

HOORIA MUTHAR

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Web: <https://hooria.pages.dev> · Teaching hub: <https://mgt-253.pages.dev>

RESEARCH INTERESTS

Consumer mindfulness and digital well-being in social media environments; social media marketing, influencer persuasion, and purchase intention; brand relationships in digitally mediated markets; sustainable and ethical marketing communications; quantitative consumer research with an emphasis on partial least squares structural equation modeling (PLS-SEM), survey measurement, and mediation/moderation designs.

EDUCATION

M.S., Business Studies (Human Resource Management & Marketing) — CGPA 3.4 / 4.0

The Women University Multan, Pakistan · 2023 – 2025

- **Thesis:** *Consumer Mindfulness in the Age of Social Media* — investigated mindfulness-related constructs in social media use and implications for consumer decision-making and marketing outcomes.
- Graduate training spanning HRM and marketing strategy, with applied quantitative methods (SPSS; PLS-SEM / SmartPLS).

B.B.A., Business Studies (Marketing) — CGPA 3.28 / 4.0

The Women University Multan, Pakistan · 2019 – 2023

- Undergraduate concentration in marketing foundations, consumer behavior, and brand/communication strategy.

TEACHING EXPERIENCE

Instructor — MGT-253 Principles of Marketing (3 credit hours; Compulsory)

Institute of Management Sciences, The Women University Multan · Current · Year-2, 4th Semester

- Design and deliver the full undergraduate Principles of Marketing sequence: marketing concepts and value creation; STP; macro/micro environment; consumer and organizational buying behavior; product, pricing, channels, and IMC.
- Build and maintain a public course hub (mgt-253.pages.dev) with weekly learning objectives, discussion prompts, case frameworks, and exam preparation support aligned to Kotler-based core texts.
- Facilitate case discussion, marketing debates, and project presentations; connect theory to South Asian market examples.

RESEARCH & SCHOLARLY PRESENTATIONS

Kanwal, M., Mutahir, H., & Sabir, M. (2024, December 12–14). *Shaping purchase intentions through social media marketing*. Paper presented at the 4th International Conference on Economic Issues and Sustainable Development (EISD), The Women University Multan, Pakistan. (Proceedings pp. 74–75).

Muthar, H., & Kanwal, M. (2025, June 18–19). Paper presented at the 3rd International Conference on AI for Sustainable Business, Ethical Innovations, and Entrepreneurial Practices, University of Management and Technology (UMT), Lahore, Pakistan. Certified recognition by the School of Professional Advancement, UMT.

RESEARCH METHODS & ANALYTICAL PRACTICE

Quantitative: PLS-SEM (SmartPLS 4) — measurement and structural models, reliability/validity assessment, mediation and moderation; SPSS for descriptive and inferential analysis; survey instrument design and construct measurement. **Scholarly practice:** academic research writing; literature review and synthesis; conference paper development; research presentation. **Teaching scholarship:** undergraduate marketing instruction; case-based facilitation; learning-material design for open course pages.

PROFESSIONAL EXPERIENCE

Human Resources Intern — MSK International (Pharmaceutical Company)

Internship · Multan / organizational HR operations

- Supported HR documentation workflows, interview scheduling, and maintenance of employee records.
- Assisted organization of HR files, interdepartmental coordination, and observation of compliance practices in a regulated industry setting.

SELECTED TRAINING & PROFESSIONAL DEVELOPMENT

- One-Day Workshop on Structural Equation Modeling Using SmartPLS 4 — University-based, 2025
- Two-Day Workshop on Research Methodology for Beginners — University-based, 2025
- Certificate of Appreciation — 4th International Conference on Economic Issues and Sustainable Development (EISD), 2024

HONORS

- HRCA Quiz Competition — Silver medal
- Certificate of Appreciation, EISD International Conference — 2024

LANGUAGES & DIGITAL PRESENCE

Languages: English (fluent academic and professional use); Urdu (native). **Academic web:** Personal profile and CV — <https://hooria.pages.dev>
• MGT-253 Principles of Marketing course notes — <https://mgt-253.pages.dev>