

Nosheen Hussain | Ph.D. (Business & Behavioural Sciences, Italy) |

M.Phil. & M.A. (Mass Communication)

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WORK EXPERIENCE

Lecturer - Media and Communication Studies – SMI University, Pakistan (2012–Present)

Academic courses – 4 courses per semester – 3 credit hours each

Associate Editor - Journal of Social Sciences and Media Studies (JOSSAMS) - 2018-2019

Coordinator, Department of Media and Communication Studies – 2012-2016

Incharge, Print Media Lab

Managing Editor, SMIU Chronicle (monthly newspaper) - 2016-2017

Patron – Art Society – 2015-2017

Editor - Femina Magazine, Assistant Editor – Dastak Magazine (2011-2012)

Managed monthly magazines on political affairs (Dastak) and women-related content (Femina).

Academic and Corporate Trainer (2011-present)

Gender Equity Program (SMI University), Entrepreneurship (InjazPakistan), Youth Development Program (City Institute of Image Management), Photo Journalism, Environmental Journalism, Creative Writing, Effective use of Social Media (Move4Change), Cyber Crime (SMIU), & Protection against harassment of women at the workplace (Aurat Foundation).

EDUCATION

Ph.D. - Business and Behavioural Sciences (2020–2023)

Universita Degli Studi G. D'Annunzio Chieti-Pescara, Italy

Thesis: Green Crowdfunding: Exploring the determinants of successful campaigns and investment decisions

M.Phil. (Master of Philosophy) – Mass Communication (2014–2018)

Federal Urdu University of Arts, Science and Technology (FUUAST), Pakistan

Thesis: Do Crime Shows cause stress among youth? Case study of youth in Karachi

M.A. (Master of Arts) – Mass Communication (2008–2009)

University of Karachi, Pakistan

B.A. (Bachelor of Arts) (2005–2006)

University of Karachi, Pakistan

PUBLICATIONS

Rafiq, K., Hussain, N., & Lashari, A. A. (2024). Analysis of Impact of Motivational Bollywood Films on Minds of Youth. *Pakistan Journal of Humanities and Social Sciences*, 12(2), 1364-1376.

Hussain, N., Di Pietro, F., & Rosati, P. (2023). Crowdfunding for Social Entrepreneurship: A Systematic Review of the Literature. *Journal of Social Entrepreneurship*, 1-24.

Rafiq, K., Bari, A., & Hussain, N. (2021). A Critical Discourse Analysis of Columns of Orya Maqbool Jan using Norman Fairclough CDA Model. *Journal of Social Sciences and Media Studies*, 5(1), 23-34.

Hussain, N. (2017). Challenges of e-learning in Pakistan from student's perspective: a phenomenological approach. *Journal of Social Sciences and Media Studies*, 1(1), 50-63.

Hussain, N., Ali, S. A., & Razi, S. (2014). Understanding Breaking News from Viewer's Perspective: A Phenomenological Approach. *Academic Research International*, 5(4), 296-308.

Funding Decisions in green crowdfunding: The role of personality traits of investors and demographic characteristics of entrepreneurs (in review).

Investigating the role of emotions and authenticity in green oriented crowdfunding campaign: A text analysis approach (in review).

PhDventures: The good, the bad, and the ugly (work in progress).

CONFERENCES

Crowdfunding for Social Entrepreneurship: A Systematic Review of the Literature - 1st Conference on International, Sustainable and Climate Finance and Growth, Naples, Italy (2022).

Role of Experiential Learning (ExL) in changing learners' behavior in Social Sciences - International Conference on Experiential Learning, Institute of Business Management (2016).

Challenges of e-learning in Pakistan from students' perspective: A phenomenological approach - 3rd E-learning and Distance Education Conference, Virtual University, Lahore (2016).

Do Crime-related TV Shows Cause Stress among Youth? Case of university students of Karachi - National Research Conference on Management and Business at Szabist University, Karachi (2015).

Effects of Violent Media Content on Youth - National Media Conference, SMI University, Karachi (2014).

Research Certifications

International Review of Financial Analysis (IRFA) – Reviewer, 2022.

Qualitative tools of Analysis (QTA), Szabist University, Pakistan.

Advance Research Methods & Techniques (ARMT), Szabist University, Pakistan.

Behavioral & Neuroscientific Research for Economics, Finance & Accounting, Dublin City University, 2022.

International Certifications

Political Communication in the IT age/Social media – FNF, Germany (2012)

Future Leaders Program - British Council, England (2015)

Training of Moderators – Friedrich Naumann Foundation (FNF) – (2010)
Advanced training of Moderators – Friedrich Naumann Foundation – (2015)
Inspiring leadership through emotional intelligence – Case Western Reserve University (2022)
Women in Leadership: Inspiring positive change – Case Western Reserve University (2022)
Conversations that inspire: Coaching learning, leadership & change – Case Western Reserve University
Managing times in terms of uncertainty & stress – Yale Center for Emotional Intelligence (2022)
Foundations: Data, Data everywhere – Google (2021)
Foundations of digital marketing & E-commerce – Google (2022)
Attract & engage customers with Digital marketing – Google (2022)
From likes to Leads: Interact with customers online – Google (2022)
The strategy of Content marketing – UCDavis (2022)
Digital Content Creation – DearAlyne Academy, UAE (2020)
Neuro-Linguistic Programming Practitioner, Dynamic Communications (2023)

Research Skills

- Systematic Literature Review
- Survey
- Interview
- Experiment
- Thematic Analyses
- Quantitative/Qualitative/Mixed-Method research
- SPSS/LIWC/Qualtrics
- Text-Analyses