

Dr. Ayesha Serfraz - Curriculum Vitae 04.12.2022

PERSONAL INFORMATION

Surname: Serfraz

Given Name: Ayesha Serfraz

Email: ayeshasarfraz.ias@pu.edu.pk



WEBSITES

LinkedIn: <https://www.linkedin.com/in/dr-ayesha-serfraz-818031174/>

PU Website: <https://pu.edu.pk/faculty/description/1642/Dr-Ayesha-Serfraz-Khan.html>

Research Gate: <https://www.researchgate.net/profile/Ayesha-Serfraz>

ORCID: <https://orcid.org/0000-0001-8954-2858>

RESEARCH INTERESTS

- ❖ International Economics and Economic Policy
- ❖ Administrative and Management Sciences
- ❖ Econometric Modeling
- ❖ Economics of Gender Studies
- ❖ Financial Economics
- ❖ Research Methodology

EDUCATION

Ph.D.	Department of Economics, University of Hamburg, Germany, 2018.
M.Phil.	Department of Economics, University of the Punjab, Lahore, Pakistan, 2009.
M.A. (Gold Medalist)	Department of Economics, University of the Punjab, Lahore, Pakistan, 2006.
B.Sc. (General Science)	Kinnaird College for Women University, Lahore, Pakistan, 2004.
F.A. (Intermediate)	Kinnaird College for Women University, Lahore, Pakistan, 2002.
Matriculation (Science)	Customs Public School, Lahore, Pakistan, 2000

TEACHING EXPERIENCES

- ❖ Assistant Professor of Economics at Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan. (May 2014 – to date).
- ❖ Visiting Associate Researcher at the Center of Economics and Sociological Studies (CESS), University of Hamburg, Germany (March 2020 - March 2021)
- ❖ Lecturer of Economics at Institute of Administrative Sciences, University of the Punjab, Lahore, Pakistan, (September 2009 – April 2014).
- ❖ Lecturer of Economics at Lahore College for Women University, Lahore Pakistan, (January 2009 – April 2009).
- ❖ Lecturer of Economics at Defence Degree College for Women, Lahore, Pakistan, (September 2006 – June 2007).

REFERRED JOURNAL PUBLICATIONS

- 1) **SERFRAZ, A.**, MUNIR, Z., MEHTA, A. M., & QAMRUZZAMAN, M. (2022). Nepotism Effects on Job Satisfaction and Withdrawal Behavior: An Empirical Analysis of Social, Ethical and Economic Factors from Pakistan. *The Journal of Asian Finance, Economics and Business*, 9(3), 311-318.
LINK: <https://www.koreascience.or.kr/article/JAKO202106438543227.pub?orgId=kodisa>
- 2) MEHTA, A. M., QAMRUZZAMAN, M., & **SERFRAZ, A.** (2022). The Effects of Finance and Knowledge on Entrepreneurship Development: An Empirical Study from Bangladesh. *The Journal of Asian Finance, Economics and Business*, 9(2), 409-418.
LINK: <https://www.koreascience.or.kr/article/JAKO202202661428495.page>
- 3) **SERFRAZ, A.**, ANSARI, S. R., & MEHTA, A. M. (2021). Factors affecting social attitude towards violence against women in Pakistan and economic repercussions. *Journal of the Research Society of Pakistan*, 58(3), 146- 153.
LINK: http://pu.edu.pk/home/journal/14/Vol_58_No3_2021.html
- 4) MEHTA, A. M., KHALID, R., **SERFRAZ, A.**, & RAZA, M (2021). The Effect of Studying Abroad and Curriculum Internationalization on Global Mindedness of University Students: The Mediating Role of the English Language. *TESOL International Journal*, 16(3.2), 106-131.
LINK: <https://www.tesol-international-journal.com/volume-16-issue-3-2-2021/>
- 5) MEHTA, A. M., QAMRUZZAMAN, M., **SERFRAZ, A.**, & ALI, A. (2021). The role of remittances in financial development: Evidence from nonlinear ARDL and asymmetric causality. *The Journal of Asian Finance, Economics and Business*, 8(3), 139-154.
LINK: <https://www.koreascience.or.kr/article/JAKO202106438543227.pub?orgId=kodisa>
- 6) **SERFRAZ, A.** (2020). Transforming the education system and social safety nets: A Theoretical Discussion in the light of Naya (New) Pakistan Manifesto for Change and Road to Prosperity. *Pakistan Journal of Applied Economics*, 16(2), 299-315.
LINK: <http://www.aerc.edu.pk/category/pjae/pjae-vol-30-2020/volume-30-no-2/>
- 7) QAMRUZZAMAN, M., MEHTA, A. M., KHALID, R., **SERFRAZ, A.**, & SALEEM, H. (2021). Symmetric and Asymmetric Effects of Financial Innovation and FDI on Exchange Rate Volatility: Evidence from South Asian Countries. *The Journal of Asian Finance, Economics and Business*, 8(1), 23-36.
LINK: <https://www.koreascience.or.kr/article/JAKO202100569377271.page>

- 8) AZEEM, M., CHISTI, Q., RIFFAT, F., **SERFRAZ, A.**, KHAN, S. (2020). Studies in Female Leadership in Pakistan: Benazir Bhutto as Prime Minister of Pakistan. (1988-90): *Journal of Research Society of Pakistan*, 57(4), 147-155.
LINK: http://pu.edu.pk/home/journal/14/Vol_57_No.4_2020.html
- 9) FAZAL, F., **SERFRAZ, A.**, SALEEM, H., MEHTA, A. M., & NAQVI, F. N. (2020). Women leadership & organizational barriers: a socio-economic and ethical point of view. *Journal of Legal, Ethical and Regulatory Issues*, 23(5), 1-10.
LINK: <https://www.abacademies.org/journals/month-october-year-2020-vol-23-issue-5-journal-jleri-past-issue.html>
- 10) **SERFRAZ, A.**, MEHTA, A. M., SALEEM, H., BANARAS, S., & ALTINTAS, V. (2020). Socio-economic and ethical implications of stress on teacher-student relationship. *Journal of Legal, Ethical and Regulatory Issues*, 23(6), 1-8.
LINK: <https://www.abacademies.org/journals/month-december-year-2020-vol-23-issue-6-journal-jleri-past-issue.html>
- 11) KHALID, R., MEHTA, A. M., & **SERFRAZ, A.** (2020). Role of women entrepreneurs in economic activities: analyzing the factors affecting women empowerment and the way forward. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(6), 3957-3975.
LINK: <https://archives.palarch.nl/index.php/jae/article/view/1517>
- 12) KHALID, R., MEHTA, A. M., & **SERFRAZ, A.** (2020). mumpreneurs and SMEs; problems, prospects and challenges. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(6), 3976-3994.
LINK: <https://www.archives.palarch.nl/index.php/jae/article/view/1518>
- 13) DANISH, R. Q., MEHTA, A. M., SALEEM, H., RAMZAN, M., USMAN, M., **SERFRAZ, A.**, & MANSOOR, I. (2020). Relating market orientation to salespersons outcome performance: empirical evidence from pharmaceuticals industry. *Academy of Strategic Management Journal*, 19(5), 1-10.
LINK: <https://www.abacademies.org/journals/month-october-year-2020-vol-19-issue-5-journal-asmj-past-issue.html>
- 14) HEISE, A., & **SERFRAZ, A.**, (2019). The welfare state and liberal democracy: a political economy approach. *World Review of Political Economy*, 10(2), 220-245.
LINK: <https://www.jstor.org/stable/10.13169/worlrevipoliecon.10.issue-2>
- 15) **SERFRAZ, A.** (2018). What is the effect of foreign direct investment inflows on economic growth in Pakistan? An empirical analysis in the light of religious sectarianism as catalyst for terrorism. *European Journal of Business and Management*, 10(20), 56-65.
LINK: <https://iiste.org/Journals/index.php/EJBM/issue/view/3580>
- 16) **SERFRAZ, A.** (2018). Foreign direct investment inflows and labor productivity in Pakistan: A sector-wise panel cointegration analysis. *Asian Journal of Economics and Empirical Research*, 5(1), 1-18.
LINK: <http://asianonlinejournals.com/index.php/AJEER/issue/view/56>
- 17) **SERFRAZ, A.** (2018). Analyzing Short-Run and Long-Run Causality between FDI Inflows, Labor Productivity and Education in Pakistan. *Asian Journal of Economics and Empirical Research*, 5(1), 36–59.
LINK: <https://asianonlinejournals.com/index.php/AJEER/article/view/244>

- 18) **SERFRAZ, A.** (2017). Exploring the Literature: Does Foreign Direct Investment Affect Total factor productivity in Developing Economies? *International Journal of social studies*, 3(5), 13-17.
LINK: <https://journals.eduindex.org/index.php/ijss/issue/view/692>
- 19) **SERFRAZ, A.** (2016). Effects of diplomatic relations on economy of China. *IJRDO- Journal of Business Management*, 2(10), 84-155
LINK: <https://www.ijrdo.org/index.php/bm/article/view/1503>
- 20) **SERFRAZ, A., & Anwar, M.** (2009). Fiscal Imbalances and Inflation: A Case Study of Pakistan. *Pakistan journal of social sciences (PJSS)*, 29(1), 39-50.
LINK: https://www.bzu.edu.pk/PJSS/vol29no1_2009/PJSSArtical04.pdf
- 21) **SERFRAZ, A.,** (2019). Gender equity in south Asia: the way forward for sustainable socio-economic growth. *Conference Paper, 15th South Asian Management Forum.*(Page 67)
LINK: <http://samf.iba-suk.edu.pk/AB/abstractbook.pdf>

DISCUSSION PAPERS

- 22) Foreign direct investment inflows and labor productivity in Pakistan: A sector-wise panel cointegration analysis (No. 65). Discussion Papers, *Zentrum für Ökonomische und Soziologische Studien* (2017).
- 23) Analyzing Short-Run and Long-Run Causality between FDI Flows, Labor Productivity and Education in Pakistan. (No. 61). Discussion Papers, *Zentrum für Ökonomische und Soziologische Studien* (2017).
- 24) What is the effect of foreign direct investment inflows on economic growth in Pakistan? An empirical analysis in the light of religious sectarianism as catalyst for terrorism (No. 59). Discussion Papers, *Zentrum für Ökonomische und Soziologische Studien* (2017).
- 25) Relationship between Foreign Direct Investment Inflows and Covid-19 Pandemic in Pakistan: A monthly cointegration Analysis (No.97). Discussion papers. *Zentrum für Ökonomische und Soziologische Studien* (2022).

DISSERTATIONS

- ❖ Examining the factors affecting foreign direct investment inflows in Pakistan: an empirical analysis of three individual models. **(Ph.D. Thesis)** (2018).
LINK: <https://ediss.sub.uni-hamburg.de/bitstream/ediss/7832/1/Dissertation.pdf>
- ❖ Foreign Direct Investment in Pakistan: Trends and relationship with Technology Transfer. *International Journal of Sciences: Basic and Applied Research* **(M.Phil Thesis)** (2015).
LINK: <http://www.gssrr.org/thesis/18.pdf>

TEACHING COURSES (Undergraduate)

- ❖ Microeconomics
- ❖ Macroeconomics
- ❖ Managerial Economics
- ❖ Calculus
- ❖ Statistics for Managers
- ❖ Managerial Economics

- ❖ Public Policy
- ❖ Econometrics
- ❖ Issues of Pakistan Economy
- ❖ Research Methods
- ❖ Mathematical Economics
- ❖ Quantitative research techniques
- ❖ Research Methods

TEACHING COURSES (Graduate)

- ❖ Social Research Methods
- ❖ Advanced Quantitative techniques
- ❖ Economics of Gender Studies
- ❖ Current issues
- ❖ International Economics and Economic Policy
- ❖ Statistical and Econometric Modeling

KEY ACHIEVEMENTS AND AWARDS

- ❖ Distinction in Master of Economics.
- ❖ Merit scholarship for outstanding performance in Masters from University of the Punjab, Lahore Pakistan
- ❖ Distinction in M.Phil. (Masters of Philosophy) in Economics
- ❖ Evaluation Score of 85+/100 in all subjects, all years
- ❖ Participated in HRDC New Faculty Orientation Program 2010
- ❖ Organized several Excursion Trips
- ❖ PIASTA team member at University of Hamburg.
- ❖ Merit scholarship holder, University of Hamburg (October, 2017- September 2018)
- ❖ HEC Approved PhD Supervisor

MEMBERSHIPS

- ❖ Member of Doctoral Faculty, University of the Punjab.
- ❖ Member of Events Committee, Institute of Administrative Sciences.
- ❖ Member of conferences/workshops/seminars Committee, Institute of Administrative Sciences.
- ❖ Member of Admission Committee (graduate and post-graduate level), University of the Punjab.

WORKSHOPS/CONFERENCES

June 2008	National Conference on Socio-Economic Challenges faced by Pakistan at International Islamic University, Islamabad, Pakistan.
July 2010	HRDC new faculty orientation program 2010. University of the Punjab, Lahore, Pakistan.
27 th Sep.-2 nd Oct. 2015	9 th International Research Workshop (Akademie Sankelmark and University of Southern Denmark Campus Sønderborg
Oct., 2015	Comparative social research: General perspectives and approaches to comparative data analysis, University of Hamburg, Germany.
23 rd - 24 th Sep. 2016	Movement of people- A comparative conference on Migration University of Hamburg
10 th - 11 th Feb. 2016	Conference of the research focus on linguistic education and multilingualism, University of Hamburg.
20 th Feb-24 th Feb. 2017	PhD Workshop – Applied univariate and Multivariate time series analysis, University of Hamburg.
February 2018	PhD Seminar in Empirical and theatrical Research Economics, University of Hamburg, Germany.
18 th - 20 th April 2018	Effective strategies for teaching at university level, University of Hamburg, Germany.
27 th -29 th Sep. 2019	15 th South Asian Management Forum, Sukkur IBA University, Sukkur, Pakistan.
19 th - 20 th Nov. 2019	Applied Economics Research Centre (AERC), University of Karachi, Pakistan.
4 th Oct- 6 th Oct, 2022	10 th Asian Management Research and Case Conference (AMRC), United Arab Emirates University, Al Ain, Abu Dhabi

THESIS SUPERVISOR- 18 YEARS (COMPLETED)

R. No.	Name of Student	Session	Program	Thesis Title	Viva Date	Status
1	Fareeha Fazal	2018-20	MPhil	Women Leadership Development: Strategies to Overcome Barriers in Pakistan	4.9.2020	Completed
2	Tahira	2018-20	MSHRM	Analyszing the Impact of Technostress Creators on Job Outcomes: An Empirical Analysis of Moderating Role of Personality Traits	4.9.2020	Completed
3	Samra Banaras	2017-19	MSHRM	How Level of Stress Affects Academic Performance: Analysis of Two-Way Causation Between Students and teachers of Punjab University	22.10.2020	Completed
4	Arooj Pazeer	2018-20	MPhil	Exploring the Work-Life Balance of Employees in Banking Sector in Pakistan: A Qualitative Study	01.01.2021	Completed
5	Muhammad Faraz	2018-20	MPA	Role of Rural-Urban Migration in the Enlargement of Urbanization and Crime in Pakistan	06.11.2020	Completed
6	Mehwish Jabbar	2018-20	MPhil	Education, Women Empowerment and Economic Growth, An Empirical Analysis	01.01.2021	Completed
7	Zartashia Munir	2018-20	MPA	Effect of Nepotism Practices on Job Satisfaction and Intention to Leave with Moderating Role of Emotional Exhaustion: Case Study of Private Organizations in Pakistan	10.12.2020	Completed

8	Sara Rehan Ansari	2018-20	MPA	Social Attitude towards Violence against Women in Lahore: An Analysis of Spill-Over Effects on Economy	18.01.2021	Completed
9	Rida Mehmood	2018-20	MPA	Analysis the Impact of Gender-Based Leadership on Employee's Performance: An Empirical Study of the Telecommunication Sector in Lahore	18.01.2021	Completed
10	Mian Hassan Mahmood (As external Examiner)	2015-17	MPhil	The Relationship of Leader's Emotional Intelligence and Employee's Turnover Intention: Moderated Mediation of Leader-Member Exchange and Perceived Organizational Support	9.10.2019	Completed
11	Wajiha Najam	2018-20	MPhil	The Impact of Work-Life Balance on Wellbeing of Employees	4.6.2021	Completed
12	Syeda Durdana Sherazi	2018-20	MSHRM	Exploring the Role of Management Consultants in Pakistani Organizations: Case of Lahore	10.6.2022	Completed
13	Umm ul Baneen Zahra	2018-20	MSHRM	Impact of Work Family Conflict on Mindful Parenting	18.10.2022	Completed

LANGUAGES AND SOFTWARE SKILLS

English (Fluent), Urdu (Native) & Punjabi, German (Basic)
Eviews, Stata, gretl, SPSS, AMOS, Python

REFERNCES

On Request