

**Dr NADIA ARSHAD**  
**Assistant Professor in Commerce**  
**SBKWU, Quetta**  
**PhD from Jönköping International Business School, Sweden**  
**Doctor in Business Administration (Marketing)**  
Email: [nadisabk@hotmail.com](mailto:nadisabk@hotmail.com),

### **Purpose**

My professional goal is to become a distinguished researcher and sustainability expert, dedicated to fostering positive change. Through engagement with stakeholders in academia, industry, and society, I aim to create a multifaceted impact. My aspiration is to cultivate knowledge, practices, and a culture centered on entrepreneurial sustainability, ultimately raising societal awareness and driving meaningful progress.

<b>Research &amp; Affiliation</b>	<p><b>Research Affiliate</b> Media Management &amp; Transformation Center (MMTC), Jönköping International Business School, Sweden</p> <p>University of Agder (UiA) Crowdfunding Research Center, Kristiansand, Norway</p> <p><b>Journal Articles</b></p> <p>Arshad, N., Shneor, R., &amp; Berndt, A. (2023). The reward crowdfunding campaign management process: an engagement perspective. <i>International journal of entrepreneurial behaviour &amp; research</i>, 30(11), 1-18. <a href="https://doi.org/10.1108/IJEBR-05-2023-0480">https://doi.org/10.1108/IJEBR-05-2023-0480</a></p> <p>Arshad, N., &amp; Berndt, A. (2023). Expanding understanding of family social capital in crowdfunding of migrant entrepreneurial ventures. <i>Journal of enterprising communities.</i>, 17(1), 182-207. <a href="https://doi.org/10.1108/JEC-04-2020-0056">https://doi.org/10.1108/JEC-04-2020-0056</a></p> <p><b>Doctoral Dissertation</b> Arshad, N. (2021). <i>Backers' crowdfunding journey—An engagement perspective</i> (Doctoral dissertation, Jönköping University, Jönköping International Business School).</p> <p><b>Conference Papers</b></p> <p>Arshad, N. Shneor, R. &amp; Berndt, A. (2023). The Reward Crowdfunding Campaign Management Process: An Engagement Perspective. Paper presented at the International Conference on Alternative Finance Research, June 1-2, 2023, Gdansk- Sopot, Poland</p> <p>Arshad, N. &amp; Berndt, A. (2019). The Backers' Crowdfunding Journey – A Service-Dominant Logic informed Engagement Perspective. Paper presented at the 18th Open and User Innovation Conference, July 8-10, 2019, Utrecht University, the Netherlands</p> <p>Arshad, N. &amp; Berndt, A (2018). Engaging With the Crowd: An Entrepreneur's Perspective. Paper presented at the RENT XXXII, Toledo, Spain.</p>
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	Arshad N. (2015). Co-Strategizing in Cyber Arena. Future of Marketing and Management. Kulalampur, Malaysia
<b>Industry Collaboration/ Experience</b>	<p>Collaboration with Local &amp; International Organizations with a Focus on Social &amp; Environmental Sustainability (Focusing UNSDGs)</p> <ul style="list-style-type: none"> <li>- Coompanion Umeå - Impact Academy 2030 Project <a href="https://coompanion.se/vasterbotten/projekt-i-vasterbotten/impact-academy-2030/">https://coompanion.se/vasterbotten/projekt-i-vasterbotten/impact-academy-2030/</a></li> <li>- Modulus Tech - Sustainable Living For All <a href="https://modulus-tech.com/">https://modulus-tech.com/</a></li> <li>- PakVita – Water Filtration Technology <a href="https://pakvitae.org/">https://pakvitae.org/</a></li> <li>- Manzil Organization Balochistan <a href="https://www.facebook.com/p/Manzil-Organization-Balochistan-100066785747443/">https://www.facebook.com/p/Manzil-Organization-Balochistan-100066785747443/</a></li> </ul> <p>Consultancy to new or growing Swedish firms for sustainable innovation, financing &amp; marketing since 2016 to date.</p>
<b>Academic Experience</b>	<p>November 2010– to date <b>Assistant Professor</b> Sardar Bahadur Khan Women’s University Quetta Responsibilities: Course design, Course administration, Lecturing, Examination Administration of department as chair</p> <p>March 2014– December 2021 <b>Doctoral Candidate/ Lecturer/Research Assistant</b> Jönköping International Business School, Jönköping, Sweden Responsibilities: Course design, Course administration, Lecturing, Examination, Thesis &amp; Project supervision</p> <p>October 2005 – October 2010 <b>Assistant Professor / Chairperson</b> Al-Hamd University Quetta Responsibilities: Course design, Course administration, Lecturing, Examination Administration of department as chair</p> <p>August 2002 – December 2007 <b>English As Foreign Language Instructor</b> Helpers English Language Institute, Quetta Instructor of English as a Foreign Language</p>
<b>Education</b>	<p>2021 - Doctor in Business Administration (Marketing), Jönköping International Business School, Jönköping, Sweden</p> <p>2015- Pedagogy Course, School of Education and Communication, Jönköping University</p> <p>Teaching and Learning in Higher Education (7.5 ECTS)</p> <p>2005 - Master in Commerce, University of Balochistan, Quetta Distinction: 1st Position with Gold Medal</p> <p>2002 - Bachelor in Commerce, University of Balochistan, Quetta</p> <p>2007 - Bachelor in Education, University of Balochistan, Quetta</p> <p>2012 - Specialization in Management Information System, Virtual University of Pakistan</p>

<p><b>Coordination/ Organization</b></p>	<p>Coordinator of Self Access Center at SBKWU under ELTR project, Phase - II</p> <p>Computer Assisted Language Learning (CALL) Provincial Coordinator for HEC Pakistan for Faculty Professional Development under ELTR project, Phase – II</p> <p>Hosted, Organized &amp; Coordinated Two Day Workshop on “Getting There: Mission &amp; Vision” on 10, 11 December 2012at SBKWU.</p> <p>Hosted Organized &amp; Coordinated Two Day Workshop on “Valid &amp; Reliable Instructor Evaluation” on 13, 14 October 2012</p> <p>Hosted, Organized &amp; Coordinated Four Day Workshop on “Research Methodology &amp; Skills” at SBKWU (11th – 14th July, 2012)</p> <p>Organized &amp; Coordinated One Month Course on “Research Methodology &amp; Skills” at SBKWU (April 5<sup>th</sup> – May 4<sup>th</sup>, 2012)</p> <p>Organized &amp; Coordinated six Day Advanced Level Workshop on Computer Assisted Language Learning at SBKWU (25 – 30 November, 2011)</p> <p>Organized &amp; Coordinated six Day Beginner Level Workshop on Computer Assisted Language Learning at SBKWU (25 – 30 November, 2011)</p>
<p><b>Merits/ Awards /Scholarships</b></p>	<p>Stiftelsen Inger, Arne och Astrid Oscarssons Donationsfond for research visit at Norwegian School of Economics, Bergen, Norway (NHH)</p> <p>Stiftelsen Inger, Arne och Astrid Oscarssons Donationsfond for 32<sup>nd</sup> RENT conference, Toledo, Spain</p> <p>Foreign- Faculty Professional Development Under Mega Project of SBKWU for research visit at the Department of Development Economics of the South Asia Institute, Heidelberg, Germany</p> <p>Foreign- Faculty Professional Development Under Mega Project of SBKWU for conference Future of Marketing and Management. Kulalampur, Malaysia</p> <p>Foreign- Split PhD Scholarship of Faculty Professional Development Under Mega Project of SBKWU</p> <p>Certificate of Honor for Organizing National &amp; International Conferences/Workshops awarded by Vice Chancellor, SBKWU</p> <p>Distinction Certificate of 1st position in Master (at Provincial Level)</p> <p>Merit based Scholarship for higher education from Syeda Mubaraka Begum college, Lahore.</p> <p>Merit based Scholarship for higher education from HUBCO, Baluchistan</p> <p>Merit based Scholarship holder in Primary, Middle, Matric and Intermediate Classes from Provincial Government of Balochistan</p>
<p><b>Skills</b></p>	<p>Data analysis by using NVIVO, SPSS. Avidnote, Kahubi, Website management</p> <p>Languages: English, Swedish (Beginner), Urdu, Punjabi, Pushto.</p>

**Reference**

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