

Assistant Professor in Finance – Profile

Award-winning, experienced finance academic with a PhD degree and robust record of research and teaching excellence, currently serving as an Assistant Professor at Government College University, Lahore. Demonstrates a strong ability to publish in leading academic journals, with a focus on financial markets, risk management, and sustainable finance. Proven track record in teaching at both undergraduate and postgraduate levels, with innovative methods that enhance student engagement and understanding. Recognized for impactful contributions to the field with awards such as 'Employee of the Year 2020' and successful acquisition of research funding. Committed to addressing societal impacts through research and education, aligned with the priorities of Henley Business School. Ready to leverage extensive expertise and a proven record of academic leadership to excel as an Associate Professor of Finance at the ICMA Centre.

CORE COMPETENCIES

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|---------------------------------------|-----------------------------|--------------------------------|
| • Academic Writing | • Content Quality Audit | • Experimental Learning |
| • Thesis Evaluation | • Technological Instruction | • Research & Development |
| • Financial/Research Data Analysis | • Department Administration | • Curriculum Plans Development |
| • Qualitative & Quantitative Research | • Student-Centered Learning | • Research Project Management |
| • Advanced Research Methodologies | • Cross-Cultural Leadership | • Regulatory Compliance |

SIGNATURE ACCOMPLISHMENTS

- ✓ Achieved the 'Employee of the Year Award 2020' for exceptional contributions to financial education and engagement.
- ✓ Authored and published numerous impactful research papers contributing to advancement of knowledge in finance field.
- ✓ Conducted viva examinations for diverse institutions, assessing and evaluating candidates' knowledge and expertise.
- ✓ Showcased research prowess on global stage by delivering impactful presentations at eight major national/international research conferences, leaving indelible mark on academic discourse.
- ✓ Implemented real-world case studies, enhancing students' practical understanding of finance concepts.

PROFESSIONAL EXPERIENCE

Government College University (GCU) – Lahore, PK

Assistant Professor Finance

2023 – Present

Present engaging and informative lectures on various finance topics, utilising diverse teaching methods to cater to different learning styles and promote active student participation. Facilitate educational process by meticulously grading student assignments and quizzes, providing constructive feedback to foster academic growth and ensuring accurate assessment of learning progress. Attain and address course-related inquiries, promoting thorough comprehension and clarity for students. Propell MS students to thesis success through adept supervision and guidance. Elevate academic growth through masterful guidance in internship reports and project evaluation. Optimise learning experience by conducting viva voce sessions for students, fostering comprehensive understanding and confident articulation.

Key Achievements:

- Elevated academic contributions by publishing research articles in reputable finance journals.
- Focused on financial markets and risk management by securing external funding for research initiatives.
- Increased student engagement and understanding through the implementation of innovative teaching methods.

Virtual University of Pakistan – Lahore, PK (2012 – Present)

Lecturer in Finance (Promoted)

2021 – Present

Instructor in Finance

2012 – 2021

Present engaging and informative lectures on various finance topics, utilising diverse teaching methods to cater to different learning styles and promote active student participation. Facilitate educational process by meticulously grading student assignments and quizzes, providing constructive feedback to foster academic growth and ensuring accurate assessment of learning progress. Attain and address course-related inquiries, promoting thorough comprehension and clarity for students. Propell MS students to thesis success through adept supervision and guidance. Elevate academic growth through masterful guidance in internship reports and project evaluation. Optimise learning experience by conducting viva voce sessions for students, fostering comprehensive understanding and confident articulation.

Key Achievements:

- Designed comprehensive course materials, including syllabi, lecture plans, assignments, and assessments, to ensure effective delivery of finance concepts and theories to students.

- Published scholarly articles in reputable finance journals, contributing to academic community's understanding of contemporary financial trends and concepts.
- Contributed to enhancement of academic programs and curricula by providing insightful suggestions and recommendations to administrators, driven by commitment to continuous improvement and optimisation of learning outcomes.
- Successfully executed an internally funded project titled 'Market Efficiency and Spillover Effect: A Cross Country Analysis'
 - Secured 1.07 Million PKR (around £3000) in project funding.

Hailey College of Commerce, University of the Punjab – Lahore, PK

(2022)

National College of Business Administration and Economics – Lahore, PK

(2018 – 2019)

Superior University – Lahore, PK

(2016 – 2019)

Adjunct Lecturer in Finance

2016 – 2019, 2022

Delivered comprehensive lectures on various finance topics to students. Developed and updated curriculum to ensure alignment with industry trends. Facilitated engaging class discussions, fostering critical thinking. Provided detailed guidance and effective mentorship to students on academic and career matters. Created and graded assessments to evaluate students' understanding. Participated in departmental meetings while contributing to curriculum development.

Key Achievements:

- Received consistently positive student feedback, averaging satisfaction rate of 95%.
- Published research papers on emerging financial instruments in reputable academic journals.
- Invited as guest speaker to finance conference, sharing insights on risk management strategies.
- Contributed to design of new elective course on sustainable finance, meeting growing industry demand.
- Collaborated with local businesses to arrange industry visits, bridging gap between academia and practical finance applications.

EDUCATION

Doctorate of Philosophy (PhD), Commerce (2021), Hailey College of Commerce, University of the Punjab – Lahore, PK

Master of Science (MS), Banking & Financial Economics (2016), Government College University (GCU) – Lahore, PK

Master of Public Administration (MPA), Public Administration (2012), Quaid-i-Azam University – Islamabad, PK

Bachelors in Commerce (B.Com), Commerce (2008), Hailey College of Commerce, University of the Punjab – Lahore, PK

PROFESSIONAL DEVELOPMENT

Certificate, Financial Markets, Yale University – US (Online)

Certificate, Markets with Friction, University of Wisconsin – Madison, US (Online)

Certificate, An Introduction to Corporate Finance, University of Pennsylvania – US (Online)

Certificate, An Introduction to Financial Accounting, University of Pennsylvania – US (Online)

Certificate, Introduction to Finance, University of Michigan – US (Online)

Certificate, Gamification, University of Pennsylvania – US (Online)

TECHNICAL PROFICIENCIES

Microsoft Office Suite (Word, Excel, PowerPoint), SPSS, EViews, and STATA

RESEARCH PUBLICATIONS

W-Category:

- I. Azeem, A., Naseem, M.A., & **Hassan**, N.U. et al. (2022) A novel lens of stock market capitalization and environmental degradation. Environmental Science and Pollution Research [Impact Factor: 5.19]

X-Category:

- I. Farooq, S., Ahmad, Z., **Hassan**, N. U., & Khan, M. S. (2021). A Technology Acceptance Model for E-Learning during COVID-19: Empirical Insight from Pakistan. Ilkogretim Online - Elementary Education Online, 20(4), 975-984
- II. Bukhari, S. H., Javed, M. M., Khalil, M. N., Qureshi, M. H., & **Hassan**, N. U. (2023) Impact of Shari'ah governance framework implementation on the financial performance of Islamic banks: A case study of Pakistan. Journal of Xi'an Shiyu University, Natural Science Edition.

Y-Category:

- I. Munir, A., Ahmad, I., Jabbar, A., **Hassan**, N., & Butt, I. (2024). Profitability of Reversals in Emerging Asian Economies: Role of Industries as Drivers. Empirical Economic Review, 7(1). <https://doi.org/10.29145/eer.71.05>.

- II. Munir, A. F., Elahi, A. R., Majid, S., & **Hassan, N. U.** (2023). Do Different Sectors affect Equity Risk Premiums in Emerging Markets? Evidence from Asia. *International Journal of Business Reflections*, 4(2).
- III. Bokhari, U., Sulehri, F. A., **Hassan, N. U.**, & Aziz, B. (2023). Impact of Allied Factors on Investment Performance, Mediating Role of Investment Decision: Evidence from Investors in Lahore. *Journal of Education and Social Studies*, 4(1), 27-46.
- IV. Azeem, A., Asghar, H., **Hassan, N. U.** & Butt, I., (2022). COVID-19, Government Initiatives, and Stock Market Liquidity in Pakistan. *Asian Finance Research Journal* 4(2), 1-19.
- V. Butt, I., Hanif, R., **Hassan, N. U.**, Khan, I., & Aslam, M. T., (2022). Factors Affecting Mobile App-based Shopping in Pakistan: An Implication of UTAUT2 Model with Deal Proneness. *Competitive Education Research Journal*, 3(2), 174-194.
- VI. Mahmood, G., Mahmood, A. B., Sheereen, W., **Hassan, N. U.**, & Nasir, N. (2022). The Impact of antecedents of trustworthiness on the Usage of Mobile-Banking Apps: An empirical study on Pakistani Consumers using PLS-SEM. *Competitive Education Research Journal*, 3(2), 164-173.
- VII. **Hassan, N. U.**, & Ahmad, H. Z. (2020). Testing the Weak Form State of Market Efficiency: An Empirical Evidence of Shariah Compliant Index. *Journal of Islamic Business and Management*, 10(2), 418-435.
- VIII. **Hassan, N. U.**, Aziz, B., Mushtaq, M. & Khan, I. A., (2017) Role of Macro and Technical Indicators in Equity Risk Premium Prediction: A Principal Component Analysis Approach. *International Journal of Economics and Management Engineering*. 4(2)

ISI Indexed

- II. Hussain, H. A., Sultana, M., **Hassan, N. U.**, (2016) Relationship of Risk Premium with Expected Volatility and Unexpected Volatility in Developing and Developed Economies. *European Online Journal of Natural and Social Sciences*. 5(4), 1026-1048
- III. Khalil, F., **Hassan, N. U.**, Qamar, M. A., (2016) Managerial attributes effect on mutual fund performance: case from Pakistan, an emerging mutual fund market. *European Online Journal of Natural and Social Sciences*. 5(2), 432-441
- IV. Yaqub, M. S., Mehmood, B., **Hassan, N. U.**, Zohaib, M., & Bukhari, S. M. H. (2015) Is EVA a better performance measure than accounting measures? Evidence from Pakistani listed companies. *Sci.Int.(Lahore)*, 27(2), 1425-143
- V. **Hassan, N. U.**, Zohaib, M., Yaqub, M. S., & Mehmood, B., (2014) Do Pakistani Banks Create Value? *Journal of Applied Environmental and Biological Sciences*, 1(Spl. Edn. 9), 407-415
- VI. Mushtaq, M., **Hassan, N. U.**, Yaqub, M. S., & Awan, M. M. H., (2014) Determinants of Commercial Banks Performance - Empirical Evidence from Pakistan *Journal of Applied Environmental and Biological Sciences*, 1(Spl. Edn. 7A), 15-2

RESEARCH CONFERENCES

Presenter, 2nd International Conference on Business and Commerce (ICBC 2021)

Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Presenter, 1st International Conference and Graduate Colloquium (ICGC 2021)

Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Presenter, 1st International Conference on Business and Commerce (ICBC 2020)

Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

Presenter, 32nd Annual Conference of Asian Association of Open Universities

Open Education in Human Resource Development in Asia's Period of Integration (AAOU 2019), Hanoi, Vietnam

Presenter, 6th World Congress of Psychology and Behavioral Sciences

Management, Psychology, Political and Social Science – WCPBS 2016, Barcelona, Spain.

Presenter, 8th South Asian International Conference

SAICON 2016 - Islamabad, Pakistan

Presenter, 7th South Asian International Conference

(SAICON 2015), Islamabad, Pakistan

Presenter, 2nd International Conference on Computational and Social Sciences

(ICCSS-14), Rize, Turkey

SEMINARS

Seminar on Academia and Youth as Drivers of SDGs Localization and Acceleration, conducted by Virtual University – Lahore, PK

Project Management-Skills for Success, conducted by Quaid-i-Azam University – Islamabad, PK

Integrating Strategy and Finance, conducted by Quaid-i-Azam University – Islamabad, PK

Times Series Analysis, conducted by Virtual University – Lahore, PK