Aleena Arshad, PhD

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Professional Summary

Research-driven Psychology academic with 7+ years of teaching, supervision, and curriculum development experience. Expertise in educational psychology, career counseling, psychometrics, and research methodologies. Proven ability to supervise graduate research, design academic programs, and lead institutional initiatives. Strong focus on student-centered learning, evidence-based practice, and interdisciplinary collaboration.

CORE COMPETENCIES

Curriculum Development & Academic Planning
Quantitative & Qualitative Research
Thesis Supervision (BS, MS)
Career Counseling & Student Development
Academic Administration & Committee Leadership
Workshop Facilitation & Trainings
International Certification and program Launch

Education

PGD in Professional Ethics & Teaching Methodology | Riphah International University | Fall 2025 – Spring 2026 | QS Ranking: 794

PhD Psychology | Riphah International University | Fall 2021 – Spring 2025| QS Ranking: 794

> **Dissertation:** Career decision making discrepancies, Career decision making self-efficacy and disengagement in Adolescents

MS Clinical Psychology | Riphah International University | Fall 2017 – spring 2019 | QS Ranking: 794

BS Applied Psychology | Lahore College for Women University | Fall 2013 – spring 2017 | QS Ranking: 1202

Professional Experience (7+ Years of Teaching)

Senior Lecturer | Riphah International University | QS Ranking: 794| Oct 2022 – Present

Lecturer | Riphah International University | Oct 2021 – Oct 2022

- Member of BOS and ERC Committees, Examination In charge and In charge ABA international Certification.
- Taught courses to BS, MS and PhD including Quantitative Research, Positive Psychology, Neuropsychology, Clinical Psychology and Professional Ethics etc
- Supervised 15+ undergraduate and postgraduate theses.
- Led curriculum development and Revisions for Educational & clinical psychology modules including Applied behavior analysis Diploma, BS Education psychology and MS Clinical Psychology

Consultant Clinical Psychologist| Riphah Medical Center Gulberg Lahore, Pakistan | August 2021 – Present

Advisor | Personality Assessment and Testing Services | Dec 2023 – Present | Consultancy

- Developed and validated psychometric tools for career exploration and skills assessment.
- Lead career counseling workshops tailored to student interests and labor market trends.
- Collaborated with institutions and employers to align tools with emerging qualifications.

Visiting Faculty & External Paper Setter| Punjab University, Lahore| QS Ranking: 542 | Spring 2023- Spring 2025

Course: Data Analysis and Management

Visiting Faculty | University of Central Punjab, Lahore | QS Ranking: 903 | Fall 2023-Fall 2024

Course: Counselling & Guidance, Research Methods, Qualitative research

Executive, Student Service & Career Office & Lecturer| Riphah International University | QS Ranking: 794 | Aug 2019 – Sep 2021

- Maintained liaison with HR and marketing departments across top organizations.
- Coordinated student societies and recreational initiatives.
- Planned and executed the Annual Job Fair and other career development activities.

Publications

1. Arshad, A., Shabi-e-Zahra, S., Idrees, M. *et al.* Gender Role Stereotypes, Self-Esteem and Their Association with Mental Health Outcomes in Young Adults. *Gend. Issues* **43**, 19 (2026). https://doi.org/10.1007/s12147-026-09405-y Q1. IF: 2.6
2. Jahan, M., Arshad,A., Fiaz, M. (2026). Climbing the Academic Ladder: The Role of Grit and Parental Education in Student Achievement. Journal of Social Sciences Review, 6(1), 324-333. https://doi.org/10.62843/jssr.v6i1.713
3. Arshad, A., & Arshad, A. (2024). Navigating educational pathways: How collectivistic cultural norms shape educational choices in college students. Journal of Professional & Applied Psychology, 5(4), 697–710. https://doi.org/10.52053/jpap.v5i4.317
4. Saleem, S., Khalid, S., Arshad, A., & Noureen, S. (2022). Workaholism, work-family conflict and emotional exhaustion in doctors: Mediating role of psychological well-being. *Jahan-e-Tahqeeq, 5(1), 331–341.
5. Noureen, S., Syed, L. M., Aiman, R., & Arshad, A. (2021). Depression, anxiety, and stress in post-CABG patients. Jahan-e-Tahqeeq, 4(4).
6. Arshad, A., Asad, S., Khalid, S., & Noureen, S. (2021). Loneliness, hopelessness, and sociability in older people. Jahan-e-Tahqeeq, 4(3).

In Process

- Joma,A., Arshad,A., & Arshad,A (2026). Risk and Protective Pathways to Crash Dieting in Adolescent Girls: The Role of Socialization Agents and Drive for Thinness. Intelligent Journal Sytem, (Submitted, May 2026)
- Ibtisam, N., Pradyut,S., Arshad,A. (2026). Can Algorithms tell authentic stories? Consumer Emotional responses to Ai generated brand storytelling. The Journal Science and culture (Accepted June 2026)

Trainings/Certifications

- 1-month Online Certification on Generative AI for Educators | IBM | | 2026
- 1 month online certification on AI for research, insights & data | Polisync Swizerland | 2026
- 1-month Online Certification on AI for Education (Master) | Kennesaw State University, USA | 2026
- 3 months online certification Teacher to Murabbi | Ruh International UK |2026

- 1 Month online training on Fundamentals of Educational Assessment | RIU Islamabad |2025
- 1 month online certification on Foundations of Career Navigating and Coaching | Goodwill Industries International USA | 2024
- 1 Week in person training on Use of Artificial intelligence in Education and Research | RIU| 2024
- 2 days in person Training session on Traditional Islamically Intergrated Psychotherapy | Khalil Center USA | 2023

Projects

Menstrual Hygiene Management
Big Sister Club, School of Leadership, Project of Unilever | **Jan 2018 – Jul 2018**

- Conducted menstrual hygiene awareness sessions for adolescent girls in Punjab.
- Educated participants on menstrual health, hygiene practices, and reproductive health.
- Promoted health awareness and confidence among young girls through community-based interventions.

Limiting Screen Time
Trust School | **Training Project** | **June 2019 – Jul 2019**

- Designed and delivered awareness sessions on healthy digital habits for school students.
- Educated students on the psychological and physical effects of excessive screen time.
- Promoted balanced technology use and strategies for improving academic performance and well-being

Mentee – POND'S Miracle Journey Mentorship Program | UNICEF Pakistan | **4-Month Mentorship Project** | 2018

- Participated in a structured mentorship program focused on leadership development, personal growth, communication, and career readiness through workshops and mentor-guided learning.

Conferences

As Organizer / Moderator

- 3rd International Conference on Psychology, Media and Behavioral Sciences (2025), **Organizer(Conference Secretary)**, Riphah International University, Pakistan
- 3rd International Conference on Media and Communication (2025), **Session Moderator**, Punjab University, Pakistan

- International Conference of Islamic Psychology (2021), **Organizer (Registration Committee Incharge)**, Riphah International University, Pakistan

As Speaker / Presenter

- International Global Youth Summit (2021), Guest Speaker, TaanRaat Group, Bangladesh
- Peace, Conflict and Violence Conference (2017), Poster Presenter, COMSATS University, Pakistan
- ICE 2022, Participant, Bahria University, Pakistan
- Conference of Psychology (2018), Participant, RIU, PACP Pakistan

Languages

English (Fluent), Urdu (Native)

References

1. Dr. Nasar Iqbal – Assistant Professor, University of Lahore, Pakistan– nasar.iqbal@lsbs.uol.edu.pk
2. Dr. Samia Khalid – Assistant Professor, Riphah International University, Pakistan- **samia.khalid@riphah.edu.pk**
3. Dr. Sadaf Rehman -Assistant Professor, Riphah International University, Pakistan- **sadaf.rehman@riphah.edu.pk**