
Ayesha Masood

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Lahore University of Management Sciences,
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EDUCATION

- Ph.D., Sociocultural Anthropology (2017) Arizona State University
- Master of Arts, Political Science, University of Punjab (2012)
- Bachelor of Medicine; Bachelor of Surgery, King Edward Medical College, Lahore, Pakistan (2006)

ACADEMIC APPOINTMENTS

2021 – present	Assistant Professor (tenure-track) Social Research and Public Policy, NYUAD
2018 – 2021	Assistant Professor (tenure-track) Suleman Dawood School of Business, Lahore University of Management Sciences, Lahore.
Fall 2017 – Spring 2018	Visiting Faculty, Department of Humanities and Social Sciences, Information Technology University, Lahore.

PUBLICATIONS

Peer-Reviewed Journal Articles

1. **Masood, A.** & Nisar, M. A. (2021) Repairing the State: Policy Repair in the Frontline Bureaucracy. *Public Administration Review*. <https://doi.org/10.1111/puar.13414>
2. **Masood, A.** & Nisar, M. A. (2020) Administrative Capital and Citizen Responses to Administrative Burden. *Journal of Public Administration Research and Theory*. <https://doi.org/10.1093/jopart/muaa031>
3. **Masood, A.,** & Nisar, M. A. (2020) Crushed between Two Stones: Competing Institutional Logics in the Implementation of Maternity Leave Policies in Pakistan. *Gender, Work & Organization*. doi.org/10.1111/gwao.12448

4. **Masood, A.**, & Nisar, M. A. (2020). Speaking out: A postcolonial critique of the academic discourse on far-right populism. *Organization*, 27(1), 162-173.
doi.org/10.1177/1350508419828572
5. Nisar, M. A & **Masood, A.** (2019). Dealing with Disgust: Street-Level Bureaucrats as Agents of Kafkaesque Bureaucracy. *Organization*.
doi.org/10.1177/1350508419883382.
6. **Masood, A.** (2019). Influence of Marriage on Women's Participation in Medicine: The Case of Doctor Brides of Pakistan. *Sex Roles*, 80(1-2), 105-122.
<https://doi.org/10.1007/s11199-018-0909-5>
7. **Masood, A.** (2019). Doing gender, modestly: Conceptualizing workplace experiences of Pakistani women doctors. *Gender, Work & Organization*, 26(2), 214-228.
<https://doi.org/10.1111/gwao.12308>
8. **Masood, A.** (2018). Negotiating mobility in gendered spaces: Case of Pakistani women doctors. *Gender, Place & Culture*, 25(2), 188-206.
<https://doi.org/10.1080/0966369X.2017.1418736>
9. Nisar, M. A. & **Masood, A.** (2018). Solving a sticky problem: Provision of Doctors in Underdeveloped Areas of Punjab. *Case Research Center*, Lahore University of Management Sciences. [LUMS No. 16-313-2018-2](#)
10. Nisar, M. A., & **Masood, A.** (2012). The nostalgic detective: Identity formation in detective fiction of Pakistan. *Pakistaniaat: A Journal of Pakistan Studies*, 4(3), 33-60.

Book Chapters

1. **Masood A.** (2018). "Women Doctors: Narratives of Professional Choice in Pakistan". In *Gender Identities at Work in Pakistan*. Routledge. Forthcoming.
2. **Masood A.** (2020). "Feminization of Medicine in Pakistan" In *Postcoloniality in India, Pakistan and Bangladesh*. Forthcoming
3. **Masood A.**, & Sadhvi Dar (2020). "Colonialism Otherwise: Uzma Falak and the postcolonies' claim on Kashmir" In *Postcoloniality in India, Pakistan and Bangladesh*. Forthcoming

Manuscripts under Progress or Review

1. **Masood A.**, & Sadhvi Dar (2020). "Colonialism Otherwise: Uzma Falak and the postcolonies' claim on Kashmir" submitted *Antipodes*

2. **Masood, A.** Policy Repair by Street Level Bureaucrats during the COVID-19 Pandemic. *Public Management Review*. Minor revisions submitted.
3. Nisar, M. A. & **Masood, A.** From Street-level to Cyborg Bureaucrats: Theory and Evidence on Sociomateriality in Public Administration. *Administrative Theory and Praxis*. Invited to revise and resubmit.
4. **Nisar, M. A.** & Masood, A. Imagining (Other)wise: A Systematic Literature Review of Postcolonial Scholarship in Public Administration. *Journal of Public Administration Research and Theory*. Under Review.
5. **Masood, A.** & Nisar, M. A. Policy Interventions for Equitable Distribution of Physician Workforce: A Social Ecological Framework. *Journal of Public Health Management and Practice*. Intended Submission Spring 2021.

Teaching cases

Masood A. Duty or care? A Physician's Ethical Dilemma of Working in COVID-19 Pandemic. *Case Research Center*. Forthcoming.

Teaching Cases under Review

Masood A. To Fine or Not to Fine: Policy Implementation Dilemma of a Frontline Bureaucrat. *Journal of Public Affairs Education*. Invited to revise and resubmit.

Nisar, M. A. & **Masood A.** An Empty Signifier or a Universal Construct? Deconstructing Islamic Public Administration. *Case Research Center*. Under Review.

Conference Papers

- **Masood, A.** (2020). "Struggling with Masculinity: Administrative Burden of Paternal Leave in Punjab, Pakistan", *Gender, Work and Organization Conference*, University of Kent, Kent, UK (stream postponed till 2021).
- **Masood A,** and Nisar, M. A. (2019). "Queering Work in Medicine in Pakistan", 11th *International Critical Management Studies Conference*. Open University, Milton-Keynes. UK
- **Masood A.** (2019). "Secret Life of Lady Doctors: Feminizing Medicine in Pakistan", 11th *International Critical management Studies Conference*. Open University, Milton-Keynes. UK
- Nisar, M. A. & **Masood, A.** (2019). Playing with tools of the master: A postcolonial critique of administrative and development reforms in Pakistan. *11th International*

Critical Management Studies Conference, Open University, Milton Keynes, United Kingdom.

- Nisar, M.A. & **Masood, A.** (2019). Theorizing Synergy: An Integrated Framework of Red Tape, Green Tape and Administrative Burden. *23rd Annual International Research Society for Public Management Conference*, Wellington, New Zealand.
- **Masood A.** (2018). "It's like crushed between two stones." *22nd International Research Society of Public Management Annual Conference*. University of Edinburgh. Edinburgh. UK
- Nisar, M. A. & **Masood, A.** (2018). The Fantasies of Public Management and Creative-Relational Inquiry: A Psychoanalytic Critique. *22nd Annual International Research Society for Public Management Conference*, Edinburgh, UK.
- **Masood, A.** (2017). "Driving the Change: Gendered Mobilities in Pakistan." *International Conference on Gender, Work and Society: Challenges, Opportunities and Prospects for Women's Economic Empowerment*. Social Enterprise Development Center. Lahore University of Management Sciences. Lahore. (Received the Best Paper Award).
- **Masood, A.** (2017). "Purdah beyond Veil: Gendered interactions in Pakistani workplaces." *International Conference on Gender, Work and Society: Challenges, Opportunities and Prospects for Women's Economic Empowerment*. Social Enterprise Development Center. Lahore University of Management Sciences. Lahore.
- **Masood, A.** (2016). "Women Doctors in Pakistan." *Agents of Change: 13th Annual Fulbright & Humphrey Alumni Conference*. Islamabad.
- **Masood, A.** (2015). "Restrictions, Taboos, and Purity Rituals in Islamic Texts." *Annual Conference, American Academy of Religion (Western Region)*, Santa Clara University, Santa Clara.
- **Masood, A.** (2009). "Virtual Doctor." *Big ideas Competition*, Center for Information Technology Research in Interest of Society (CITRIS), University of California, Berkeley.

Popular Press

Masood, A. (2017). "Women doctors don't choose to leave work, they are forced out". *Dawn*. November 27. <https://www.dawn.com/news/1373203/women-doctors-dont-choose-to-leave-work-they-are-forced-out-of-their-careers>

Masood, A. (2017). "The Doctor Brides of Pakistan: Fact or myth." *Dawn*. October 16. <https://www.dawn.com/news/1364186/the-doctor-brides-of-pakistan-fact-or-myth>

AWARDS, GRANTS, FELLOWSHIPS & HONORS

2020	Nominee, Rosabeth Moss Kanter International Award for Research Excellence in Work and Family, Center for Families, Purdue University
2020	Rosemary O’Leary Prize for Research in Public Administration, International Research Society for Public Management.
2017	Best Paper Award, Social Enterprise Development Center. Lahore. University of Management Sciences, Lahore. \$1000
2016	The Wenner-Gren Foundation Doctoral Dissertation Fieldwork Grant. \$3200
2016	Philip Thomson Mason Award for Doctoral Students in Anthropology. \$300
2016	GPSA Graduate Research Grant. Arizona State University. \$2000
2015	American Institute of Pakistan Studies. Summer research grant, \$3000
2015	United States Education Foundation Pakistan Research Grant. \$7890
2015	College of Liberal Arts and Sciences Graduate Excellence Award. \$200
2013-17	Fulbright Scholarship for PhD studies in United States.
2009	Finalist, Big Ideas Competition (IT for Society), (Project: Virtual Doctor), University of California, Berkeley.
2003	Second position, Biochemistry, King Edward Medical College, Lahore.
2001-5	Quaid-e-Azam scholarship for outstanding students in medical education
2002	Presidential Award for outstanding students of Pakistan (Rs. 200,000)

TEACHING

Health systems Management (Masters)	Spring 2021
Organizational behavior (Undergraduate)	Fall 2020
Principles of Management (Undergraduate)	Fall 2019
Philosophy of Administrative Sciences (PhD)	Fall 2018
Logic and Critical Thinking (Undergraduate)	Spring 2018, 2019, 2020, 2021

EXECUTIVE TRAINING

- Instructor, 4-day Monitoring & Evaluation Training for Civil Servants of Khyber Pakhtunkhwa, Social Enterprise Development Center, Lahore University of Management Sciences, July 2019.
 - Developing Objectively Verifiable Indicators in the Real World
 - Designing Qualitative Evaluation Strategies for Projects and Programs
 - Evaluating for Gender and Equality

- Instructor, 4-day Monitoring & Evaluation Training for Civil Servants of Federally Administered Tribal Areas, Social Enterprise Development Center, Lahore University of Management Sciences, March 2019.
 - Designing Quantitative Evaluation Strategies for Projects & Programs,
 - Designing Qualitative Evaluation Strategies for Projects & Programs,
 - Evaluation: Seeing the Bigger Picture and Telling Your Story.

STUDENT SUPERVISION

Doctoral Dissertation Committees

- Shoaib Amjad Hussain, Suleman Dawood School of Business
Title: *Abusive leadership: A social ecological framework for its antecedents and consequences.*
- Fareed ud Din Farooq Qureshi, Suleman Dawood School of Business
Title: *Masculinity in Workplaces.*

Graduate Supervision (MBA experiential learning projects conducted in collaboration with industrial partners)

- Hamza Abul Rab, Ammar Mujeeb, Ahmed Munir, Ahmad Yar. Pricing and costing for Private Medical Teaching Institutions, in collaboration with Central Park Medical College, Lahore.
- Muhammad Shayan, Junaid Mahmood, Aafia Iftikhar Cheema. *Increasing the impact of Mobile Health Units*, in collaboration with Shalamar Hospital, Lahore
- Masooma Qaiser, Ali Ahmed Saleem, Maarej Khan, Muhammad Usama Anwar. *Costing and Competitive pricing strategy for Market penetration*, in collaboration with Evercare Hospital, Lahore.
- Abdul Rehman Hasaham, Hassan Ali, Laeeq Mateen, Muhammad Naveed. *Increasing utilization of telemedicine services*, in collaboration with Evercare Hospital, Lahore.
- Arsalan Akhtar, Muhammad Noor ul Aleem Hasan, Hamza Hafeez, Murtaza Haider Jafri. *Increasing Home sampling usage*, in collaboration with Chughtai Lab.
- Samrah Ijaz, Abdul Samad, Ruqia Waqar, Ali Shehzad, Ibrahim Yousaf Petiwala. *Creating an online platform vs. partnering with an existing service for telemedicine*, in collaboration with Chughtai Lab.

Undergraduate Supervision

- Mahnoor Ali Naqvi. *Political Activism in Young Doctors' Association*, Spring 2010-20
- Hamza Saleh Lateef, Mahnoor Mellu. *Work Experiences of Women in Sales Force*. Fall 2019-20
- Saba Rana. *Social Media Use in High School*. Fall 2019-20

- Ana Sohail, Osama Bukhari, Tasarun Munir Chaudry. *Work Experiences of Women in Sales Force*. Fall 2019-20
- Eeruj Hussain. *Social Networks of Highschool students*. Fall 2109-20
- Minahil Khawaja *Decision Making of women in a household: with reference to earnings, education, and fertility*. Spring 2018-19
- Malaika Riaz. *Workplace experiences of nursing staff*. Spring 2018-19
- Anusheh Attique, Armeen Ruhail Khan, Elisha Hussian, Muhammad Omar Rahman, Syed Aun Haider Rizvi, *Private Education in Pakistan*. Fall 2018-19
- Asad Ullah Khan, Noor Azhar, Sikandar Mehmood Khan. *Documenting Administrative Burdens in Private Hospitals of Lahore*. Spring 2019-19

EDITORIAL SERVICE

Reviewer:

Journal for Public Administration Research and Theory
 Management Learning
 Administration and Society
 Organization
 American Sociological Review
 Sex Roles
 Economic Modelling
 Asian Journal of Management Cases
 Case Research Center, LUMS

ACADEMIC, DEPARTMENT & UNIVERSITY SERVICE

- Panelist, *Decolonizing Business Education*, Keynote session, GSBN Beyond. 2020.
- Moderator, *Its Everyone's Business, Period. Health, Hygiene and Menstrual Taboo*. Center for Business and Society, Lahore University of Management Sciences. April 2019.
- Panelist, *Wicked Problem in Healthcare: Seeing the Big Picture*. Panel discussion with policy makers. Suleman Dawood School of Business, Lahore University of Management Sciences. February 2020.
- Co-Chair, *International Conference on Gender Work and Society*, Lahore University of Management Sciences, 2020.
- Convenor, *International Conference on Gender Work and Society*, Lahore University of Management Sciences, 2018-19.
- Member, Sexual Harassment Inquiry Committee, 2020 to present.
- Member, Faculty Team Reviewing Curriculum of Civil Services Academy, Lahore.
- Member, Social Entrepreneurship Development Center, 2018-2019
- Member, Center for Business & Society Committee, 2019 to present.
- Member, Disciplinary Committee, 2019-2020
- Member, Research and Teaching Committee, 2018-2019
- Public Management Faculty Advisor, Suleman Dawood School of Business, 2018-current
- Panel Chair, 2nd International Conference on Gender, Work and Society, Social Enterprise Development Center, LUMS, 2019.

- Panel Chair, 1st International Conference on Gender, Work and Society, Social Enterprise Development Center, LUMS, 2018.
- Panel Chair, International Conference on Creating Inclusive Organizational & Public Spaces, Lahore University of Management Sciences, 2018.
- Co-Instructor, Session on Policy Brief Writing, Social Enterprise Development Center, LUMS, 2018.

MEMBERSHIPS & ASSOCIATIONS

- Member, International Critical Management Studies Association
- Member, International Research Society for Public Management.
- Member, National Association of Fulbright Alumni, Pakistan.

SOFTWARE SKILLS

R (Social Network Analysis; Statistical Analysis); MAXQDA (Qualitative Data Analysis)

LANGUAGES (in addition to English)

- Urdu: Speaking (Native), Reading (Native), Writing (Native)
- Punjabi: Speaking (Native), Reading (Native), Writing (Native)