

Dr. Shamaila Athar

ADDRESS: 19-F, ASKARI II, NEAR BRIDGE COLONY, LAHORE CANTT.
E-MAIL: shamailaathar@fccollege.edu.pk
PHONE: 0300-4163745

EDUCATION

2018		
<i>P.hD (Sociology)</i>	University of the Punjab	Lahore
2010		
<i>M.Phil Social Sciences (Sociology)</i>	University of the Punjab	Lahore
2006		
<i>Course on Marketing Strategy</i>	LUMS	Lahore
1997 – 1999	University of the Punjab	Lahore
<i>Masters of Sociology</i> (First position – Gold Medal)		
1995 – 1997	University of the Punjab	Lahore
<i>B.A</i>		
1993-1995	Federal Board	Islamabad
<i>Faculty of Science (Pre Engineering)</i>		
1992		
<i>Matric (Science)</i>	Presentation Convent High School	Rawalpindi

WORK EXPERIENCE

RESEARCH EXPERIENCE

2008 – 2019

Free Lance Research Moderator and Field Evaluator

Worked for different national and international research agencies such as Gallup, Ecorys, River Research (UK) and IFT.

Have served clients in the following industries: NGOs, INGOs, consulting, Development sector, social sector including mother and child healthcare, violence on them and on Ageing, food & beverage, market research/consulting, media, packaged goods, Pharmaceutical, personal care, retail/restaurant and technology.

Provided customized research services to clients, including qualitative research (focus groups, personal interviews, & observational assessments).

CRITICAL SKILL SET

1. Focus group Moderating
2. In depth ones on ones
3. Market Understanding Research
4. New Product Ideation
5. Evaluation of NGOs/INGOs
6. Socio/Psychological issues (Violence, Ageing, Depression/anxiety, development etc.)
7. Brand Positioning
8. Advertising Strategy
9. Concept/Product development
10. Package Design Development

BRIEF OVERVIEW OF RESEARCH PROJECTS COMPLETED

BBC Urdu Service (2019): A study to understand the usage of Pakistani consumers of BBC Urdu service. To find out how the content be made more relevant in order to increase reach.

Agri and Livestock Insurance (2018): A study in the rural areas of Jampur and Layyah was conducted in order to understand the attitude of people towards the agri and livestock insurance as the area in the past has been affected by flood and were located at an area of risk.

Political Survey Project (2017): A study on people perception regarding the current government performance and how they foresee the coming elections. Also how the relationship of Pakistan is perceived with other countries such as China, Afghanistan, India and US. The study was conducted in Lahore, Karachi, Peshawar and Islamabad.

Cost of Retail Payments (2017): To understand how people manage their expenses and how the payments are made for various kind of activities. Also understanding their income patterns. The study further focused on the respondent's awareness regarding e-commerce, banking and microfinance. The study was conducted in the cities of Lahore, Karachi, Peshawar, Islamabad and Quetta.

Digital Finance Service (2016): A study on microfinance with an audience who takes loan from banks and other sources. A basic understanding regarding how people make use of microfinance. The location of the FGDs was Lahore, Karachi, Peshawar and Islamabad.

Facebook Flex (2016): To understand how people make use of internet on their mobile phones. The respondents were moderate internet users (via Wi-Fi or data) and limited data usage. All participants included those who purchase credit/balance as needed. The FGDs were done in Lahore and Karachi.

British Council (2016): A study about a comparison of Cambridge system with other international systems. The respondents comprised of the parents whom children were currently enrolled in the Cambridge system. The scope was Islamabad, Karachi and Lahore.

Fast Food Habits (2015): A study by McDonalds to understand the behavior of people who purchase a prepared meal or snack or beverage from any informal eating out place. The study has been conducted in Lahore and around 15 IDs were conducted.

Opinion on news Media (2015): A study for building an understanding on what kind of current affair programs are being liked by viewers and why. The respondents were the males and females who watch talk shows on electronic media. The study was conducted in four cities comprising of Lahore, Islamabad, Karachi and Peshawar.

Evaluation of an NGO Program, ABKT (2015): The purpose of the research was an evaluation of one of the program run by an NGO ABKT in city of Swat. The participants comprised of the males and females who were aware of the political structure of the area and were active political members in the community. The study was carried out in Malakand, Upper Dir and Lower Dir. Around 16 FGDs were carried out during the study.

Mobile Money (2014): A study to understand the concept of mobile money in terms of the awareness of people, their usage and their understanding of their pay day and routine expenses. The sample were

the male and female who were either users or non-users but aware of the concept of Mobile Money. The study was carried out in the areas of Kasur and Lahore.

Pakistan Government Efficiency Program (2014): A study to understand the domestic situation and the challenges currently being faced by Pakistan. The FGDs were conducted with the males and females (18-50) who had at least completed their matriculation and were aware of the political condition of Pakistan. The study was carried out in the cities of Islamabad, Peshawar, Karachi and Lahore. Eight FGDs were conducted two in each city.

Evaluation of Training of the Presiding Officers (2014): To check the effectiveness of a training program that was designed for the presiding officers. The effectiveness of the training was checked after the elections and the issues experienced that were not addressed in training. This study was carried out in Peshawar with the presiding officers. A total of 4 FGDs were carried out.

British Council (2013): A study that was carried out to test that what types of education systems prevail in education system? Top position male and females from various universities were selected. The IDIs were conducted in the city of Lahore.

Nokia Life (2012): The study was conducted to carry out the feasibility of a new application to be launched in Pakistan by Nokia. The profile of respondents included males and females mainly youth who were using technology on their mobiles. FGDs and IDIs were conducted in the cities of Lahore, Sialkot and Kasur.

Falah Project (2011): The purpose of the study was to examine the ad effectiveness regarding early age marriages. Males and females who were married and had children were part of the FGDs that were held in Islamabad, Bahawalpur & Chakwal.

Karwan e Aman (2010): A study about an international NGO running its program in Pakistan. To check to what extent people were aware about it. Male and female respondents both were parts of the FGDs held in Islamabad and Karachi.

FATA video Diaries (2010): A program being run on GEO TV. People opinion on the program was sought by showing the video clips of the program and to check its acceptability etc. People targeted for the IDI/FGDs were the one who had also watched the program earlier.

Nestle BABA Project (2009): A study focused towards understanding the eating habits of the babies. How the mothers prepare meals for them and what are the important aspects they look into while preparing food for the babies. IDIs were conducted with mothers who had a child up to 2 years old. A comparison was done among mothers who use home cooked meal vs the mothers who prefer branded one for the baby. The IDIs were conducted in the city of Lahore.

DWTV evaluation (2009): Youth including both male and female were part of the study who had earlier watched DWTV. IDIs were conducted with the respondents.

BBC Urdu Service Radio (2009): An evaluative study of BBC Urdu service. Listeners were selected who were listeners and were the potential future politicians. IDIs were conducted in the city of Lahore.

TEACHING EXPERIENCE

2013-2020 (cont'd)

Forman Christian College University Lahore

Working as an assistant professor. Teaching in the discipline of Sociology Baccalaureate program

2014

University of the Punjab

Teaching sociology to BS Philosophy

2008 - 2012

University of Central Punjab

Teaching Sociology, Marketing Research ,Consumer Behaviour and Organizational Culture

to BBA, B.Com (hons) , BS Applied Accounting , BS Social Sciences(sociology, economics, Islamic studies) & MBA.

2008-2009

FAST-NU

Taught Research Methodology and Marketing Research to MBA.

2004

Institute of Leadership And Management

Taught Marketing research to executive MBA.

2001 – July 2008

A. Haleeb Foods Limited -- Lahore, Pakistan

1. (Brand Manager-Marketing)

As a brand manager and reporting to GBM, I worked on brands like *Haleeb, Dairy Queen, Haleeb Asli Ghee, Haleeb Cream, Skimz (Liquid & Powder), Reshmi and Haleeb Tea Max (Liquid & Powder)*.

Principal Responsibilities:

- Identify avenues of growth in existing as well as new product categories.
- Coordinate with R&D department on new product development, cost reduction, product and packaging improvements, etc.
- Develop production & sales plans and co-ordinate with Production to address production issues.
- Determine and rationalize brand strategies for all product lines under charge.
- Implement and supervise strategic and tactical advertising and sales promotional campaigns.
- Develop and recommend overall brand marketing plans and budgets for each product.
- Develop and implement research exercises to gain consumer insights.
- Ensure gross contribution on all product lines.
- Manage product-pricing issues and forecast future sales.

2. (Asst Manager-Research)

As an Asst Manager Research and reporting to directly to General Manager all research worked was routed through me. All Focus Group Discussions were carried out by me as I worked as a moderator and carried out the FGD's.

1998-2000

B. Gallup/BRB, Lahore. (Marketing Research Experience)

Major achievements include:

Enumeration, Field supervision and regional coordination.

Survey Research, opinion polls, FGD's, Participatory study & Marketing research.

TRAININGS

Worked as a trainer for social welfare training institute on the topic of "Leadership skills and team building"

PUBLICATION

1. Hamid, Shamaila "**Gender Gap As A Result of Political Socialization in Formation of Voting Behavior among Christian Minority in Punjab (Pakistan)**" / South Asian Studies (<http://pu.edu.pk/home/journal/9/Current-Issue.html>) 2019.

CONFERENCES

1. Organized a conference on Aging at Forman Christian College University, Lahore (April, 2017)
2. Participated in the 2nd International Conference “ Democracy, Governance and Security: Perspectives From South Asia” organized by Department of Political Science and Centre for South Asian Studies, University of the Punjab, Lahore.(January 2019)
3. Participated in the **2nd National Summer School of Social Work**. Social Work Online Conference titled: Promoting the Importance of Human Relationships held from September 09 – 11, 2020

COMPUTER SKILLS

Excellent in general computer usage.

Proficient in Microsoft Office (Word, Excel & PowerPoint).

Sufficient knowledge & practical experience of computer orientated work atmosphere

PERSONAL INFORMATION

Date of Birth: December 25th, 1976 Marital Status: Married

REFERENCES

Available upon request.