007.
- Worked as consultant pathologist for M/S Muhammad Yousaf & Sons (Meat exporting company) since October 2009 to September 2011.

COURSES/MODULES TAUGHT AT UNIVERSITY LEVEL:

I have been teaching following courses at various degree level:

IN ENGLAND:

At Department of Marketing, Hull University Business School, University of Hull, UK, I taught Marketing (26303) to Level 4.

IN PAKISTAN:

Courses to M.Phil (Business Management):

At UVAS Business School, UVAS Lahore, I have been teaching following courses to M.Phil (Business Management).

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- Advanced Qualitative Data Analysis
- Advanced Quantitative Data Analysis
- Advanced Research in Marketing
- Non-Traditional Qualitative Methods
- Philosophies in Business Management

Other courses at graduate & undergraduate:

- Principles of Marketing
- Consumer Behavior
- Principles of Management
- Marketing Management
- Sales Management
- Entrepreneurship
- Human Resource Management and Entrepreneurship
- Livestock Economics, Business and Marketing
- Agri Economics

INTERNATIONAL TRAININGS:

- Attended a Training on “Meat Hygiene and Quality Control” at **Dubai Abattoir** from February 10-12, 2009.
- Attended training on “Postmortem practices in modern slaughter house” at **Abu Dhabi** from February 7-9, 2009.

TRAININGS AND WORKSHOPS:

I have attended following trainings and workshops:

During 2015:

- As secretary invitation committee at International symposium on Dairy Animal Reproduction (ISDAR 2015) organized by University of Veterinary & Animal Sciences, Lahore and Society for animal reproduction of Pakistan on March 30-31, 2015.
- Participated in 2nd Deans and Directors Conference 2015 on “Building bridges and fostering collaborations in business education” organized by National Business education accreditation council (NBEAC) on 10-11th February 2015 at Karachi, Pakistan.
- Attended the training program “Intellectual Property and IP road show” organized by HEC at Center for Executive education (CEE), Institute of Business Administration, Karachi on 8th -11th June, 2015.
- Worked as secretary research seminar series at Faculty of Life Sciences Business Management, UVAS since December 2013 to date and organized around 14 seminars at UVAS.
- Attended a free seminar on Patents Management System & development of industrial academia collaboration on 17th April 2015 at Ist (Institute of Space Sciences), Islamabad.

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During 2014:

- A five days training entitled “Indigenous on Campus Training (IOT)” under HEC modern university Governance program from September 9-13, 2014 organized by University of Veterinary & Animal Sciences, Lahore Pakistan.
- A five days training entitled “In-service competency enhancement training for teachers” organized by Center for educational policy & administration, UVAS Lahore from June 2-6, 2014.
- A two day workshop entitled “A project Formulation workshop” organized by PSF (Pakistan Science Foundation) at UVAS, Lahore on March 27-28, 2014.

During 2013:

- SEM (Structural Equation Modeling) organized by HUBS, University of Hull, UK on 8th February 2013.
- Discourse Data Analysis organized by HUBS, University of Hull, UK on 7th February 2013.

Earlier to 2012:

- A 6 Day workshop on “**Business Plan Development**” arranged in collaboration of Faculty of Life Sciences Business Management and Govt. L&DD Department Punjab, at UVAS, Lahore during June 2008.
- A training entitled “**Research methodologies using Statistical Techniques in Biology**” from 3-8 January 2011, at UVAS, Lahore.
- A six day workshop on “**Evaluation in semester system**” at HEC Regional centre Karachi during 19th-24th November 2008.
- One month **Staff Development Course** (December 15, 2006 to January 25, 2007) arranged by **NAHE** (National Academy of Higher Education) of **HEC** (Higher Education Commission) at UVAS, Lahore on Departmental Nomination.
- One day workshop on “**Use of E-Resources for Teaching and Research**” on December 20, 2008 organized by HEC and INASP at UMT, Lahore.
- A workshop on **Veterinary Epidemiology** at WTO-QCL, UVAS, Lahore on Departmental Nomination in November 2006.
- A three months short course on “**WTO, GATTs and TRIPS in Pakistan**” in the Government College University, Lahore, Pakistan.

OTHER DUTIES PERFORMED AT UNIVERSITY (UVAS):

- I assumed following roles/duties during my job at University of Veterinary and Animal Sciences (UVAS), Lahore. Pakistan.
 - Designed the whole **curriculum** for the newly launched MBA (Life Sciences) program in 2007.
 - Working as General secretary ASA (Academic Staff Association) of UVAS since February 2015.
 - Worked as **Convener** for developing Livestock Vision 2025, assignment given by Ministry of Planning Commission, Government of Pakistan.
 - Initiated M. Phil. (Business Management) at UVAS in 2015.

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- Worked as first **Program Coordinator** for MBA (Life Sciences) program since 2007.
- Worked as **Secretary**, IUCCC (Inter University Course Curriculum Committee) for 3 years since 2006.
- Worked as **Secretary**, UVAS-Industry Liaison Cell for three years since 2006.
- Worked as **Secretary**, Department Board of studies for seven years since 2006.
- Worked as **Secretary**, Faculty Board of studies for seven years since 2006.
- Worked as **Treasurer**, TSA (Teaching Staff Association) for four years.
- Worked as **Chief Editor (English)**, “The Vision 2006-07” University Magazine for 3 years.
- Worked as **TSO** (Technical Staff Officer), of Faculty of Livestock Business Management (FLBM) for five years since 2005.
- Worked as **Joint Secretary**, TSA (Teaching Staff Association) for two years.
- Worked as **President**, Weight lifting and Body building Club for one year.

PERSONAL DETAILS:

Nationality: Pakistani national.

Current Address: House no. 820, Block A, Gulshan-e-Ravi, Lahore, Punjab, Pakistan.

Date of Birth: 24th November 1978

Marital status: Married and having two sons & two daughters

REFERENCES:

- **Dr. Haseeb Shabbir**, Senior Lecturer, Department of Marketing (HUBS) University of Hull. UK. (Mob# 00-44-(0)7941640371 & Email: haseeb@hotmail.co.uk or H.Shabbir@hull.ac.uk).