

Syeda Mahwish Raza Naqvi

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Lecturer | Business Management Professional | Research Analyst | PhD Scholar

Professional Summary

Passionate and research-oriented professional with over 8 years of combined experience in teaching, marketing, consulting, and academic research. Skilled in project management, strategic planning, and data-driven decision making. Currently pursuing a PhD in Business Management with focus on workplace psychology and organizational outcomes. Proficient in data analysis using SPSS, AMOS, and SmartPLS. Adept at fostering collaboration and learning in academic and corporate environments.

Core Competencies

Business Strategy, Marketing & Branding, Research Design, Data Analysis, Project Management, Academic Writing, SPSS, AMOS, Smart PLS, Customer Relationship Management, Organizational Behavior, CSR Initiatives, Digital Marketing

Professional Experience

Self-Employed – Naqvi Enterprises | 2019 – Present

- Founded and manage small-scale enterprise specializing in property renovation and retail.
- Oversee procurement, budgeting, and supplier negotiations maintaining cost efficiency of over 10%.

Marketing Manager – Premium Packaging Co. | Jan 2015 – Jun 2018

- Developed and executed marketing plans that increased client retention by 15% year-over-year.
- Led promotional campaigns across multiple channels, improving brand reach and visibility.
- Coordinated with production and sales teams to ensure timely project delivery.

Research Consultant – Nestlé Pakistan | Jun 2011 – Oct 2011

- Conducted field study on seasonal variation in milk production.
- Designed and implemented recommendations to improve supply chain efficiency during off-peak seasons.

Customer Relationship Manager – Organon Livestock Feeding | 2010 – 2011

- Handled customer feedback, retention strategies, and issue resolution.
- Strengthened long-term client relationships by improving service quality and responsiveness.

Education

- PhD in Business Management – Superior University | 2022 – Present | CGPA: 3.84/4.00
- MPhil in Business Management – Superior University | 2018 – 2020 | CGPA: 3.57/4.00
- MBA (Livestock Business Management) – University of Veterinary & Animal Sciences | 2011 | CGPA: 3.54/4.00
- BBA (Marketing) – University of Management & Technology | 2003 | CGPA: 3.54/4.00

Research & Publications

- Customer Satisfaction Influenced by Web Design and ICT Mediator (Journal of Advance Research in Dynamic and Control Systems, 2020)
- E-Commerce Trends During COVID-19 (International Journal of Future Generation Communication and Networking, 2020)
- Customer Satisfaction and Service Quality in the Engineering Sector (International Journal of Management, 2020)
- Dark Tourism and Revisit Intention in Pakistan (in progress)
- Workplace Spirituality and Employee Well-Being (in progress)

Achievements

- Dean's Honor Award – Top 10 Student (2002 & 2003).
- Presented research papers at national and international conferences.
- Designed ICTS program for community farmer training (Nestlé Project).

Technical & Language Skills

Tools: SPSS, AMOS, Smart PLS, NVivo, EndNote, MS Office

Languages: English, Urdu, Punjabi