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Full Name

Dr. Waseem Hassan (HEC Pakistan - Approved PhD Supervisor)

Designation

Head of Department

Department

International Business & Marketing

Institution

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### Specialization

Specialization

Marketing and Brand Management

### Education

Degree Title

Ph.D Management Sciences (2011-15) China University of Geosciences,

Rollup Image



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Profile

Dr Waseem Hassan has served in international education sector, with Wuhan University, PR China, and has also served banking Industry. He is teaching courses of Marketing Management Techniques and its implementation in the current market scenario, at NUST Business School.

Head Of Department

Knowledge Area Head

Knowledge Area

None

HEC Approved

HOI

None

