

RAFIQUE AHMED KHUHRO

Assistant Professor

Department of Management Sciences,

Additional Charge as Director Career Development Center & Additional Director Students Financial Aid

The University of Haripur, KPK, Pakistan

Cell Phone: (+92) 03083499933

Email: rafiq.khuhro@uoh.edu.pk

rafiq.khuhro@gmail.com

PERSONAL INFORMATION:

- Name: Rafique Ahmed Khuhro
- F. Name: Abdul Rehman Khuhro
- Sex: Male
- Marital Status: Married
- Domicile: District Khairpur (Mir's), Sindh
-
- Nationality: Pakistani

RESPONSIBILITIES AT THE UNIVERSITY OF HAIRPUR, PAKISTAN

- Additional charge: Director Career Development Center and Additional Director Student Financial Aid
- Focal Person: Accreditation (NBEAC) Focal Person at Department of Management Sciences
- Member: Departmental Advisory Committee at DMS
- Member: Board of Studies, Department of Management Sciences
- Member: Board of Faculty, The University of Haripur
- Member: Course Allocation and Timetable Committee at DMS

EXPERIENCE

Total Industry and Academia Experience is 12 Years

INDUSTRY / ADMINISTRATION EXPERIENCE

- Business Development Executive at Mobilink, Pakistan from April 2008 to January 2014.
- Additional Charge as Additional Director Career Development Center at The University of Haripur, Pakistan from February 2017 to May 2019
- Additional Charge as Director Office of Research Innovation and Commercialization at The University of Haripur, Pakistan from July 2019 to July 2020.
- Additional Charge as Director Career Development Center at The University of Haripur, Pakistan from July 2020 till date.
- Additional Charge as Additional Director Students Financial Aid at The University of Haripur, Pakistan from July 2020 till date.

TEACHING EXPERIENCE

- Assistant Professor at Department of Management Sciences, **The University of Haripur, Pakistan** from September 2015 till date.
- Lecturer at **COMSATS University Islamabad Vehari Campus, Pakistan** from 31st January 2014 to 28th September 2015.

ACADEMIC QUALIFICATIONS

Year	DEGREE	University/Institution
2012	MS (Marketing)	Sukkur-IBA
2007	M.B.A (Marketing)	SAL University of Khairpur
2005	B.A (I.R)	SAL University of Khairpur

STRENGTHS

- Strong content knowledge
- Time Management
- Self-Motivated
- Ability to take initiatives & accept challenges.
- Passionate
- Caring
- Team Player
- Research oriented

TRAININGS AND WORKSHOPS CONDUCTED

- Conducted Career Counseling Seminar Titled “**Bachelor's Degree! What next? An Interactive Counseling Session**” dated 15th May 2018 at University of Haripur.
- Conducted Workshop to orient students about the “**Central Superior Service (CSS)**” dated 12th April 2018.
- Conducted series of nine workshops on “**Time Management “So Much to Do, So Little Time!”**” for newly inducted students at University of Haripur from 5th September 2017 to 3rd January 2018.
- Series of Workshops on Statistical Analysis through SPSS from 2018 till date.

PARTICIPATION & ACHIEVEMENTS

- Participated in a workshop on “**Management of Business School Faculty**” organized by National Business Education Accreditation Council, Higher Education Pakistan on 31st October & 1st November 2018 at Lahore School of Economics, Lahore.
- Attended Training on “**Development of Effective and Efficient Career Counseling Center at Public Sector HEIs in Pakistan**” organized by Higher Education Commission, Pakistan dated 19th and 10th March 2017 at Institute of Management Sciences, Peshawar.
- Participated in a workshop on “**Rethinking Business Model, CPEC, Challenges & the Ways out**” organized by University of Haripur dated 16 May 2017.
- Participated 5th Deans & Directors Conference on “**Business Education: Creating Impact with CPEC**” on February 5-6, 2018 at Pearl Continental Hotel, Karachi.

- Participated in “**A workshop on: How to address the key challenges for re-accreditation Council (NBEAC)**” organized by NBEAC dated 7th February 2017 at Serena Hotel, Islamabad.
- Participated 4th Deans and Directors Conference-2017 on “**Business Education and its Context: Points of Convergence and Divergence**” on 7th -8th February 2017 at Serena Hotel, Islamabad.
- Earned X **category accreditation** from National Business Education Accreditation Council, Higher Education Commission Pakistan being Focal person Department of Management Sciences, The University of Haripur.
- Participated in quiz competition “**Manzil Pakistan**” at PTV Karachi center and got second position.
- Participated in training on “**culture of excellence**” at Mobilink.
- Participated in training on “**Communication Skills**” American communication council.
- Participated in training on “**Power of Positive thinking**” at Mobilink Learning Center.
- Participated in training on “**Conflict Management and Teamwork**” at Mobilink Learning Center.
- Participated in training **Endnote, referencing** software arranged by Institute of Research Promotion
- Achieved best performance award on “**seminar Indo Pak relations**” at Shah Abdul Latif University of Khairpur
- Achieved **employee of the 2nd and 4th quarter** 2013 at Mobilink Business Center Sukkur.
- Achieved title of **Data Services Champion** in South Region of Sindh 2012 at Mobilink.
- Achieved **employee of the 2nd quarter** 2011 at Mobilink CC Sukkur
- Achieved **employee of the 3rd quarter** 2010 at Mobilink CC Sukkur.
- Achieved **employee of the 1st quarter** 2009 at Mobilink CC Sukkur.
- Achieved **two on spot recognition** by Mobilink Director Customer Services.

RESEARCH WORK

Research Project Supervision

1. MBA 3.5 six credit hour thesis titled “Impacts of celebrity endorsement on purchase intension in mobile phones” was supervised in Fall 2015 at The University of Haripur.
2. BBA six credit hour Applied Research Project titled “The Decline of Water Mill’s Micro Industry and Demand-Side Factors: Case of District Haripur, Pakistan” was supervised in Spring 2018 at The University of Haripur.
3. BBA six credit hour Applied Research Project titled “Service Innovation in Education Sector through Automation & Artificial Intelligence: A Service Modeling Perspective” was supervised in Spring 2019 at The University of Haripur.
4. BBA six credit hour Applied Research Project titled “Service Innovation in Tourism Industry through Automation & Artificial Intelligence: A Service Modeling Perspective” was supervised in Spring 2019 at The University of Haripur.

Publications

- Ali, W., Qadir, I., Khuhro, R. A., & Qureshi, Q. A. (2017). Determinants of Brand Loyalty among Late Movers of Motorbike Industry in District Haripur, Pakistan: A Brand Romance Perspective. *University of Haripur Journal of Management (UOHJM)*, 2(1), 133-144.
- Arshad, I., Bhutto, N. A., Sarki, I. H., & Khuhro, R. A. (2011). Students Perception about Service Quality Level and Significant Determinants of Service Quality for Business Institutes/Universities in Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 3(8), 1062-1077.
- Bhutto, N. A., Azhar, S. M., Sarki, I. H., Khuhro, R. A., & Arshaad, I. (2012). The Impact of Customer satisfaction and Switching Barriers on Customer Loyalty in Pakistani Mobile Telecommunication Services. *Journal of Management Research*, 4(4), 180-191.
- Khuhro, R., Khan, A., Humayon, A., & Khuhro, A. (2017). Ad skepticisms: Antecedents and consequences. *Management Science Letters*, 7(1), 23-34.
- Khuhro, R., Qureshi, Q., Humayon, A., Tahir, S., & Khan, A. (2016). Factors affecting adoption behavior for Tablet device among computer users in Pakistan. *Management Science Letters*, 6(12), 723-734.
- Khuhro, R. A., Azahr, S. M., Bhutto, N. A., Sarki, I. H., & Shaikh, I. A. (2011). Customer satisfaction in telecom industry after mobile number portability. *Interdisciplinary Journal of Contemporary Research in Business*, 3(8), 840-846.
- Khuhro, R. A., Bhutto, A., Sarki, I. H., & Shaikh, I. A. (2012). Escapism and Conformity: Social Motives for Brand Loyalty of Iconic and Less Iconic Brands. *International Journal of Contemporary Business Studies*, 3(3), 6-16.
- Khuhro, R. A., Bhutto, N. A., & Sarki, I. H. (2015). Failure of Brand Intoxication with the Mediating Effect of Ad Skepticism. *Sukkur IBA Journal of Management and Business*, 2(1), 86-103.
- Khuhro, R. A., Qureshi, Q. A., Humayon, A. A., Yasin, M. N., & Javed, F. (2015). Relevance, Confusion, Entertainment and Skepticism towards Advertising. *International Journal of Information, Business and Management*, 3(3), 1-9.
- Khuhro, R. A., Qureshi, Q. A., Tahir, S., & Khan, A. (2016). Self-Service Technologies at the Bottom of the Pyramid. *University of Haripur Journal of Management (UOHJM)*, 1(2), 125-132.
- Khuhro, A., Humayon, A., Khuhro, R., Sajjad, M., & Irfan, M. (2019) Readiness for Organizational Change through Dynamic Capabilities and Routinization: A Study of Three Industrial Estates. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*. 10(11), 2228-9860
- Sarki, I. H., Bhutto, D. N. A., Arshad, I., & Khuhro, R. A. (2012). Impact of Pakistani University Student's Cultural Values and Lifestyles on Meaning of Brands. *Interdisciplinary Journal of Contemporary Research in Business*, 3(9), 643-654.
- Siddiqui, K. A., Ali, M., Sarki, I. H., & Khuhro, R. A. (2015). Telecom Branding in Pakistan: Network Coverage or Value Added Services. *Academic Journal of Research in Economics and Management*, 3(3), 61-66.

Conference

- i) Khuhro, R. A., Azhar, S.M., Bhutto, N.A., Sarki, I.H., & Arshad, I. (2011). Customer Satisfaction in Telecom Industry after Mobile Number Portability. Paper presented in the *1st International Conference on Contemporary Issues in Business Management, ICIBM-2011*, held on June 13th & 14th, 2011 at University of Central Punjab, Lahore
- ii) Arshad, I., Azhar, S.M., Bhutto, N.A., Khuhro, R.A., & Sarki, I.H. (2011). A survey of student's behavior of using debit card and service quality determinants of debit card usage in Pakistan. Paper presented in the *1st International Conference on Contemporary Issues in*

Business Management, ICIBM-2011, held on June 13th & 14th, 2011 at University of Central Punjab, Lahore.

- iii) Sarki, I.H., Azhar, S.M., Bhutto, N.A., Khuhro, R.A., Arshad, I., & Abbas, G. (2011). The Effects of Customer Satisfaction and Switching Barriers on Customer Loyalty in Pakistani Mobile Telecommunication Services. Paper presented in the *1st International Conference on Contemporary Issues in Business Management, ICIBM-2011*, held on June 13th & 14th, 2011 at University of Central Punjab, Lahore.
- iv) Khuhro, R. A., Bhutto, N. A., Butt, F., Sarki, I. H., (2013). Relevance, confusion, entertainment, and skepticism towards advertising. Paper presented in the *International Research Conference on Contemporary Management Practices, IRCMP-2013*, held on January 16th & 17th, 2013 at Lahore University of Management Sciences, Lahore.
- v) Khuhro, R.A., Bhutto, N.A., Sarki, I.H., (2014). Failure of Brand Intoxication with The Mediating Effect of Ad Skepticism presented in the *4th International Conference on Business Management, ICoBM-2014*, held on 26th to 27th February 2014 at Sukkur Institute of Business Administration.
- vi) Qureshi, Q. A., Khan, M. I., Khuhro, R. A., (2014). Factors Affecting Adoption Behavior for Tablet Device Among Computer Users in Pakistan. Paper presented in the *6th South Asian International Conference, SAICON 2014*, held on 11 to 13th August 2014 at Serena Hotel, Islamabad.
- vii) Qureshi, Q. A., Khuhro, R. A., Tahir, S., Khuhro, A. S., (2015). Self-service technologies at the Bottom of the Pyramid. Paper presented in the *7th South Asian International Conference, SAICON 2015*, held on 19 to 21st August 2015 at Serena Hotel, Islamabad.