

HIRA FAIQ (HIRA ABDUL RAWOOF)

North Nazimabad, Karachi, Pakistan • +92-332-331-9680 • DOB: 10th April 1991 • Email: hira.rawoof123@gmail.com •
linkedin.com/in/hira-rauf •

EDUCATION

Institute of Business Management (IoBM), Karachi, Pakistan 2019-2023

Masters of Philosophy (MPhil), Major in Business Management

- Awards: HEC Indigenous Scholarship Holder (Batch VI)
- In-Progress
- Masters Dissertation in Progress titled “*The Role of Freelancer in Adding Value to Firm’s Intellectual Capital while Increasing the Organizational Ambidexterity via Knowledge Sharing/Creating Behaviour*” under the supervision of Dr. Shujaat Mubarak (Dean, IoBM).

Iqra University, Karachi, Pakistan

2010-2014

Bachelor of Business Administration (Honors), Minor in Marketing, HRM, Finance, and SCM

- Completed with CGPA of 3.23

PROFESSIONAL EXPERIENCE

Degree60, Karachi, Pakistan

September 2019-February 2021

Freelance Research writer (Research and Development)

- Conduct extensive research by collecting and analyzing data and preparing research reports.
- Editing and proofreading services for the publication of research papers, books, and white papers.

Red Bird Sources, Karachi, Pakistan

February 2016-October 2017

Content and Research Writer

- Editing and proofreading services for publication of research papers, books and white papers.
- Creating news archives and blog archives for international individuals/companies and SMEs.

Code It Company, Karachi, Pakistan

July 2015-February 2016

Digital marketing and SEO strategist and PR planning executive (Marketing Department)

- Led PR campaign for their project “Shaadi Tayari”
- Led digital marketing campaign for “Shaadi Tayari” online wedding directory

SBT Japan, Karachi, Pakistan

May 2014-February 2015

International Business Executive (Malaysia, Singapore and Timor Leste)

- Sales of reconditioned vehicles, motor vehicles and construction machinery from Japan to Malaysian, Thailand and East Timor region
- Cold calling and emailing to vehicles dealers for the sales of automobiles.

AWARDS AND BURSARIES

HEC Indigenous Scholarship, Karachi, Pakistan

2021 – Present

Merit Based Scholarship for MPhil

- Selected for funding for MPhil in Batch VI

IMARC’15 at Institute of Business Administration (IBA)

2015

Runners Up-Team KKJK

- Journalism and news reporting by Team *Kia Karoge Jaan Ke*

Iqra University Model United Nations (IUMUN), Karachi, Pakistan

2012

Best Position paper

- Won the best position paper for the SOCHUM committee on the “*Burqa ban in France*”

Iqra University Model United Nations (IUMUN), Karachi, Pakistan

2013

Campus Registrar-IUGC

- Marketing of the Event and conducting promotional activities in the Campus
- Conducting Training Sessions regarding the Model United Nations pattern.
- Registration campaign in the campus

SKILLS & OTHER

Skills: SPSS, EViews, NVivo, AMOS, PLS-SEM, VOSViewer, Prezi, MS Office

Specialization: Quantitative and Qualitative Research Writing and Data Analysis

RESEARCH PUBLICATIONS

The Role of Online Freelancing: Increasing Women's Empowerment in Pakistan

July 2021

Hira Abdul Rawoof, Kazi Afaq, and Nazia Saeed

International Journal of Disaster Recovery and Business Continuity

- Published research paper in Volume 12.
- Can be viewed here: <http://serisc.org/journals/index.php/IJDRBC/article/view/36681>

Relationship of Challenge and Hindrance Stressors with Turnover Intention and Employees' Creativity: The moderating role of Emotional Intelligence

August 2022

Khunsa Hayat, Aftab Hussain Tabasam, Anita Ali, Anam Ashiq, Malik Shahzad Shabbir, Hira Abdul Rawoof

Journal of Management Info

- Published research paper in Volume 9 Issue No. 2.
- Can be viewed here: <https://readersinsight.net/jmi/article/view/2661>

RESEARCH UNDER REVIEW

Inbound Tourism and Economic Well-being: Evidence from Top Tourism Receiving Countries

Aftab Hussain Tabasam; Syed Tehseen Jawaid; Farhan Yaseen; Hira Abdul Rawoof; Muhammad Nadeem Khan; Nowsherwan Sarwar; Ch Kamran Mahmood

Eurasian Business Review (EABR) (ISSN: 1309-4297)

- Under Review

The Role of Gastro-tourism in Destination Branding of Pakistan

Hira Abdul Rawoof and Ambareen Jahan

Journal of Hospitality and Tourism Management (ISSN: 1447-6770)

- Under Review

Does Job Stressors matter? The effect of Job Stressors on Employees' Turnover Intention: in the presence of Personality Trait

Dr Safia Bano, Dr Memoona Shaheen, Rubina Shaheen, Aalia Aslam and Hira Abdul Rawoof

Accounting and Finance (ISSN:1467-629X, 0810-5391)

- Under Review

Exchange Rate Dynamics in a Developing Country: Evidence from Generalized Sup ADF Tests

Dr Aftab Tabbasam, Hira Abdul Rawoof

International Journal of Energy Economics and Policy

- Under Review