

BIOGRAPHICAL STATEMENT

Naila Aaijaz, Professor

Naila Aaijaz is a Professor in the School of Business at a Community College in Ontario, Canada. She holds a Doctorate (PhD) in Economics, Master of Business Administration (MBA) with a specialization in Marketing, and is a certified adult educator (Teaching and Training Adults) and certified adobe captivate specialist 2019 (eLearning Technology). She also holds a diploma in Computer Programming and Application.



Naila Aaijaz is inspired to strive for excellence in all areas of academics: teaching, research, curriculum design, academic writing, academic consultancy and latest e-learning technology. She is guided by philosophy to be “a lifelong learner”, a valuable contributor to the body of knowledge and participate in community out-reach projects.

She has about two decades of experience in teaching, learning, instructional design and conducting academic and applied research in the corporate and educational sector. A valuable contributor to the academic world as an experienced Professor, Instructional/Curriculum Designer, Writer and Researcher, Corporate Trainer and a Learning Consultant and Marketing / Product Manager.

Naila’s research interests are primarily in the area of Service and Retail Marketing which include areas of customer (value) management, consumer behaviour, user experience, relationship marketing, research on satisfaction and loyalty, sales management, and corporate social responsibility specifically in Entrepreneurship (Social & Commercial Entrepreneurship teaching and learning), Emerging Economies, Supply Chain Management, and Social Out-Reach Projects.

She has contributed more than 30 articles which have been published in refereed and indexed international journals and global editions of academic books notably published by leading higher education academic publishers. In addition, she has reviewed many research papers for leading peer reviewed and indexed international journals and is an editorial board member and editor of many international journals. Naila is also a recognized ‘freelance ‘author and contributor for Pearson Higher Education, U.K. and Cengage Learning, USA. She has authored the book “From Learners to Entrepreneurs”, published by Lap Lambert Academic Publishing, Germany in February 2013, ISBN 978-3-659-34550-0, and sold internationally on Amazon.com and many other book selling sites and agencies. Currently, she is concluding her next book - “The Sustainable Change makers” based on Social Entrepreneurship.

Her skills in excellent writing, communication, research acumen and learning consultancy skills make her an excellent candidate to act as a liaison between Research & Development and Business Units in determining needs of the course and appropriate method of delivery. She has held learning consultant positions and contributed in learning projects with the Banking, Retail and IT sector. She also runs and manages a Learning and Training company in Ontario, Canada.

Professor Nalia has to her credit several awards and achievements; prestigious 'Service Excellence' award at the university in 2011, best faculty advisor for ENACTUS for developing and working on Social Entrepreneurship Projects consecutively in 2012 and 2013 and the best employee of the month award in 2020 to name a few.

Naila Aaijaz, Ph.D.

Centennial College
Canada.

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