

Dr. ASIM TANVIR (Assistant Professor)

IBIT, University of the Punjab, Lahore, Pakistan

Address: 131 A2 Johar Town Lahore

Cell: +923328104873

asim@ibitpu.edu.pk , asimtanvir@gmail.com



CAREER OBJECTIVE

Encourage students to run their own startups and become successful entrepreneurs. To create jobs and opportunities for students by introducing innovative entrepreneurship in the society.

15+ YEARS OF ACADEMIA & PROFESSIONAL EXPERIENCE

TAUGHT COURSES

- Entrepreneurship
- SEO, SEM
- Internet Programming (PHP)
- E-Business
- Management Information System
- Business Intelligence and DW
- Fundamentals of Management
- Leadership
- Strategic Management
- Strategic Marketing
- Project Management
- Consumer Behavior
- Operations Management
- Digital-Marketing
- File Organization and Access Method
- Database Management System
- Introduction to Programming
- E-Commerce
- Seminar on Current Business and IT trends
- Introduction to Computer Sciences
- System Analysis and Design
- Data Warehousing and Mining
- Networking and Data Communication
- Computer Applications in Business Decision Making
- Management Information Technology

Workshops, Startups and Commercialization

- 1) Held one day workshop on innovative entrepreneurship as Trainer nominated by ORIC-University of the Punjab on 11-10-18
- 2) Founder of www.mushihost.com
- 3) Successful setup of www.livechatltd.com
- 4) Successful setup of Cup Shup Café
- 5) Successful setup of www.rapairdesk.com
- 6) Produced numerous freelancers (Top rated freelancer of fiverr)

RESEARCH PUBLICATIONS

BOOKS PUBLISHED

- 1) **Asim Tanvir**, Numera Rafaqat, Sadaf Latif: “**Adaptability Issues of GPS in Public Sector of Pakistan**”: LAP Lambert Academic Publishing, 2013, ISBN-10- 3659468622, ISBN-13-978-3-659-46862-9
- 2) **Asim Tanvir**, Rehan Arif, Sadaf Latif: “**Cartoon Endorsement and Children Impulse Buying**”: LAP Lambert Academic Publishing, 2013, ISBN-10- 3659491993, ISBN-13- 978-3-659-49199-3

INTERNATIONAL RESEARCH PUBLICATIONS

(ALL PEER REVIEWED JOURNALS)

- 1) **Asim Tanvir, Sadaf Latif, Azka Sumbal “Outdoor Advertisig Future in Perspective of 3D Holographic Technology in Pakistan”:** (IJSBAR 2017, Vol 36, No. 4, pp 1-15)
- 2) **Asim Tanvir, Nazia Amir: “Integrating Innovation Management and Entrepreneurship for a Healthy and a Wealthy Nation (Pakistan)”:** (IJCRB November 2013, Vol 5, No 7, p 235-246)
- 3) **Asim Tanvir, Marium Shahid “Impact of Sports Sponsorship on Brand Image and Purchase Intention”** (IJCRB June 2012, Vol 4, No 2, p 659)
- 4) **Asim Tanvir, Rehan Arif “Impact of Cartoon Endorsement on Children Impulse Buying of Food: a Parent's Perspective”** (IJCRB June 2012, Vol 4, No 2, p 653-658)
- 5) **Asim Tanvir, Numera Rafaqat “Adoptability Issues of GPS in Public Sector in Pakistan”:** (World Academy of Science, Engineering and Technology, August 2011, Vol : 56, p 66-68) **(Also Accepted in International Conference of Economics, Management and Business, Innovation Technology held in Paris, France on 24-26 August 2011)**

THESIS (SUPERVISED)

- 1) An Empirical study of Consumer trust against E-Purchase in Pakistan
- 2) Impact of Contemporary Decision on Organization Performance
- 3) Outdoor Advertising Future in Perspective of 3D Holographic Technology in Pakistan
- 4) The Impact of Corporate Sustainability on Employee Work Engagement: A Study of Manufacturing Sector in Lahore, Pakistan.
- 5) Query Optimization: Usage of Query Optimization Technologies on DBMS Performance
- 6) A study of the attitudes of customers towards E-Hologram as an effective tool for advertisement
- 7) Adoptability issues of ERP in Public Sector of Pakistan
- 8) Adoptability issues of GPS in Public Sector of Pakistan
- 9) An Empirical Analysis Impact of Financial Crises on Islamic Banking vs non Islamic Banking
- 10) Client Acceptance of Branchless Banking (m-payments) in Public Sector of Pakistan
- 11) CSR by Honda and its Sales
- 12) Decision Support System aims to Support Better Business Decision Making in Telecom Sector of Pakistan
- 13) Determining the Nature of Relation between(the quality of) Customer Service and (the level of) Customer Satisfaction for the Retail Outlets
- 14) Impact of Job Stress on Job Performance of Middle Level Managers in Pakistani Banks
- 15) Impact of Sports Sponsorship on Brand Image and Purchase Intention
- 16) Impact of Television Advertisement on Male College Student’s Attitude in Pakistan
- 17) Impact of Hypermarket Retail Attributes on Impulse Buying Behaviour of Consumers: a Study of Metro, Makro and Hyperstar in Pakistan
- 18) Information Technology for Recruitment: Usability Artifact Abstraction
- 19) Impact of Cartoon Endorsement on Children Impulse Buying of. Food: a Parent's Perspective
- 20) Rejuvenating the Stock Exchange of Pakistan

ACADEMIC EXPERIENCE



FULL TIME ASSISTANT PROFESSOR

(Jan 2012 to Present)

Institute of Business and Information Technology

University of the Punjab, Lahore, Pakistan



FULL TIME LECTURER

(Sep 2005 to Dec 2010)

Institute of Business and Information Technology

University of the Punjab, Lahore, Pakistan

ADMINISTRATIVE WORK

- **PROGRAM COORDINATOR**

- Curriculum Designing
- Courses offering
- Faculty Arrangement for courses
- Students' Problem resolving (Time Management and etc)
- Students' Result Verification and Declaration
- Students' Record Maintenance and Transcript Generation
- Student Counseling

- **SECRETARY OF DEPARTMENTAL PURCHASE COMMITTEE**

- Received the departmental requisitions
- Prepare the Request for Quotation (RFQ)
- Arrange the Purchase Committee Meetings
- Prepare Vendors Rate Comparative Reports
- Issuing the Purchase Orders to selected Vendors

- **SUPERVISOR OF PC-1 PROJECT:** This project was sanctioned by HEC (Higher Education Commission) government of Pakistan for the development of IT infrastructure in IBIT department, University of the Punjab, Lahore, Pakistan. The overall cost budgeted amount of this project was 69.689 millions. The main responsibilities are as follows

- Tender preparation
- RFQ (Quotations calling)
- Preparing Comparative Reports
- Preparing Purchase Orders (P.O)
- Arrange Board and Vendors Meeting
- Preparing Monthly, Quarterly and Annual based Performance Evaluation and Progress Reports for Higher Commission of Education of Pakistan

- **ADMISSION IN-CHARGE**

- Admission Advertisement
- Team Management and Assigning duties
- Admission data Verification
- Merit list generation

- **BOYS HOSTEL AFFAIRS IN-CHARGE**

- Hostel Applications compilation and prepare a hostel merit list
- Allocate hostel rooms to students

- **SPORTS & EXTRA CURRICULAR ACTIVITIES COORDINATOR**

Sports, IBIT (Cricket, Badminton, Hockey, Soccer etc)

VISITING FACULTY MEMBER

(April 2006 to 2008)



University of the Punjab, Lahore, Pakistan

College Name: University Law College

VISITING FACULTY MEMBER

(March 2005 to July 2005)

University of Serhad (Regional Campus), Lahore, Pakistan

Department Name: Business and Management Sciences

FULL TIME LECTURER

(Feb 2004 to Sep 2004)



GIFT University, Gujranwala, Pakistan

Department Name: Business and Management Sciences

VISITING FACULTY MEMBER

(Oct 2001 to Jan 2002)



Girne American University (GAU) North Cyprus

Department Name: Computer Engineering Department

SUPERVISED PROJECTS & Consultation

Online Shopping Systems, Online Student Management System, Online Library System, Online Bus Reservation Systems, Point of Sales Systems, Online Inventory Systems, Online HR systems, Chatting Software, Web Browser, Online Mash-up Systems. Accounting System, E-commerce Websites, Online community Systems,

ADMINISTRATOR CUM IT OFFICER

(Feb 2002 to Jan2004)

Mustang Sourcing, Lahore, Pakistan

- Hardware and Software maintenance of the company
- Administrating office employees
- Correspondence with customers by using Customer Management Systems
- Troubleshooting of Network
- Periodically Report Analysis and prepare the performance reports
- Analyzed Legacy System and update the automation system

EDUCATION

2018	PhD (Business Management- Innovative Entrepreneurship) CGPA 3.81 Girne American University (GAU) North Cyprus
2002	Master of Business Administration (MBA) CGPA 3.93 (High Honors with Distinctions) Girne American University (GAU) North Cyprus
2000	Bachelor in Computer Science (BCS) CGPA 3.56 Punjab Institute of Computer Science (PICS) Lahore, Pakistan
1999	Visual Basic 6.0 Millennium Institute of Computer Technology, Lahore, Pakistan
1998	B.A (Bachelors of Arts) University of Punjab, Lahore, Pakistan
1994	F.Sc (Faculty of Science) Government College of Science Lahore, Pakistan

AWARDS

1. 100% Scholarship Secured from University of Punjab, Lahore, Pakistan in **PhD** Program.
2. 100% Scholarship Secured from GIRNE AMERICAN UNIVERSITY in **MBA** Program.
3. 50% Scholarship Secured from University of Central Punjab, Lahore, Pakistan in Bachelor of Computer Science

COMPUTER SKILLS

Methodologies	Software Development Life Cycle (SDLC), JAD, RAD
Business Modeling Tools	MS-VISIO, MS Smart Draw,
Documentation Management and Tracking Tools	MS Visual Studio, Adobe Writer, MS Project 2003 & 2007
Databases	MS-Access 2.0, SQL, SQL Server, Oracle, MYSQL
Workflow Tools	MS-Project, MS-Excel, MS-Word, MS-PowerPoint, MS-Access, MS-Visio
Operating Systems	Windows 2000/2003 Server, XP Professional, Windows 7
Languages	C++, JAVA, C#, SQL, Javascript, HTML, Visual Basic, PHP, CSS
Web Development (CMS Tools)	WordPress, Joomla, Magento, Shopify, Weebly, Wix, PhpBB
Web Designing	Artisteer, Adobe Photoshop, MS FrontPage, Macromedia Flash 4.0
SEO and SEM Tools	Google Adwords Keyword tool, Google Adsense, Google Analytic, Google Position Checker tool, Google Backlink Checker, Google Map Tool, Google IP Checker Tool, Yahoo SEO Tools, and Bing SEO Tools
Accounting Softwares	Peach Tree, Quick Book Pro

REFERNCES

References will be furnished on demand

PERSONAL INFORMATION

Name: **Dr. Asim Tanvir**
Present Position: **Assistant Professor, University of the Punjab, Lahore, Pakistan**
Date and place of Birth: 17-10-1976, Lahore, Pakistan
Father's Name: **Tanvir Ahmed**
Residential Address: 131 A2 Johar Town Lahore
Correspondence Address: Same as above
Nationality: Pakistani
Marital Status: Married (Children : 4)
Phone No's'. 03328104873
Email: asim@ibitpu.edu.pk, asimtanvir@gmail.com
Languages: Urdu, English, Punjabi, Turkish, Arabic (Beginner level)