ASIF NISAR

Master's Researcher · Organizational Behavior & Leadership

CHINESE GOVERNMENT (CSC) SCHOLAR

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PROFILE

Master's researcher at Beijing University of Chemical Technology on a CSC Scholarship, studying how leader humor works as a coping resource for employees facing AI adoption and workplace risk. Brings nine years of hospital radiology experience (seven as MRI in-charge) and healthcare marketing management. Skilled in survey research, mediation and moderation analysis (SPSS, PROCESS, Mplus, SmartPLS). Seeking PhD positions, research assistant roles and research-focused jobs in Organizational Behavior, Leadership and HRM.

RESEARCH INTERESTS

Leader humor · Stress and coping at work · Employee AI adoption and algorithmic anxiety · Safety behavior · Leadership in healthcare and high-risk settings

EDUCATION

Master of Business Management (MBM)

2025 – 2028 (expected)

School of Economics and Management, Beijing University of Chemical Technology, China · CGPA 3.75 / 4.0 · CSC Scholarship

- **Thesis (ongoing):** Leader Affiliative Humor and Employee AI Adoption Behavior.
- Coursework: Research Methodology for Management, Statistics & Applications, Leadership Behavior, Leadership Management, Management Communication, Financial Accounting Research Methods.

Bachelor of Business Administration (BBA Hons)

2018 – 2022

Shah Abdul Latif University, Khairpur, Pakistan · CGPA 3.61 / 4.0

- Majors: Supply Chain, Operations, Entrepreneurship, Project Management (CAPM), HRM, Marketing, Financial & Managerial Accounting.
- Final-year project: Impact of Medical Advertising on Consumer Behavior.

Diploma in Radiography & Imaging Technology

2010 – 2012

Rawalpindi, Pakistan

RESEARCH & MANUSCRIPTS

1. *Leader Sense of Humor and Construction Workers' Safety Behavior: Cognitive Pathways and Safety-Specific Humor Behaviors.* Second author (with supervisor as first author). Journal of Safety Research (Elsevier). UNDER REVIEW
2. *Leader Affiliative Humor and Employee AI Adoption Behavior.* Master's thesis. Theory: transactional stress and coping. Multi-organization survey (target N = 300–350; banking, telecom, healthcare). ONGOING

EXPERIENCE · BUSINESS & MARKETING

Marketing Manager & Supervisor, MRI Section

Jan 2021 – Aug 2023

National Lab & Diagnostic Centre, Rawalpindi, Pakistan (part-time)

- Led strategic and digital marketing, social media and targeted campaigns to grow the centre's visibility and patient engagement.
- Built relationships with referring doctors on lab equipment and test services; analyzed market trends and competitors.
- Managed administration, budgeting, cost control and financial reporting; supervised the MRI section.

Marketing Intern Jan 2021 – Jan 2022

Abrar Diagnostic Centre & Surgery Hospital, Rawalpindi, Pakistan

- Supported marketing campaigns and aligned outreach with the hospital's medical services in coordination with clinical teams.

EXPERIENCE · HEALTHCARE & MEDICAL IMAGING

Radiology Imaging Technologist · MRI In-charge (7 years) Mar 2014 – May 2023

Fauji Foundation Hospital, Rawalpindi, Pakistan (full-time)

- Ran the MRI unit: advanced dynamic studies, angiography and venography; operation and management of imaging equipment.
- Supervised and trained staff, enforced patient safety protocols, and worked closely with physicians on patient care.
- Completed applications training on the Canon Vantage Titan 1.5T MRI system.

MRI Application Specialist (Freelance) Jan 2021 – May 2023

MEDSO Medical Solutions, Islamabad, Pakistan

- Provided specialist MRI applications support, training and protocol guidance to hospital imaging teams.

SKILLS

Statistics & analysis: SPSS, PROCESS macro, Mplus, SmartPLS, Python, Advanced Excel

Reference management: EndNote, Mendeley

Research methods: survey design, construct validation, SEM, mediation and moderated mediation

Other: digital marketing, SEO, project and event management

CERTIFICATIONS & COURSES

Artificial Intelligence using Python, DigiSkills (2026, certificate pending)

Data Analytics & Business Intelligence, DigiSkills (2024)

Creative Writing, DigiSkills (2022)

Digital Marketing, DigiSkills (2021)

Startup Strategies & Entrepreneurship, DigiSkills (2026, certificate pending)

Affiliate Marketing, DigiSkills (2024)

E-Commerce Management, DigiSkills (2021)

HSK Level 3, Chinese Proficiency Test

CONFERENCES, PROJECTS & AWARDS

- International Conference on Business Management (ICBM 2023), Muhammad Ali Jinnah University, Karachi.
- 4th International Scientific Conference on Basic & Advanced MRI Techniques, Holy Family Hospital, Rawalpindi (2019).
- Projects: Radiant Glow Hub (e-commerce and marketing); HRM project on recruitment and selection in a private-sector firm; Pioneer Project marketing team.
- Laptop award under the Prime Minister's Youth Program, Government of Pakistan.

LANGUAGES

English: fluent · Urdu, Punjabi: native · Chinese: HSK 3

REFERENCES

Available on request.