

CURRICULUM VITAE

Dr. Adnan Pitafi

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RESEARCH INTEREST & FOCUS

Broader Research Interest: Entrepreneurial Intentions, Entrepreneurial Passion, Social Entrepreneurship, Entrepreneurial Education, Career Decisions and Planning, Role of Social Media, Technology Adoption Models.

EDUCATION

- **PhD (Management Science and Engineering)**,
University of Science & Technology of China, Hefei, Anhui, China
- **M. Eng (Industrial Engg: and Management)**, Mehran UET, Jamshoro, Sindh, Pakistan
- **M. Eng (IT)**, Mehran UET, Jamshoro, Sindh, Pakistan
- **MBA (Business Administration)**, University of Sindh, Jamshoro, Sindh, Pakistan
- **Bachelor of Engineering (Mechanical)**, Mehran UET, Jamshoro, Sindh, Pakistan
- **Intermediate/College (Pre-Engineering)**, B.I.S.E Hyderabad, Sindh, Pakistan
- **Matriculation/High School (Science)**, B.I.S.E Hyderabad, Sindh, Pakistan

EMPLOYMENT (SUMMARY)

Academic Summary:

09-2014 - 07-2017	PhD Research Scholar	University of Science & Technology of China, Hefei, Anhui, China
08-2013/08-2014	M. E Research Scholar	Mehran University of Engg: & Technology, Jamshoro, Pakistan
21-03- 2011	Assistant Professor	Sukkur Institute of Business Administration, Sukkur, Pakistan
07-2010/11-2010	Faculty Member	HiAST, Autobhan Road, Hyderabad, Pakistan
01-2010/03-2010	Faculty Member	University of Sindh, Hyderabad, Pakistan
2007	Assistant Chief/SRO	PCST, MoST, Government of Pakistan, Islamabad
10-2005/10-2006	Lecturer	Isra University, Hyderabad, Pakistan

Corporate/Professional Summary:

03-2010/06-2010	Mgr. Corporate Sales	Bata Pakistan Limited, Karachi, Pakistan
02-2008/06-2009	Area Sales Manager	Nestle Pakistan Limited, Hyderabad, Pakistan
06-2007/02-2008	Zone Manager	Chevron Pakistan Limited, Hyderabad, Pakistan

ACADEMIC EMPLOYMENT

▶ **Assistant Professor (BPS-19), Sukkur Institute of Business Administration, Sukkur, Sindh, Pakistan** www.iba-suk.edu.pk (Joined: 21/03/2011)



- Reported to Chairman Department of Business Administration.
- Taught at Undergraduate and Graduate Levels in Business Administration, Computer Science and Electrical Engineering Departments
- Taught in the BBSYDP Program 2011 Jointly funded by Govt. of Sindh, Pakistan
- Teaching Interest in Marketing Issues in Pakistan/International, HRM & Entrepreneurship
- Taught "Recruitment & Selection" Core HRM specialization course for Final Year Students
- Taught "Entrepreneurship" to BA, CS & EL students
- Taught "Marketing Issues in Pakistan" Marketing application course for Third Year Students

Key Academic Administrative Responsibilities:

- Elected Member Sukkur IBA Syndicate (Statutory Body) 2013
- Convener Departmental Disciplinary Committee 2013
- Coordinator Sukkur IBA Foundation Semester Program 2013
- Coordinator Sukkur IBA/Govt. of Sindh "Talent Hunt Program 2013"
- Coordinator Crash Preparatory Program 2011 & 2012
- Coordinator Summer Program 2012 & Assistant Coordinator Summer Program 2011
- Deputy Convener Accreditation Cell, Sukkur IBA (AACSB) 2011-2012
- Warden Boys Hostels (Inside Campus) 2011-2012
- Convener Marketing and HRM core Curriculum Review Committee 2011
- Member Departmental Council, Business Administration
- Member Faculty Council, Business Administration

▶ **Lecturer, HiAST, Autobhan Road, Hyderabad, Sindh, Pakistan**

Affiliated with University of Sindh, Jamshoro, Sindh, Pakistan (www.hiast.edu.pk) (07/2010 - 11/2010)



▶ **Visiting Lecturer, Institute of Law, University of Sindh, Jamshoro, Sindh, Pakistan**

Elsa Kazi Campus, University of Sindh, Jamshoro, Sindh, Pakistan (www.usindh.edu.pk) (01/2010 - 03/2010)

▶ **Lecturer, Management Sciences, Isra University, Hyderabad, Sindh, Pakistan**
Hyderabad, Sindh, Pakistan (www.isra.edu.pk) (10/2005 - 10/2006)



- Taught BBA/MBA Degree Courses during Fall 2005, Spring 2006 and Summer 2006 Semesters.
- Academic Head Advisor and Advisor for 0510-BBA Batch (55 Students) and 0510-MBA (3 Students) and 0604-BBA (25 Students) and 0604-MBA (10 Students).
- Supervised 8 students for BBA Project and 4 on Summer Internships.
- Lectures delivered in Project Management, Total Quality Management, HRM, Marketing Principles, Project Evaluation, Consumer Behaviour, Managerial Policy, Business Communication and Inter Departmental Subjects MIS and ITC.

PROFESSIONAL EXPERIENCE

▶ **Manager Corporate Sales (South Pakistan), Bata Pakistan Limited**
(03/2010 – 06/2010)

Karachi, Pakistan Based, (www.bata.pk), (www.bataindustrials.com)



- Headed the Southern Pakistan Region (Sindh and Baluchistan)



- **Karachi Based Position**
- Responsible for Sales and Earnings of Industrial Safety Category of Bata
- Dress/Uniform Shoes for Armed Forces and the Hospitality Industry.
- Headed the Industrial, Institutional and Tender Business Categories
- Key KPI's included
 - Developing customer base
 - Establish distribution network
 - Develop Key accounts.

▶ **Area Sales Manager (Hyderabad), Nestle Pakistan Limited (02/2008–06/2009)**

Hyderabad, Pakistan Based, (www.nestle.pk), (www.nestle.com)



- Looked after Sales (Primary and Secondary)
- Distribution Management (Handling and Sub-Distributors), Real & Organic growth, Preparation & Execution of Business Plans, Sales Forecasting and Appropriate territory wise/route wise target splits.
- Executed two major projects (Retail Census 2008 and UHT Price Roll Back within Hyderabad Region).
- Looking after business of over PKR 30 million per month with a team of over 20 sales professionals.
- Looked after a product portfolio of 30 brands (71 SKU's in total)
- Managed two sole distributions (Powder & Liquid) Valued at 85 million combined
- Handled two Key Accounts (valued at 4 million and 4.5 million respectively)
- Responsible for sales & distribution of world's leading brands in food & beverages sector.
- Provided coaching, leadership and direction to Territory In charges, Distributors, Sub-distributor's sales force and BDE's/BDO's
- Effective Planning & Utilization of discounts schemes (TTS) in market
- Processing & verification of distributor claims, Proper utilization of trade assets
- Liaison with sales support and supply chain department for smooth ordering to the distributors to maintain stock norms at distribution warehouses
- Execution of BTL activities through a team of Channel & Category sales development (CCSD)
- Implementation of Good Warehouse Practices (GWP) and company's Safety, Health & Environment policy (SHE) at assignment business units.
- Ensure effective control and management of Bad Goods at the distribution area for verification & destruction according to company's policy and keeping the market clean from bad/expired goods.
- (TTS) Least spent for Out Station Business in 2008

▶ **Zone Manager (Hyderabad), Chevron Pakistan Limited (06/2007–02/2008)**

Hyderabad/Karachi Based, (www.chevron.com),



- Ensured Achievement of required sales volumes/earnings targets for Hyderabad Region.
- Managed Industrial and Commercial specialized distributors
- Within Region looked after the marketing, sales, customer care and technical support activities.
- Responsible for activities like introduction of New Products, Pricing, Market Intelligence, Evaluation of Competitors, Merchandising and Sales Promotions.
- Liaison within organization and outside organizations for increased in productivity, process improvement, Supply Chain and Customer Satisfaction.
- Ensured Implementation of Good Warehouse Practices (GWP) and company's Safety, Health & Environment policy at all Warehouse Floors.

▶ **Assistant Chief/SRO (BPS-18), PCST, MoST, Government of Pakistan**

(05/2007)

Islamabad, Pakistan Based, (www.pcst.org.pk), (www.most.gov.pk)



- My role was assessing the research work and assigning an Impact Factor for the scholarly work done by our renowned scientists. PCST publishes a yearly book "Productive Scientists of Pakistan" which is regularly updated to incorporate and reward the Productive Scientists.

▶ **Trainee Shift Engineer, Al-Abbas Cement Industries, Nooriabad, Sindh, Pakistan**
Nooriabad, Sindh, Pakistan Based, (www.alabbascement.com), (072005 – 09/2005)



- Responsible for the entire plant from Mechanical side during Shifts. Incharge of Mechanical Warehouse, ordering of spare parts keeping inventory as per requirement. Other responsibilities included controlling the process and operations of the Entire Plant from Crusher Area to Packing Plant in coordination with the Production and Electrical Engineering Department. To ensure smooth production of (OPC Cement, Slag, Blast Furnace and SRC type brands) through supervising and managing the Maintenance staff, performing the maintenance checks and preparation of plant reports. Additional Charge: Held an additional charge of Head of Mechanical Maintenance of Raw Mill –I & II.

RESEARCH ARTICLES (PUBLISHED)

- Khan, Farhan; Zhang, Xuehe; Atlas, Fouzia; Khan, Kashif Ullah; Pitafi, Adnan; Saleem, Muhammad Usman, (2017) "Impact of Absorptive Capacity and Dominant Logic on Innovation Performance of Public Sector Organizations in Hefei (Anhui Province), China" *Management Science Letters* (Current Status: Published). DOI: 10.5267/j.msl.2017.3.004

RESEARCH ARTICLES (SUBMITTED UNDER REVIEW)

- Khan, Farhan; Zhang, Xuehe; Atlas, Fouzia; Khan, Kashif Ullah; **Pitafi, Adnan**; Saleem, Muhammad Usman, (2017), "**Public Sector Organizational Learning: A Case from Hefei (Anhui), China**", *Innovation & Knowledge* (Current Status: Under Review).
- Khan, Farhan; Zhang, Xuehe; Atlas, Fouzia; Khan, Kashif Ullah; Pitafi, Adnan; Saleem, Muhammad Usman, (2017), "**Impact of absorptive capacity and dominant logic on ERP assimilation in Chinese firms**" *Asian J. of Management Science and Applications* (Current Status: Under Review).
- Sheikh, Muhammad Yakoob Javed; Pitafi, Adnan; Ali, Faisal; Ling, Qing; Gopang, Miskeen Ali; Shahid, Imran (2017), "**Pakistan's Progress in Wind based Energy Generation: An Entrepreneurial Opportunity**" *Renewable & Sustainable Energy Reviews* (Current Status: Under Review).
- Sheikh, Zaryab; Pitafi, Adnan; Asmash, Saeid, Usman; Rana, Shafaq; (2017), "**Determinants influencing online purchase intentions of Pakistani consumers: Do subjective norms moderate?**" *Journal of Asia Business Studies* (Current Status: Revised & Resubmitted).
- Kanwal, Shamsa; Akhtar, Sadia; Hameed, Abdul; Pitafi, Adnan; Gopang, Miskeen Ali, Memon, Arsalan Aftab (2017), "**Self-Disclosure and SNS Addiction in South Asian Youth: An Empirical Study of Pakistan**" *Asian J. of Management Science and Applications* (Current Status: Under Review)
- Kanwal, Shamsa; Hameed, Abdul; Pitafi, Adnan; Akhtar, Sadia; Gopang, Miskeen Ali, Memon, Arsalan Aftab, Mahesar, Hakim Ali, (2017), "**Effects of Social Networking Sites (SNS) addiction on Onlineself-disclosure behavior: Impact of Psychological Factors**", *Aslib Journal of Information Management*(Current Status: Under Review)

WORKING PAPERS

- Pitafi, Adnan; (2017), "Testing Entrepreneurial Intentions of Engineering Undergraduates".
- Pitafi, Adnan; (2017), "Career Perception of Undergraduates in Jamshoro Education City".
- Pitafi, Adnan; (2017), "Assessing Total Entrepreneurial Activity (TEA) of Pakistan: Evidence from GEM".
- Entrepreneurial Intentions and the role of Entrepreneurship Education: A Meta-Analysis of last ten years (2017-2007).
- Entrepreneurial Intentions of Female Students in a developing economy.
- Career Indecision: A Meta-Analysis.

- *Business Incubation and Pakistan*
- *Entrepreneurial Training and Development: Impact of Training on developing EI*
- *An assessment of the concept of religiosity in Pakistan and its link towards Islamic Entrepreneurship*
- *Dark side of Entrepreneurial Intentions: We Cannot all become entrepreneurs!*
- *Assessing role of University Major in developing Entrepreneurial Intentions*
- *Danger Entrepreneurship: Assessing EI in Tribal Areas of KPK and Balochistan & Rural Sindh Province of Pakistan*
- *Assessing role of SMEs in developing economies: Reviewing the role of SMEDA in Pakistan*
- *Role of Social Media in promoting Entrepreneurship.*
- *Fostering an environment of Entrepreneurship: Facilitating Entrepreneurial Policy*

CONFERENCES PAPERS (PUBLISHED IN PROCEEDINGS)

- *Gopang, Miskeen Ali; Memon, Arsalan Aftab; Memon, Komal; Marri, Hussain Bux; **Pitafi, Adnan**; (2017), "**Study of Occupational Health Problems Faced by IT Professionals**", First International Conference on Industrial Engineering and Management Applications (IEMA-2017), February 20-22, 2017 Mehran University of Engineering and Technology, Jamshoro, Sindh, Pakistan.*
- *Gopang, Miskeen Ali; Nebhwani, Murlidhar; Marri, Hussain Bux; **Pitafi, Adnan**; Wassan, Majid Ali; Wassan, Rano Khan (2016), "**An Empirical Investigation of Relationship between Occupational Health and Safety Measures and Competitive Performance of Small and Medium Enterprises (SMEs)**", MDSRC - 2016 Proceedings, 16-17 November, 2016 Wah/Pakistan. Proceedings weblink:<http://iema.muuet.edu.pk/sites/default/files/IEMA-2017%20Proceedings.pdf>*

CONFERENCES & SYMPOSIUMS ATTENDED (INTERNATIONAL)

- *2nd Career Development and Employment Management, (October 9-10, 2015) Conference chair: Professor Dr. Scott Seibert, held at University of Science and Technology of China, Hefei, Anhui, Peoples Republic of China.*
- *1st Career Development and Employment Management, (6-8 November 2014) Conference chair: Professor Dr. Niel Ashkanasy, held at University of Science and Technology of China, Hefei, Anhui, Peoples Republic of China.*
- *"Redesigning the MBA: A curriculum development Symposium" -Harvard University, Dated: 12-13 October 2011, Conducted jointly by Harvard University and AACSB International (Asia-Pacific), Hotel Pan Pacific, Singapore*
- *Asia Pacific Conference on Accreditation, October 2011, AACSB International (Asia-Pacific), Hotel Pan Pacific, Singapore*

EXECUTIVE TRAININGS

- *"Case Method of Teaching", May 6– 8, 2011, LUMS Lahore, Programme on "Case Method of Teaching" Dated May 6 – 8, 2011, Conducted at Rausing Executive Development Centre, Lahore University of Management Sciences, Lahore, Pakistan*
- *"Case Method of Teaching" February 21– 22, 2013, Programme on "Case Method of Teaching", Conducted by Sukkur Institute of Business Administration, Sindh, Pakistan*

WORKSHOPS ATTENDED

- *"Entrepreneurial Leadership" April 24–25, 2012, Conducted jointly by IBA Karachi, INSEAD Singapore & Sajjad Foundation, Singapore, Venue: Centre For Executive Education (CEE), IBA Karachi (Main Campus), Karachi, Pakistan*

SEMINARS ATTENDED

- ***“Branding and Influence on US Consumer”*** by David C. Knuff, PhD, University of California, Irvine - USA, Date: 16-04-2016, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China.
- ***“Getting Published in (North American) Top Tier Journals”*** by Prof: Riki Takeuchi (Associate Editor of AMJ), Hong Kong University of Science and Technology, Hong Kong, Date: 16-03-2016, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“A Context Approach to Strategic Management in Public Service Organization”*** by Prof: Edoardo Ongaro Facss, Northumbria University United Kingdom, Date: 11-05-2015, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“Legal Risks Relating to china-USA Technology Exchange and Transfer”*** by Ms. Liu Zheng, Senior Lawyer, Orrick, Herrington & Sutcliffe Counsel of Intellectual Property, Silicon Valley, USA, Date: 13-10-2014, held at School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China
- ***“Social Media and Communication Processes at Work: Evidence from China”*** by Prof: Robert Davison, from the City University of Hong Kong, Date: 19-09-2014, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“Investigating validities of several Faking measures within selection contents”*** by Dr. Jinyan Fan, Department of Psychology, Auburn University, USA Date: 19-09-2014, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“Research on Emotion in Organization: A Multilevel Perspective”***. (28-09-28) Prof: Neal M. Ashkanasy, University of Queensland, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“A Stream of Research into the Impact of Social Media and Communication Process in the Chinese Workspace”***. (28-11-2014) Prof: Robert Davison, City University of Hong Kong. held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“Advertising competition of experience goods with customer retention and switching”***. (23-12-2014) Dr. Chaolin Yang, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“Integrating IS in People, Objects, Institutes”*** (2015-03-24), Professor Robert Davison, City University of Hong Kong, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“University Industry Interactions in Australia”*** (2015-03-26), Professor Judith Berman, held at School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China
- ***“Collective creativity and Innovation in the digital age”*** (2015-04-03), Professor Soo Hee Lee University of Kent, held at School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China
- ***“International Management at Continental”*** (2015-04-28), Burkhardt Koeller, Executive Vice President Division Controlling of PLT Continental AG, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- ***“A Contextual Approach To Strategic Management in Public Service Organization”*** (2015-05-11) Prof Edoardo Ongaro, Northumbria University, held at School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China

- **"Developing New Research: An interdisciplinary Approach"** (2015-06-05), Dr. Jang Soo Cheong (Shawn) Purdue University, held at School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China
- **"Academic Research (Why, What and How?)"** (2015-06-06), Dr. Jang Soo Cheong (Shawn) Purdue University, held at School of Public Affairs, University of Science and Technology of China, Hefei, Anhui, China
- **"Investigating validities of Several Faking Measures within selection contexts"** (2015-06-09), Dr. Jinyan Fan Auburn University USA, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- **"Power of social influence: Effects of CSR on employee ethical behavior a multilevel research"** (2015-06-11) Dr. Jie Shen, Research Associate Professor of HRM at University of South Australia, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- **"Subverting Organizational IT Policy: A Case of China"** (2015-06-15), Prof. Robert Davison, City University of Hong Kong, held at School of Management, University of Science and Technology of China, Hefei, Anhui, China
- **"The effects on Hospital efficiency of configuration strategies for implementing health information technology"** (2015-06-18) Dr. Weilingke, Clarkson University School of Business. held at School of Management, University of Science and Technology of China, Hefei, Anhui, China

SCHOLARSHIPS

- Doctoral Research Studies Grant, Chinese Government Scholarship, 2014-2017

PROFESSIONAL SOCIETIES (MEMBERSHIP)

- Pakistan Engineering Council (Pakistan)
- International Institute of Entrepreneurial Leadership (USA)
- Pakistan Society of Human Resource Management (PSHRM)

ONLINE PROFILES

- **LinkedIn** : <https://www.linkedin.com/in/adnanpitafi>
- **Academia.edu** : <https://independent.academia.edu/APitafi>
- **Research Gate** : https://www.researchgate.net/profile/Adnan_Pitafi

PERSONAL

Born July 23rd, 1979 at Jamshoro, Sindh, Pakistan

Languages: English (IELTS 7.5 (Speaking 8.5/9.0) (Listening 9.0/9.0), Seraiki (M.T), Sindhi, Urdu & Punjabi, Very Very Basic Chinese

REFERENCES(ACADEMIC CAREER MENTORS)

- **Prof: Dr. Hussain Bux Marri**, Professor, Department of Industrial Engineering & Management, Mehran University of Engineering and Technology, Jamshoro, Sindh, Pakistan, Cell no. +92-346-3778479, E-Mail: hussain.marri@yahoo.co.uk, hussain.marri@faculty.muett.edu.pk
- **Prof: Dr. Murlidhar Nebhwani** Professor, Department of Industrial Engineering & Management, Mehran University of Engineering and Technology, Jamshoro, Sindh, Pakistan, Cell no. +92-346-3778479, E-Mail: murlidhar_rs@hotmail.com

