



Dr. Adnan Butt

Dr. Adnan Butt is an inspiring and thought-provoking educationist/trainer with expertise in marketing, consumer behavior, organizational psychology, quantitative research methods and statistics. He holds a PhD degree in marketing and his thesis work is on "Green Marketing". His extensive subject knowledge and unique teaching pedagogy provides him strength to deliver knowledge to his students. He believes to contribute in students' lives and to bring positive change in their attitude towards life, people and society.

He obtained his Master degree in Business Administration and Mass Communication from University of Karachi and then started his career from a FMCG company. Later, he worked in sales and marketing departments of leading media firms. The exposure of electronic media industry helped him to shape his career. The never ending thirst for education brought him back to academia. He started to pursue his PhD with different teaching assignments in different leading universities of Karachi. He has served in several national universities and in his more than 13 years teaching career he has taught and mentored more than 15,000 students, who have become successful entrepreneurs or working in national/international reputable organizations.

He has attended several national and international conferences and has got published his research articles in research journals and conference proceedings. He has rendered his services to different research journals to review the research articles.



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