

# Curriculum Vitae: **Dr. Sheraz Alam Malik**

Department of Operations and Project Management Department  
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## PROFESSIONAL SUMMARY

Dr. Sheraz Alam Malik is currently an Assistant Professor in Operations and Project Management in College of Business (COB), Al Faisal University Riyadh, KSA. Prior to this appointment, he was full-time Lecturer (Assistant Professor) of Logistics & Data Management at the Royal Docks School of Business & Law, University of East London (UEL), London, UK. He is a visiting faculty to Northumbria University, University of Wales & University Arts London (UAL), UK. He is also an associate lecturer (online) for retail & logistics management at Lincoln International business school, University of Lincoln, UK, and Associate Academic (online) for dissertation support & independent studies at the University of Derby, UK. He is the Director of studies at the University of the West of Scotland for DBA students. Prior to his current engagements, he was a Ph.D. researcher at the Value Chain Research Centre at the Kent Business School, University of Kent, UK, working closely with TESCO suppliers. Before joining Kent Business School, he was a professional supply chain trainer and practicing aeronautical engineer at the National University of Science & Technology and Aviation Maintenance Organisation. He also served as Lecturer in Supply Chain Management at the National University of Science & Technology (NUST), Pakistan. He is a contributing author of a technical report on 'quality control and market orientation of Fan industry of Pakistan commissioned by the United nation development program (UNDP).

Dr. Malik has more than 8 years of experience in research, teaching, modelling, optimisations, analytics, simulations, artificial intelligence, and consumer insights of 1.4 million TESCO club card purchasing data. With quantitative & qualitative research focused on using data to generate market intelligence & pattern detection with advanced statistical analysis software like **TABLEAU, WEKA, GOOGLE ANALYTICS, SPSS, @RISK, and EXCEL**. Combining hands-on technical skills to design primary research for estimating & analysing consumer demand patterns & trends to inform stock allocation and replenishment decisions. Data visualisation & modelling for complex business realities aid critical decision-making, especially during strategy and policy stages.

Sheraz is passionate about the **positive impact of research on business and society**. For instance, he was a **key player and researcher at all the Seminars** on the **collaborative**

**project** between Kent Business School and small food suppliers of Tesco. This collaboration helped them better understand their customer, thus improving their profits and becoming more sustainable for the environment by reducing waste. He is designing **Global Supply Chain** module for **online MBA** students at the University of Derby, UK.

Sheraz has published in different academic journals collaborating across disciplines like renewable energy. He has collaborated with diverse teams of researchers to work on different top journals. He is currently co-authored 'Eating small portion sizes: insights from markets around the globe' in **AIMS**. He is first author of 'Role of Consumer Information in balancing power in supply chain' under review in **Journal of Business & industrial marketing** and 'The use of disaggregated demand information to improve forecasts and stock allocation during sales promotions: A case study of small food suppliers of Tesco' in **International journal of value chain management**. In addition, he has different conference publications to his credit.

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## TEACHING EXPERIENCE

- Asst Professor teaching OPM 460, Data Analytics & Visualization at College of business Alfaisal University Riyadh, KSA.
- Asst Professor teaching MBA 515, Business Analytics at College of business Alfaisal university Riyadh, KSA.
- Asst Professor teaching MBA 532 Supply chain management at College of business Alfaisal University Riyadh, KSA.
- Asst Professor teaching OPM 330 Operation management at College of business Alfaisal University Riyadh, KSA.
- Course Leader in OPM 211 Business Statistics at College of business Alfaisal University Riyadh, KSA.
- Module leader: Networks and operations, MBA, at Royal Docks school of business & law, UEL, UK.
- Module teacher: Sustainable supply chain management, level 7 postgraduate business module at Royal Docks School of business & law, UEL, UK.
- Associate Academic (online): Independent studies and dissertation research, level 4 & 5, University of Derby, UK.
- Associate lecturer (online): Logistics and retail management, level 4, Lincoln international business school, University of Lincoln, UK.
- Lecturer: Data Handling and Business Intelligence (DHB), BA (Hons) Business & Management at University of Wales, UK.
- Lecturer: Research and Analysing Data (RAD), level 4 certificate for skills in the workplace at University of Wales, UK.
- Module leader: Introduction to Business and enterprise, level 3, at Royal Docks School of business & law, UEL, UK.
- Lecturer: Introduction to SPSS, Level 6 Undergraduate Module for Arts, University

Arts London, London.

- Lecturer: Strategic Supply Chain Management, Level 6 undergraduate business module at Northumbria University London
  - Lecturer: Business decision making(BDM), BA(Hons) Business & Management at University of Wales, UK
  - Module Leader: Operation and project management, level 6 undergraduate module at Royal Docks School of business & law, UEL.
  - Lecturer: Strategic Management for Competitive Advantage, Level 7 Postgraduate business module at Northumbria University London
  - Lecturer: SME Project, Level 7 Postgraduate business module at Northumbria University London
  - Module Leader – Marketing Principles, BTEC Level 5 HND F/601/0556 (Unit 4) at Nelson College, London, UK.
  - Co-Lecturer on Project Management BTEC Level 5 HND F/601/1036 (Unit 42) at Nelson College, London, UK.
  - Seminar Leader on CB313: Introduction to Statistics for Business (on BBA Business & Management programme) Kent Business School, UK.
  - Quantitative data analysis support for BBA, MSc and PhD Students' Dissertations Kent Business School, Canterbury and Medway Campuses.
  - Lecturer for a professional diploma in supply chain management at ProfessionalDevelopment Centre at National University of Science and Technology, Pakistan (Top University in Pakistan)
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#### **ADMINISTRATIVE EXPERIENCE:**

- New course development of Data analytics and visualization for both MBA & BBA
  - Program leader of level 4 online programs (CBL) for apprenticeships & business leadership at UEL.
  - Associate Director of MBA at UEL looking after admission, accreditation, processmapping, and external licensing
  - Academic advisor/tutor for university students for career advice, networking, andfuture development
  - Experience in mentoring and providing pastoral support to students in their educational and personal development
  - Open and Induction Day general and administrative support at Kent Business School, Medway Campus
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## RESEARCH INTEREST:

Consumer Behaviour, Marketing, Supply Chain Management, Big Data Analytics, Retail and Sustainable Consumption, SME's, Multiple & Logistic Regression Analysis, Parametric & Non-Parametric Tests, Customer Segmentations, Inventory Optimisation & Modelling, Forecasting, Monte Carlo simulation, Mixed Integer Linear Programming (MILP), Pattern Detection; etc.

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## PUBLICATIONS LIST

1. Malik S, Fearne A, O' Hanley J. The use of disaggregated demand information to improve forecasts and stock allocation during sales promotions: a simulation and optimisation study using supermarket loyalty card data. *International Journal of Value Chain Management*. 2019;10(4):339 – 357
2. Yamoah F, Acquaye A, Malik SA. Regional differences in portion size consumption behaviour: Insights for the global food industry. *AIMS Agriculture and Food*. 2019;4(3):731-755.
3. Malik, S., (2017) 'Quantitative Research and Its Contemporary Direction', *Journal of Quantitative Methods*, Vol 1(1), pp.1-3.
4. Ali, A., Farooq, Habib, F. and Malik, S. (2015) 'Wind Energy Development Policies in Developing Countries and Their Effects: Turkey, Egypt and Prospects for Pakistan' *American Journal of Energy and Power Engineering*, 2(5), pp.56-61.
5. Ali, A., Farooq, A., Muhammad, Z., Habib, F. and Malik, S. (2015) 'A Review: DC Micro Grid Control and Energy Management System' *International Journal of Electrical and Electronic Science*, 2(2), pp.24-30.

## CONFERENCE PAPERS

1. Ali, Alsulaiman Irshad Shafiullah Malik and Memon A Renewable Portfolio Standard from the Perspective of Policy Network Theory for Saudi Arabia Vision 2030 Targets, 4th International Conference on Energy Conservation and Efficiency (ICECE), 2021
2. Yasser A. Al- Tamimi & Sheraz Alam Malik, Cultural and Linguistic Features in Modern Saudi Advertisements ,Conference of Journalism & Advertising- Kyiv National University for Trade and Economics- Kyiv-Ukraine, 2020
3. Malik, S. and Hingley, M. (2017) "Sustainable Marketing as Practice: Waste in the food retail supply chain caused by marketing practice?" Joint British Academy of Marketing & Chartered Institute of Marketing Conference, Lincoln, May 24.
4. Malik, S. and Fearne, A. (2014) "Improving the impact of promotions for fast-moving consumer goods through the use of enhanced management information" Doctoral

Student Conference in Sustainable Operations, Logistics and Supply Chain Management, Sheffield, June 1-2.

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## **RESEARCH GRANTS**

1. Using Big data for linking demand and supply in the food supply chain: a case study of KSA retail sector by IRG college of business Alfaisal university
2. Development of Improved food sustainability index of Saudi Arabia in response to Covid-19 at Call for Innovation via Transform Fund 2020 at ENGAGE(one co-investigator)
3. Resilience of the UK food system in a global context, 5-year worth £7.2M interdisciplinary program of research, funded by BBSRC, ESRC, NERC, and the Scottish Government, to address a major food security challenge (co-investigator of 3 University-wide teams)
4. Newton Fund for Smart Logistics Platform for sustainable delivery services funded by innovate UK & CHINA government worth £3,00,000 (Principal investigator of own university and part of eight universities & institutions)

## **RESEARCH STUDENTS (Ph.D., DBA)**

1. Ethnic Entrepreneurship and Economic Development: Analysing the Contribution of South Asian Entrepreneurs in the economic development of London by Jaishaal Santosh at UEL
2. The determinants of working capital management (WKM) practices of small hospitality firms in the UK: a framework of working capital management to enhance the profitability of the UK hospitality industry by Fatema Tahura at the University of West Scotland
3. Impact of innovative technology has non-small business in the financial services industry in the UK by Drashti Navneetray at University of West Scotland
4. Value Co-Creation using Ecosystem approach in Textile Sector of Pakistan by Syed Muhammad Ali at University of West Scotland

## **PROFESSIONAL MEMBERSHIPS:**

- Fellow – The Higher Education Academy, UK
- Member – The Institute for Promotional Marketing, UK.
- Member – Centre for Value Chain Research, UK.

**EDITORIAL BOARD:**

- JQM (Journal of Quantitative methods)
- FWU Journal of Social Sciences
- Abasyn Journal of Social Sciences

**REGULAR JOURNAL REVIEWER:**

- Journal of Supply Chain Management
- Business and Management Studies

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**PROFESSIONAL EXPERIENCE:**

**College of Business,** , Riyadh, KSA  
**Alfaisal university (2018- till todote)**

**Asst Prof of Project and operations management**

Asst Professor in operations and project management department overseeing the different courses in BBA and MBA Programs. Delivering cutting edge technology focused course in analytics like business analytics and visualisation using market leading softwares Tabealu and SPSS. Engage in different research collaborations around supply chain and waste in GCC region. Involving of MOU with Riyadh chamber of commerce for knowledge sharing and training.

**Royal Docks School of Business & Law,** London, UK  
**University of East London (2016-8-2-2018)**

**Lecturer (Assistant Professor) of Data Management & Logistics**

Program leader of online apprenticeship for business & leadership along with associate director of MBA. Teaching across the range from level 3 to level 6 students of business management different subjects like operation management, project management, supply chain management, and business & enterprise. Conducting research with various stakeholders in supply chain management and PhD students.

**School of Business & Enterprise** London, UK  
**University of West Scotland (2017- till to-date)**

**Director of Studies (DOS)**

Supporting DBA students in conducting research in different management and business-related discipline along with the assessor duties.

**Newcastle Business School,** London, UK  
**Northumbria University** (2016- till-to date)

**Lecturer**

Teaching and supervising students across the range especially from supply chain management, strategic management and business simulation.

**Lincoln International Business School,** Lincoln, UK  
**University of Lincoln, UK** (2015- till to-date)

**Associate Lecturer in retail and logistics management**

Online lecturer for British Army and Air force personnel in retail and logistics management. Responsibilities include tutoring, remote support in academic writing and dissertation development.

**Kent Business School, University of Kent** Medway, UK  
 2010-2015

**Operation Management Research Scholar/lecturer, Centre for value chain research**

Designed excel based simulated model using @risk to estimate consumer demand from Club card data at three different types of stores (Extra, supermarket & Express). Designed optimized stock allocation model for Tesco using SPSS & Knapsack technique in MILP. Developed two case studies (fresh & ambient product categories) to show that optimized stock allocation based on the disaggregated demand of Tesco small food suppliers is better than historical forecasting methods.

**United Nations Development Program,** Islamabad, Pakistan  
 2009-2010

**Supply Chain Researcher, UNDP Main office**

Design and conceive complete sustainable supply chain of fan industry from designing & simulation to quality control and market research.

**Aviation Production Facility,** Rawalpindi, Pakistan  
 2006-2009

**Operation Manager, Lycoming Piston Engine Overhaul Group**

Spearheaded team of 60 personnel across 5 work centers in conducting R&D projects, structured corporation's aggressive growth and supply chain initiative, implemented TQM principles at *ISO 9001* certified facility

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## **EDUCATION:**

**Ph.D. (Management Sciences, Supply Chain)** University of Kent, Medway, UK  
2010-2015

Quantitative research to improve the impact of promotions for fast-moving consumer goods through the use of disaggregated consumer demand data at store level. Research includes doing case studies, expert interviews, simulation and optimization modelling for more informed decision making during sales promotions for sustainable consumption.

**M.Sc. (Engineering Management)** Uni of Eng. & tech, Pakistan 2006-2008

A non-thesis option with majors like supply chain management, problem-solving & decision making, finance, project management, and enterprise resource planning

**B.E (Aeronautical Eng.)** National Uni Science & Tech, Pakistan  
1998-2003

A degree in Avionics discipline with majors like C++, applied algebra, calculus & differential equations-I, II, engineering statistics, advanced engineering math, probability & statistics, production planning & control and statistical quality control. Engineering Project title was 'Human face detection using neural networks'.

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