Curriculum vitae

Dr. MEHNAZ GUL

Email: mehnazgul@uop.edu.pk

mehnazgul@hotmail.com

Office: Home:

Institute of Management Studies H.No. S-7

University of Peshawar University of Peshawar Campus

Peshawar, KPK Phone: 0092 300 402 9432

Phone: 091 5611043

|  |
| --- |
| **Academic Experience** |
| ***June 2014 to date Institute of Management Studies, University of Peshawar*** **Assistant Professor**1. Permanent faculty member (BPS 19) in Institute of Management Studies, University of Peshawar, Peshawar, Pakistan
2. Teaching newly developed course Leadership and improvisation in Business to PhD students, and Management Ethics to Mphil students.
3. Teaching Business communication, Advance research methods, research methodology, entrepreneurship and comparative management to MBA students.
4. Superving thesis of 2 PhD fellows, 5 MPhil students and four students of MBA.
5. Alumni Focal person of IMS, and currently working on developing an alumni and career development mechanism tool by the name of “Career Alumni Network Database”. Also in process of organinzing Grand reunion of Alumni 2018.
6. Focal person of IMS for streamlining the semesters and developing academic calendar.
7. Counsel female students in various problems related to harassment, domestic and psychological issues.
8. Supervising and Coordinating IMS student society “Eventify”. Arrange and organize seminars, trainings, workshops and symposium on Entrepreneurship, carrer development, communication and management subjects. Also organized various social and recreational events.

***May 2002 – June 2014 College of Home Economics, University of Peshawar*****Lecturer** 1. Permanent faculty member (BPS 18) in College of Home Economics, University of Peshawar, Peshawar, Pakistan
2. Taught Change management, and Family conflict management to M.Phil students
3. Taught Essentials of communication, Organization theory, Small business management, Management, Marketing and Economics to graduates and undergraduate students.
4. Supervised thesis of two graduate students.
5. Supervised small business management feasibility reports of the graduate students.

**College of Home Economics Administrative services**May 2002 to December 2008. College of Home Economics, University of Peshawar, * In-charge Examination Committee: Scheduled and arranged exams for the undergraduate and graduate students of the college. Arranging meetings with the concerned faculty, preparing minutes, writing official letters to the concerned authorities.
* In-charge Library Reforms: Prepared proposal for the library Automation Project, supervised the physical and electronic work related to this project.
* Scheduled and arranged seminars and extension lectures for the students of the college.
* In-charge Annual Report: Compiled and edited all the information required to prepare the annual report of the college of Home Economics for three years.
* Member of Academic Development Committee: Prepared the syllabus of M.Phil and PhD. courses for management department of the college. Being a committee member attended meetings related to the syllabus at national level

**TEACHING/ RESEARCH ASSISTANT POSITIONS*****Jan. 2011- Fall 2015 School of Communication, Florida State University, Florida, USA*****Online Instructor** 1. Teaching Assignment for Spring 2015 and Summer 2015 smesters
2. Taught Communication and Presence to undergraduate students of Forida State University, USA
3. Newly developed course that intend to provide students with theoretical background and practical experience in constructing messages for online communication.
4. Teaching Evaluation: 5 (On a scale of 5= Excellent , 1= Poor)

 **Lead Instructor**1. Teaching Assignment for Spring 2014 & Fall 2013 semesters,
2. Taught Media Techniques to undergraduate students of Florida State Univesity, USA
3. It was a foundation course of Media production to a class of 190 students. The course is an introduction to basic principles and elelments like light, sound, time and motion that are associated with filmmaking and television production.
4. Teaching Evaluation: 4 (On a scale of 5= Excellent , 1= Poor)
 |
|  **Public Speaking Lab Instructor**1. Teaching Assignemtns for Spring 2012 , Fall 2012, & Spring 2013,
2. In class activities and workshops to prepare students for public speaking. Evaluate and grade speeches, maintain attendance records, proctor and grade exams.
3. Lab Instructor Evaluation: 5 (On a scale of 5= Excellent , 1= Poor)
 |
| **Research Assistant** 1. Research Assignment for Spring 2013
2. Assisted Dr. Lisa Tripp and Florida State Uuniversity Film school faculty in reviewing literature review of conneted learning project, collection and coding of data from Twitter, about the social media marketing of independent cinema.

**Teaching Assistant** 1. Teaching Assignement for Summer 2012, and Spring 2013 semesters
2. Assisted lead instructor of Media Techniques
3. Maintain attendance, grade assignments and exams, proctor exams, served as primary contact for students.
4. Delivered a couple of lectures in the absence of lead instructor.

**Online Mentor**1. Fall 2012, mentored undergraduate students of Mass Media Law
2. Summer 2012, Fall 2011, Spring 2011, Mentoring an online courses of Media Techniques
3. Summer 2011, Fall 2011, metored online students of Introduction to Mass Media
4. Maintain attendance, grade weekly online discussion posts, served as primary contact for students and coordinated through emails.

**Guest Lectures**1. Guest lectures about media policy to undergraduate students of Mass Media Law of Florida State University, USA
2. Guest Lecture about Pakistan and education to the undergraduate students of School of Education of Florida State University, USA

**EDUCATION****Ph.D. in Communication**Fall 2010- Fall 2015 School of Communication, Florida State University1. Dissertation Topic: Public diplomacy and propaganda: A case study of Voice of America Deewa, Pashto Service for the Tribal Region of Pakistan and Afghanistan.
2. My study is to examine role of International broadcasting (Radio) under public diplomacy and propaganda framework during war and conflict. The aim was to explore the concept of public diplomacy and contribute to the literature and develop public diplomacy framework further.
3. Supervisor: Dr. Stephen McDowell

**M.Phil. in Public Administration and Organization Theory**August 2003-June 2005 Department of Public Administration and Organization Theory, University of Bergen, Norway* Thesis title “Finding Influential’s in the Decision Making Process of Local Government: A Study of two Union Councils Of Peshawar District, Pakistan”
* Only candidate selected from Pakistan in 2003 for the two year degree program, fully funded by Norwegian Agency for Development (NORAD) Scholarship.
* Supervisor: Dr. Audun Offerdal

**Master of Public Administration**1997-1999 Institute of Management Studies, University of Peshawar, Pakistan* Achieved 3.7 CGPA on the scale of 4.0
* Two Months Internship in United Nations World Food Program, Peshawar.
* Received merit scholarship for two consecutive years (1997, 1998)

**Bachelors of Science**1992-1996 College of Home Economics, University of Peshawar, Pakistan* Passed with distinction and received a gold medal.
* Majors in Management Studies.

**Preparing Future Faculty (PFF)**Fall 2015 Florida State University Graduate School, Florida, USA Certificate course of teaching trainning. |
|  | **REFREED journal PUBLICATIONS**Groton, D., Gromer, J., Martin, A., Lee, J., Gul, M., (2017). Give us a chance: Understanding job-seeking among women experiencing homelessness. *Journal of Employment Counselling. ISSN No. 2161-1920.*Obaid, Z., Gul, M., Khan, A.Q., Hussain, A., & Ali, S. (2017). The role of media in framing political imaginaries: Comparative analysis of media response to 9/11. *Journal of Managerial Science, Special Issue (AIC 2017).*Gul, M., Obaid, Z., & Ali, Shahid. (2017). Liberalization of media in Pakistan: A challenge to democracy. *Journal of Humanities and Social Sciences,* XXV(1),37-54.Gul, M., Obaid, Z., & Hussain, A. (2017). Using media to further political ideology: A case of Rush Limbaugh’s radio shows & EPA in USA. *PUTAJ-Humanities and Social Sciences,* 25 (Special Issue- Media Matters No.1-2), 83-98. Obaid, Z., Gul, M. (2016). Qualitative methods: Triangulation to tackle issues of reliability and validity in public diplomacy and propaganda studies. *Journal of Law and Society.* 153-178.Gul, M., Obaid, Z., & Hussain, A., (2016) VOA Deewa Radio: Propaganda or persuasion? *PUTAJ- Humanities and Social Sciences Journal, Vol. 23, No.1.*Gul, M., Obaid, Z., & Hussain, A. (2014). Who makes decision?: A study of two union councils in Peshawar district of Pakistan. *Journal of Law and Society, 45(65), 157-190.*Obaid, Z., Hussain, A., Gul, M. (2013). How public administration theory and practice have contributed to totalitarian tendencies? *Journal of Law and Society, 44(63), 1-11.*Hussain, A., Shah, F., Obaid, Z., & Gul, M. (2013). Advantages of most favorable nation status granted to India by Pakistan. *Journal of Law and Society, 44(64), 225-242.*Gul, Mehnaz (2013).  Book review of Weiss, Anita M. & Khattak, Saba Gul (2013) Development Challenges Confronting Pakistan. Sterling, VA: Kumarian Press, *International Review of Public Administration, Vol. 18, No. 1.* |
| **Conferenence Presentations** |
|  | Obaid, Z., Gul, M., Khan, A.Q., Hussain, A., & Ali, S. (2017). The Role of Media in Framing Political Imaginaries: Comparative Analysis of Media responses to 9/11, Conference Paper. 3rd Asian International conference (AIC) 2017, KualaLumpur, Malaysia.Gul, Mehnaz (2016). VOA Deewa Radio: A Source of Awareness, information and Empowerment in War Stricken Tribal Regions of Pakistan and Afghanistan. Conference paper, National conference of Popular Culture Association/American Cultural Association, Seatle, Washington, United States of America.Gul, Mehnaz (2016). Public diplomacy or propaganda: A case of VOA Deewa for Tribal Regions of Pakistan and Afghanistan, Conference paper, International Studies Association, Atlanta, Georgia, United States of America.Gul, Mehnaz (2015). Voices of Locals: VOA Deewa an instrument of Public diplomacy, Conference paper, National conference of Popular Culture Association/American Cultural Association, New Orleans, United States of America. Gul, Mehnaz (2015). Public diplomacy and propaganda: Voices of VOA Deewa listeners in the tribal region of Pakistan, Conference paper, South Asian Media and Cultural Studies Conference, Florida State University, United States of America.Gul, Mehnaz (2014). Public diplomacy and propaganda: A Case of VOA Deewa, Conference paper, Global Fusion, University of Texas, Austin, Austin.Gul, Mehnaz (2014). Voice of America around the world in eighty years (1942 to 2012), Conference paper accepted, National conference of Popular Culture Association/ American Cultural Association, Chicago, United States of America.Gul, Mehnaz (2013). Connecting the voices of women in Tribal regions of Pakistan: A case study of VOA Deewa, Conference Paper, National Communication Association, Washington D.C., United States of America.Gul, Mehnaz (2013). Public Diplomacy and Voice of America: A case study of VOA Deewa polio campaign, Conference paper, National conference of Popular Culture Association/ American Cultural Association, Washington D.C., United States of America.Gul, Mehnaz (2013). Social media as Politicians platform for agenda setting and entertainment for followers: A case of Imran Khan Political Campaign on facebook. Conference paper, Broadcast Education Association, Las Vegas, United States of America.McDowell, S., Rasul, A., Shaikh, M. & Gul, M. (2011). Perspectives on Media Performance: Media, Conflict and Institution Building in Pakistan. Paper for Conference, “Pakistan: Challenges to Democracy Governance and National Unity,” University of the Punjab, October 24-25. |
| **Keynote speaker** |
| Gul, Mehnaz (2014). Scope of Home Economics in United States and European Countries, Conference Key note speaker, National Home Economics Conference, Baragali, KhyberPukhtoonkhaw, Pakistan. |
| **Media appearances/ Interviews** |
| Guest Speaker, “Khyber Saher” Live Morning Show at AVT Khyber, Peshawar. Hosted by Jamshed Khan. Live broadcast on November 15, 2017 from 9am to 11am.Guest Speaker, “Khyber Saher” Live Morning Show for Females, at AVT Khyber, Peshawar. Hosted by Meena. Live broadcast on January 21, 2018 from 9am to 11am.Guest speaker, “My Success story and PhD education experience in United States”. Television/Radio simulcast Morning Show “Bibi Shereen”. Hosted by Naheed and Nosherwaan. Broadcasted on February 23 2015, aired at 9:30 pm to 10:30 pm EST. Voice of America Deewa Satellite Television/ Radio.Interviewed about, “Malala’s nobel prize and its impact on the eduction of Tribal region of Pakistan and Afghanistan”. Telephone interviewed by Arbab Ali. Morning Show “Saher Pakhair”. Hosted by Mahwash Jalil and Arbab Ali. Broadcasted on October 10 2014, aired at 10:45pm EST. Voice of America Deewa Radio.Interviewed about “Comparison of higher education system of Pakistan and United States of America”. Interviewed and hosted by Arbab Ali. Evening News Show. Telecasted on November 28, 2013, aired at 1pm EST, VOA Deewa Satelite TV.  |
| **poster presentation** |
| Groton, D., Gromer, J., Martin, A., Lee, J., Gul, M., and Dr. Munn, J., (2012). Research Poster on “Understanding job-seeking among women experiencing homelessness”, Research Exposition, Florida State University, School of social work. |
| **professional training & seminars attended** |
| August 2012. Attended two day PIE conference on teacher training at Florida State University, Florida, USA.September 2007. Attended one day seminar on behalf of the Principal College of Home Economics, University of Peshawar, Pakistan, organized by the “Higher Education Commission of Pakistan on developing college syllabus” October 2004. Attended International Conference on “Education in Developing Countries" arranged by University of Bergen, Bergen, Norway.December 2002 & 2003. Attended three day National level seminar of higher education committee of Pakistan on developing college syllabus. |
| **seminars/ Trainings/ Workshops organized** |
| January (2018). Two day training on “Youth Volunteerism & E-Governance” by Pakistan Youth Change Advocates, at Institute of Management Studies, University of Peshawar for MPA students.December 2017. Two day workshop on “Finacial Literacy Program” by State Bank of Pakistan, at Institute of Management Studies, University of Peshawar. Ten students were recruited as trainees by State Bank of Pakistan. November 2017. One day workshop on “Youth Development and Empowerment” by Rural Empowerment and Institutional Development (REPID), at Institute of Management Studies, University of Peshawar for the students of MBA and BBA.Novemebr 2017. Talk organized on “Incubation and Business Model” by Salman Ahmad, Co founder of Peshawar 2.0, at Institute of Management Studies for Students of MBA.October 2017: Three day workshop on “Qualitative Methods and Design” with collaboration of Kohat University of Science & Technology (KUST) and Institute of Management Sciences, Hayatabad, Peshawar, at Khanpur, Ayubia for the Research students. The workshop was funded by HEC, Pakistan.October 2017. One day Seminar on “Role and Functions of OGRA” by Mr. Imran Ghaznavi, Senior Executive Director of Oil & Gas Regulatory Authority, at Institute of Management Studies, University of Peshawar for MPA students.October 2017. One day training on “Improving the human resource capacity in Fixed Income market in Pakistan” by Institute of Financial Markets In Pakistan and USAID, at Institute of Management Studies, University of Peshawar for the students of MBA and BBA.September 2017. A talk on “Value Based Learning” by Dr. Asrar Ahmed and The Triumphant Organization, at Institute of Management Studies, University of Peshawar for BBA students.April 2017. One day workshop on “Communication Skills” by Farhan Yousafzai of Center of Social & Rural Development (CSRD), at Institute of Management Studies, University of Peshawar for BBA students.November 2016. Organized 1-day training session on “Using HEC digital library to search literature for the research” at Istitute of Management Studies, University of Peshawar for MS, MPhil and PhD students.November (2016). Organized 1-day symposium on “Young Entrepreneur Symposium” at Institute of Management Studies, University of Peshawar for BBA and MBA student.May (2007). Organized 3-days seminar on “Controlling as a process and system in management” for graduate students. College of Home Economics, University of Peshawar, Pakistan.(2007) (2006). Organized 1-day seminar on “Small business management and marketing” for graduate students. College of Home Economics, University of Peshawar, Pakistan. |
| **career development, entrepreneur developmen & student community services “eventify”**March 2018. Arranged Campus dirve to be held in March by Pepsi Pakistan for recruiting of marketing and sales positions.February 2018. Organized Campus drive of Faisal Bank for recruiting Human resourse positions.Februray 2018. Organzied Campus Drive by FF Steel to recruit Sales Executives.Janaury 2018. Sent three student teams for NIC showcasing in Islamia University, Peshawar.February 2018. Supervised business plans of students. One Business plan accepted for NIC incubation of students supervised. December 2017. Took students to one day symposium on “Business Pitch” at GIKI swabi. October 2017. Institutional trials of “National Youth Carnival 2017” organized at Instittue of Management Studies.April/ May 2017. 30 students were sent to do data entry of Census at Institue of Management Sciences, Hayatabad, Peshawar.April 2017. Organized campus drive of “The Bank of Punjab” at Institute of management Studies. March 2017. Eventify organized a Medical symposium for SKMC in Pearl Continental.March 2017. Organized “Photography session” in collaboration with University of Peshawar Alumni Association, at Institute of Management Studies.March 2017. Sent female students to “Women Empowerment Workshop” organized by Women Chamber of Commerce.Februry 2017. Eventify organized inauguration ceremony for Panthers Developers in Peshawr Club.Novemebr 2016 till date. Faculty coordinator of Eventify, a student society of IMS for organizing academic and social events.**awards & scholarships*** Fall 2015. Received award for online mentor worth $300 from Office of Distance Learning, Florida State University, Florida, USA.
* Fall 2014. Florida State University “International Dissertation Semester Research” Fellowship of $7000.
* Spring 2014. Dissertation Research Grant by the Florida State University of $750.
* 2012. Disasters and Community Research Fellowship of $5000.
* 2011 & 2013. Karl A. and Madira Bickel scholarship of $1500.
* 2003-2005. NORAD Scholarship for pursuing Master of Philosophy in public administration from University of Bergen, Norway.
* Awarded Gold Medal for distinction in Bachelor of Sciences, from University of Peshawar, Pakistan.
 |

**Membership**

* Fellow of Fellows Society of Graduate School of Florida State University.
* Souuth Asian Media Research, School of Communication, Florida State University.
* Graduate/ Doctoral Students, School of Communication, Florida State University.
* Center for Global Engagement, Florids State University, Florida, USA.

Member of Broadcast and Education Association, USA.

|  |
| --- |
| **Community service** |
| **Health Aide, Florida State University Housing (Alumni Village) Department*** Summer 2011, 2012, 2013 & 2014
* Plan and organize social events for the Alumni Village community at Florida State University.
* Plan, design and organized the monthly newletter, Village Gram, in Adobe In-design and Microsoft Publisher.
* Wrote feature articles for the monthly newsletter.
* Assisted the office staff in document and electronic filling of archival records.
* Assisted the office staff in check-in and check-out process of new and current residents.
* Inspection of Alumni village houses, issuance of warnings and fines in case of violations of the housing policies.
 |
| **Softwares** |
|  | I have working knowledge of the following softwares and data analysis packages: SPSS, Atlas Ti, Nvivo, Adobe In-Design, Microsft Publisher, Microsoft Word, Microsoft Power Point, Microsoft Excel. |
| **Languages**Proficient in both spoken and written English. Pashto and Urdu (Native speaker) |
| **References** |

* To be submitted on request