



Name: Professor Alay Ahmad, PhD; Postdoctorate;
Phone 0092-91-57 00 819 (HOME), 0092-91-5845542-Ext Alay Ahmad

PERSONAL

Full name: ALAY AHMAD
Father's name: ALI AHMAD
Mother's name: ZAHEER FATIMA
Gender: Male
Monthly salary; PAK Rs.70, 000/ per month
Present Designation; Professor and Dean
Head, Department of Applied Psychology and Mass Communication
Preston University Kohat-Peshawar

Marital status: Married
Name of wife: ASMA AHMAD
Religion: Islam
Dependent: One (wife)
Nationality: Pakistani
Date of Birth: 06th April 1938
Email: kuju7@yahoo.com
Phone (Home) 0092-91-57 00 819
University #0092-91-5845540-2 extension Prof Alay Ahmad
Cell#0092-91-03239119189

Work History:

Present Employment

Acting Vice Chancellor
Preston University Peshawar campus
Peshawar
9th August 2008 to 20th August 2008
25th May 2009 to 26th May 2009
22 June 2009 to 23 June 2009
26th, 27th June 2009

Dean
Faculty of Social Sciences
Preston University Kohat-Peshawar campuses
Jan 2004 to Jan 2011

Professor and Head
Of Applied Psychology And
Mass Communications Department
And PhD & MPhil Programme Coordinator
Dec 2002 Onwards

Professor and
Founding Head of Applied Psychology and
Mass Communication Department
Preston University USA Peshawar campus
14 December 1998
to December 2002

Visiting Professor of Research Methodology
MPhil and PhD
Frontier Women University Peshawar
Nov 2008 to June 2009

Member
Board of Studies and Academic Council
Preston University Kohat-Peshawar campuses
Jan 2007 -2010

Convener
Board of Studies, Faculty of Social Sciences
Preston University, Peshawar Campus
July 2003 onwards

Member
Board of Studies in Psychology, University of Peshawar
3 March 2004 to 3 March 2008

Convener
Intermediate and Secondary Education Peshawar over Five years

Higher Education Commission (HEC) 2004 Onwards
Registered Approved PhD Supervisor

Member, Graduate Studies in Psychology
University of Peshawar

February 2007 to Feb 2009

Previous Employment

Visiting Professor of Psychology
Department of Psychology Jan 28, 2007 to June 2007
University of Peshawar
(Theories of Personality)

Visiting Professor of Psychology, Dept of Psychology Dec 2001 to June 2004
University of Peshawar
(Research Methodology, Social Psychology,
Experimental Work)

Visiting Professor of Educational Psychology 29 January 2004 to June 2004
Qurtaba University, Peshawar May 2005 –August 2006
May 2005-August 2005

Professor of Social Psychology June 2004 to Sep 2004
And Mass Communication
Allama I Open University, Peshawar campus
Also First Tutor of A I Open University Peshawar One Year

Professor of Psychology Oct-1993 to Jun-1998
Department of Psychology University of Peshawar

Chairman, Psychology Department Jun-1992 to Jun-1995
University of Peshawar

Chairman, Psychology Dept Jun-1985 to Jun-1989
University of Peshawar, Pakistan

Visiting Professor of Communication 1982 (one semester)
National University of Somalia

Ag. Chairman, Psychology Dept September -1980 to November -1981
University of Peshawar, Pakistan

Associate Professor of Psychology Sep-1980 to Oct-1993
Department of Psychology
University of Peshawar, Pakistan

Assistant Professor of Psychology Sep-1970 to Sep-1980
Department of Psychology
University of Peshawar, Pakistan

Lecturer of Psychology 1966-1970
University of Peshawar, Pakistan Jan 1966 to Sep 1970

In charge, Mass Communication Division and Laboratory 1980 to 1998
Department of Psychology, University of Peshawar

Temporary appointments: Lecturer at Rawalpindi, Kasur in 1961, 1963; 65
(Appointments with gap). Taught undergraduate classes
Psychology, Practicals at Introductory & Secondary levels

Professional Milestones

Course Auditor, University of North Carolina, Chapel Hill, USA
Courses Audited (1988 - 1989)

Advanced Theories of Communication
Advanced Research Methods
Advanced Seminars (TV, Social Learning & Violence)

Theses Supervisor, University of Peshawar, Pakistan

Levels Supervised

05 (Five) PhDs

Ten (10) MPhils

Over two- dozen MScs Theses

Following Courses Taught:

Professor, University of Peshawar, Pakistan

Courses Taught

Level Taught

Educational Psychology

BA(Hons) 1966-1967

Social Psychology

PhD; MPhil, MSc 1966-1998

Research Methodology

PhD; MPhil, MSc 1985-1997- 2002 to 2004

Industrial Psycho & Human Engineering /

Organizational Psychology/Behavior MSc 1966-1978

Developmental Psychology MSc 2001

Statistics MSc 1964-1970

Experimental Psychology MSc 1985-1986

Experimental Laboratory Work PhD; Phil; MSc 1966-1999, 2002 to date

Comparative Psychology MSc Over Ten years

Mass Communication PhD; MPhil 1980 - 1998

Mass Media & Communication MA; MSc 1966 - 1998

As Visiting Professor, University of Peshawar

Courses Taught

Research Methodology Home Economics /MA/MSc 1996-1997

Organizational Behavior MCom 1997-1998

Research Methodology MCom Two years

Social Psychology MA Sociology 6 Years

National Character MA Area Study Center 6 Years

As Visiting Professor, National Institute of Psychology, QA Univ Islamabad

Delivered lectures to PhD & MPhil scholars & Psychology Dept Govt. College Lahore University

As Professor, Preston University, Peshawar

MSc Applied Psychology:

Educational Psychology (Four Semesters)

Organizational Behavior (at EMBA, MB, BBA, & MSc over sixty semesters)

Social Psychology (at MSc levels over four semesters)

Experimental Psychology (Two semesters)

Introductory Psychology (Over Sixty semesters at MA/ BBA levels)

Clinical Psychology (Two semesters)

Abnormal Psychology (Two semesters)

Developmental Psychology (Two semesters)

Counseling and Guidance (Three semesters)

Mass Communication from 2001 to 2008

(*History of Communication, Research Methodology,*

Theories of Communication, Telecommunication,
Communication, Culture and Society, Media Effects)

Report Writing)

Mass Media Research,

Non-Verbal Communication,

Report Writing)

Communication in Management (MBA)

Communication; advertisements (BBA)

Business Communication (BBA)
Sociology (over 20 semesters at BBA level)
Consumer Behavior (over 2 semesters BBA level)
Business Research Methodology (over 4 semesters at MBA level)

Education:

1988-1989 Postdoctoral Fellows (Mass Communication)
Research Center of Journalism & Mass Communications
University of North Carolina, Chapel Hill, USA

1974- 1979 PhD
Psychology
(Course work: Seminars, Experimental / Field Work / Written and Oral Examinations
in addition to Public Defense)
University of Peshawar, Pakistan
External Examiner: Prof Mrs. Ruth Pickford of Glasgow University was one of
of my PhD Dissertation

1957-1959 Master of Arts (MA Psychology)

Aligarh Muslim University India

Subjects studied:

Educational Psychology

Experimental Psychology,

Gen. Psychology

Social Psychology

Industrial & Vocational Psychology

Abnormal Psychology

Research Methods and Psychometrics

Experimental Laboratory Work

Seminars on selected topics, and Visit to Mental Hospital at Agra

1955-1957 Bachelor of Arts (BA)

Aligarh Muslim University India

Subjects studied: Psychology (Gen. Psycho; Educational Psycho; Social Psycho; Experimental Lab
Work; Minor Thesis)

Education;

English Literature, Urdu Literature;

Hindi and Theology

1953-1955 Intermediate

Aligarh Muslim University, India

Subjects studied:

Psychology including practicum,

Education

English Literature

Urdu literature and Hindi

1952-1953 High School Examinations

Aligarh Muslim University India

Subjects studied:

English, Urdu,

Hindi, Geography, History, Drawing, Theology, Civics.

Short Courses Attended

Institute for Research in Social Sciences,
University of North Carolina, Chapel Hill, USA

1989

Topic: Research *Development in the Social Science*

Analysis of Public Opinion Data

Pacific Telecommunications Council & (one full day 1989)
University of Hawaii, USA
(Motivation, Education & Communication)

School of Medicine, Dept. of Psychiatry (about 20 hours 1989)
University of North Carolina, Chapel Hill, USA
On Selected Topics

Workshops Attended

<u>Place</u>	<u>Theme</u>	
Institute of Educational Technology National Council of Educational Research & Training, New Delhi India	Television & Cartoons	1986
University of Peshawar & PCS Academy, Peshawar, Pakistan	Administration, Effective Communication, & Business Communication	1985
WHO & Psychiatry Dept., Medical College, Rawalpindi Pakistan	Mental Health	1990
Computing Skill: Email, Power Point		

Former Member of Scientific Societies:

Fellow, Society for the Advancement of Muslim Psychology
Vice President, Society for the Advancement of Muslim Psychology
Founding Executive Member, Asian Association of Applied Psychology, From 2005

Former Members of the following Scientific Associations:

Afro-Asian Psychological Society
Pakistan Scientific Society
International School of Psychology (UK)
International Council for Distant Education (UK)
Indian Academy of Sciences & Applied Psychological Association (India)
Former Provincial President, Pakistan Psychological Association

Extra-Academic Responsibilities

Chief Editor, Preston Journal of Social Sciences
Editorial Board Member, Gyanodaya, India
Consulting Editor, Pakistan Journal of Social & Clinical Psychology
Vice President, Association of Asian Psychological Association, C/O Dept of
Psychology, Chandigarh University, India (since 2005)
Vice President, Society for the Advancement of Muslim Psychology 1994-date
Member, Board of Studies, Sindh University 1997-1999
Convener, Board of Studies in Psychology, Univ. of Peshawar 1982-85; 1992-95
Member, Board of Studies in Psychology, Univ. of Peshawar 1995-98; 1990-91;
1982-84; 1966-79
Member, Board of Studies in Library Sc., & Information, Univ. of Peshawar 1985-98
Member, Academic Council, Univ. of Peshawar 1992-1998
Member, Senate, University of Peshawar 1992-1998
Former Chief Editor, Pakistan Psychological Studies
Former Associate Editorial Member, School Psychology International (UK)
Editorial Member, Preston University Management Review

Deputy General Secretary, Pakistan Psychological Association 1980
Executive Member, Pakistan Psychological Association 1966-1970
Convener, Board of Studies in Applied Psychology & Mass Communication, Preston

University Peshawar Campus July 2003 to date

Examination Question Papers Setter of Various Pakistani Universities
Conducted Practical Examinations at various Pakistani Universities

Conducted PhD & MPhil Examinations at various Pakistani Universities
Referee of National & Foreign Professional Journals

Scholarships & Awards Received

HEC Fund for PhD Thesis	1979
Hostel Scholarship, Aligarh Muslim University, India	1953-1959
Third Prize on Children's Literature National Book Foundation	2001
Best Teacher Award by Preston University Peshawar campus	2003
Best Teacher Award by Preston University Peshawar campus	2005
Life Achievement by Preston University Peshawar campus	2005
Awards by Pakistan Psychological Association	
Afro – Asian Psychological Association	

Awards by Pakistan Military Academy Kakul, Inter Services Selection Board Kohat

Language Proficiency

	<i>Spoken</i>	<i>Written</i>
English	Excellent	Excellent
Urdu	Excellent	Excellent
Hindi	Good	Poor
Punjabi	Good	xxx
Pushto	Good	XXX

Publications

Over 55 papers published (Please See Attachment)

Conferences

Papers presented at

Australia (Latrobe University, 2 papers 1985)

Bangladesh (Dhaka University, 1967),

Canada (Alberta University, 2 papers 1987)

India (Aligarh: Aligarh Muslim University 1996, 2006

Ahmadabad: Space Application Center, 1985

Andhra Pradesh University, 2007

(In addition to Paper presentation, Key Note Address and Sessional President of
Two sessions)

New Delhi: Jamia Millia University, 2004

Hamdard University Feb 2005

TV NRCT 1986

Venarasi: Vidyapith University Feb 2005

(Also Guest lectures at Depts. of Fine Arts, and Journalism 2005at Vidyapith)

Pakistan (Since 1966)

Saudi Arabia (Presentation of Research Proposal at Jamia Umul Qura 1989

USA (Annenberg School of Communications, Pen, 1979

North Carolina Chapel Hill, 1988

Duke University North Carolina 1989

University of Hawaii & Pacific Telecommunication Council 1985)

Referees

1. Prof R Levine

Dean Faculty of Social Sciences

California State University, FRESNO, USA

Email robertle@csufresno.edu

2. Dr Maher Bano, Professor and Former Chairperson

Department of Psychology, University of Peshawar, Pakistan email banomaher@yahoo.com

Phone 0092-91-57211281

3. Professor Dr Z.A. Ansari (in USA) (My PhD Co-supervisor
Former Chairman Department of Psychology, (and Former Chairman)
International Islamic University, MALAYSIA
And University of Peshawar
Email zafaq@yahoo.com

4. Prof Dr Akbar Husain
Faculty of Education
University Malaya, MALAYSIA
Email akbarhusain6@rediffmail.com

PUBLICATIONS

Two Empirical Papers on Television

Alay Ahmad (2004) Basic Causes of Terrorism, National Seminar on Ethnic Minority and Indian Culture, Dept of Psychology, Jamia Millia Islamia, Delhi, p 3-4

A Ahmad (2005) Stress Management, Sectional Address, International Conference on Stress Management, M.G. University, Venarasi, India

A Ahmad (2007) A Cross Cultural Study of Effects of Spirituality, Exploratory Behaviour and Life Style of Afghani and Pakistani Students , International Conference on Counseling , Andhra Pradesh University

Chapter in Book (in press)

Gilani, U; & Alay Ahmad .Social Psychological Causes of Infertility among Females .In J Mohan (Ed) Applied Psychology, India :Chandigarh

Book: Alay Ahmad & M Bano (June 2004) Television Violence, Terrorism, and Innocent Children Lahore: Institute of Muslim Psychology

Published Papers of Alay Ahmad:

Effects of communicative symbols on language acquisition by mentally retarded children, (4th August 1997). *Proceedings of 2nd Asian Social Psychological Association, Japan: Kyoto University*

Effects of television violence programme on children (4th August 1997) *Proceedings of Abstract, 2nd Asian Psychological Association.*

Effects of televiewing and newspaper reading on perception of social realities: A cultivation model (4th August 1997) *Abstract of 2nd Asian Association of Social Psychological Assoc. and Japanese Group Dynamics, Japan: Kyoto University*

Effects of satellite television on material values (1996) *Proceedings of Conference Handout of South Asian Ministers of Education Organization, Philippines: Regional Center for Educational Technology (SEAMO INNOTECH).*

Educational television (1996) *Proceedings of Conference Handout of South Asia Ministers of Education Organization, Philippines: Regional Center for Educational Technology.*

An effect of achievement motivation on children's learning (1987) *Proceedings of Distance Education by Design-Symposium Papers 87*, Edmonton, Canada: University of Alberta.

Effect of communicative symbols on learning of social studies by children (September 1998) *International Council for Distance Education*, Milton, England: British Open University

Prospects and problems of digital technology in Asia (1985), *Video Proceedings of Annual Conference on Digital World*, and Honolulu, Hawaii: Pacific Telecommunications Council and University of Hawaii

Effects of satellite television on interpersonal communication (1985), *Video Proceedings of Annual Conference on Digital World*, Honolulu, Hawaii: Pacific Telecommunications Council and the University of Hawaii.

Effects of televiewing on radio contents (1982), *Media Asia: An Asian Mass Communication Quarterly*, Singapore: Asian Mass Communication Research and Information Center Vol. 9, No.1

Effects of formal features of television on learning (1985), *Proceedings of Thirteenth World Conference on Distance Education*, Melbourne, Australia: La Trobe University

The effects of televiewing on reading of printed pages and movie-going behavior of Pakistani children (1980) *Annual Studies of Broadcasting*, Tokyo, Japan: NHK Theoretical Research Center, Broadcasting Culture Research Institute, No.16, pp 47-97

Effects of communicative symbols of television violence on children: *Third Conference of Asian Association of Social Psychology*, Taipei (1999)

Publications (National)

Alay Ahmad (and Syeda Faraha) (September 2003) Qualitative Output of Female Unmarried Graduate High Achievement Oriented Versus Low Achievement Oriented, *Peshawar University Teachers' Association Journal (PUTA) Vol.10, PP201-206*

Alay Ahmad (and Farhana; Natasha) (1998) Self-concept of Males and Their Perception About Females of Their Respective Countries. *The Journal Of Psychology*, No. 25, pp1-5

Alay Ahmad (and Syeda Farha) (June 1997) Women's Anxiety: as a function of profession, *J of Education and Research, Peshawar: Faculty of Education, University of Peshawar, Vol.3, No.1 pp131-142*

Reductionism: Prospects and Problems (1997), *Contribution to Muslim Psychology*, Institute of Muslim Psychology (Unpublished)

Policy consideration in communications (April 1994), Sectional Presidential Address, *Proceedings of the 9th International Conference on Role of Psychologists In the New Social Order*, Lahore: Department of Applied Psychology Punjab

University & Department of Psychology, Govt. College (now University)
Pp 15-17

Effect of television and radio teaching on learning of Physics (1990), *Pakistan Education Journal*, Islamabad: The central Bureau of Education, Ministry of Education, Government of Pakistan, Vol. 1 & 11 pp 74-80

Special children: Some issues (Dec 1994) *Proceedings of National Conference on Future of Special Education in Pakistan*, Lahore: Directorate of Special Education Punjab

Effect of achievement motivation on learning of basic science (1991) *Psychology Quarterly*, Lahore: Government College, No. 21, pp 17-23

How to prepare examination question papers (1991) *Examinations system in Pakistan: Problems causes and solution*. Islamabad: Institute of Policy Studies, pp 437-442

Mass communication & organizational psychology, *Sectional Presidential Address (1990), Brochure / Proceedings of First Afro-Asian Psychology Conference*, Lahore

A study of consumers' attitude towards telecommunications revolution in Pakistan, (1988) *Pakistan Psychological Studies*, Vol. 6, Winter pp 1-12,

Application of Islamic norms for prevention of drug abuse (1988) *Pakistan Psychological Studies*, Vol. 6, Winter pp 37-40

Perception: The effects of communication on the formation of national and international stereotypes: *A pilot study (1987) Proceedings of the Sixth Conference of Pakistan Psychological Association*, Islamabad: Pakistan Psychology Association, QA University, 87-91

The effects of formal features of children's television programmes on interpersonal communication (1987) *Proceedings of Sixth Conference of Pakistan Psychological Association*, Islamabad: Pakistan Psychological Association, QA University

Effects of one-sided and two-sided communications on attitude change (April-June 1985), *psychology Quarterly*, No. 13, 99-13

The effect of television programme on English Vocabulary (1984) *Psychology Quarterly*, No. 17, 9-13

Television programmes for children (June 1984) *Pakistan Journal of Psychology*, Karachi: Department of Psychology, University of Karachi, 15, pp 45-48

Mass communications: Prospects and Problems - Presidential Address (1983) *Proceedings of Pakistan Psychological Association*, Dept of Applied Psychology, and pp 32-38

Effect of television on study hours of Pakistani children (1980) *Pakistan Psychological Studies*, Vol. 4, Winter, and PP18-26

Television programme preference of Pakistani children (1979) *Pakistan Psychology Studies*, Vol. 3, summer pp 25-57

The relative effects of financial and non-financial incentives on employee attitude towards work (1979) *Pakistan Psychology Studies*, Vol. 2. Summer pp 43-49

A study of the effects of television on children (Nov 1975) *Proceedings of Second*

Session of Pakistan Psychological Association, pp 92-95

Your future (May -June 1977) *J Afkar-o-Kirdar*, Lahore: Board of Intermediate and Secondary Education (BISE) Vol.1. No. 15, 8-21

Theories of learning (1974) *J Afkar-o-Kirdar*, Lahore, BISE, Vol.1. No. 13, 13-30

Psychological aspects of children play (1971) *J Afkar-o-Kirdar*, Lahore: Board of Intermediate and Secondary Education (BISE) Vol.1. No. 3

Importance of punishment in school discipline (1970) *J Talem-o-tadres*, Lahore: Government of Punjab, Bureau of Education, and Vol.111. No.2. Pp 86-104

Scientific methods of memory training (1970) *J Afkar-o-Kirdar*, Lahore, BISE, Vol.1. No. 2 pp 27-31

Teaching machine (1969) *J Talem-o-tadres*, Lahore: Government of West Pakistan, Bureau of Education, and Vol. 3. No.1. 79-87

Problems and principles of animals' sociology (1968) *J Karwan-e-Science*, Karachi:

Pakistan Council of Scientific & Industrial Research (PCSIR) Vol. V. No. 4 pp 25-33

Psychological notes (1968) *J Karwan-e-Science*, Karachi: PCSIR. vol. No.4

Road accidents: causes and prevention techniques, *Quarterly Jaded science* Karachi: Scientific society of Pakistan, Vol.11. No.2. Pp23-26

Boring TV (April 94) *Diplomatic*, 84-85.

LIST OF ADVANCED LEVEL PUBLICATIONS/ARTICLES OF PROF. DR. ALAY AHMAD

A. FOREIGN (Also see attachment)

The effects of televiewing on the reading of printed pages and movie-going behavior of Pakistani children (1980) *Studies of Broadcasting*, Tokyo, Japan: NHK Theoretical Research Center, Broadcasting Culture Institute, Minatoku, No. 16, pp 47-97

B. NATIONAL

Alay Ahmad (in collaboration with S.A.A. Rizvi) (1993) *Media Violence: Research Project: Psychology Department, Government College Lahore University* pp 22

Alay Ahmad (in collaboration with S Farah) *Job Anxiety in Unmarried Working Women, Peshawar, University Association Journal*, Vol. 7 & 8, PP 21-27

Researches on child development in the Department of Psychology, University of Peshawar (1989) *The Pakistani Child: Educational and Psychology Research*, Islamabad: National Institute of Psychology, Center of Excellence, Quaid-i-Azam University, pp 109-124

REPUTATION OF PROF. DR. ALAY AHMAD

Honorary appointment to the Research Board of Advisors by the Board of Directors, Governing Board of Editors, and Publications Board, The American Biographical Institute, Inc. USA 196-97

Man of the year -1997 by The American Biographical Institute, Inc. USA

Biographical inclusion in the Sixth edition of *Five hundred leaders of Influence*, The American Biographical Institute, Inc.

Presided scientific session of the following conferences:

Sectional president, XXX11 Indian Association of Applied Psychology and Asian Psychology, Aligarh Muslim University, India Feb 1996

Sessional President, first International Conference on Educational Television for Children of the Developing World, Central Institute of Technology, NCERT, New Delhi, India March 1986

Chief Guest of 3 different sessions at Annual Conference of Muslim Psychology, Lahore, 1996.

Bibliographical inclusion in the Encyclopedia, of Psychology American Psychology Association, Oxford Univ Press 2001.pp29-30

Paper on Effect of Organizational Culture on Employee's Attitude & Production, 5th International Conference, Scientific Society of Muslim Psychology, Lahore Feb 2001

Workshop on Research Methodology & How To Write PhD & MPhil Dissertation, Al-Khair University, Lahore, Feb 2001

Resource Person: Topics (Lectures, Workshops, Consultant) at the following organizations:

Background of Mass Communications; TV Films, & newspapers in Pakistan, Dept of Radio, TV & Films, University of North Carolina at Chapel Hill, USA 1989

Effective Communicative Skills, UNESCO, Peshawar & Abbott bad

Nature and Functions of Public Relations Industry, (1996), & Quality Broadcasting (1997), Dept of Psychology, Govt. College Lahore,

Criminology, Report Writing, Theories of Mass Communications, Mass Communications & National Development, Provincial Services Academy, Peshawar

How to conduct experimental studies, Govt. College for Women, Sadler Karachi

UNESCO Peshawar
HEC Project Director, National Workshop of Psychology Teachers

Subject Expert NWFP Public Service Commission, Peshawar
Subject Expert University of Punjab 2001,

Third Award on Children Literature by National Book Foundation June 2001
Live Broadcast: TV & Radio
National Programme

Over 30 short dramas, features written
Over 50 children's short stories written, produced
Participated in academic programmes

Written over 5 academic programmes for Students Magazine Peshawar Radio
At International Level

Participated in Academic TV Programmes at Venarasi, India 2005

Produced, written, & directed paper for conference presentation titled *Story of Air and Fire* presented at International Conference held at NCRT Delhi, India, 1986

Stage Contribution:

Produced, Directed, & Written over 50 educational programmes held at Annual Day, Dept of Psychology, and University of Peshawar

Appendix

Publications: Most Recent Publications

Alay Ahmad, Communication and Stress, Abstract 118, International Seminar on Stress Management, MG K, Vanarasi, India Feb 2005

Alay Ahmad. Basic Causes Of Terrorism, National Seminar On Ethnic Minority, Terrorism, And Indian Culture, Proceedings of the Conference sponsored by Ministry of Social Justice & Empowerment and Department of Science & Technology Government of India held at Department of Psychology, Jamia Islamia University, New Delhi, October 8th October 2004

A Ahmad. Effect Of Children's Incomplete Need. National Seminar On Ethnicity Terrorism, And Indian Culture sponsored by Ministry of Social Justice and Empowerment and Department of Science & Technology, Government of India New Delhi, October 8th – 10th, 2004 pp 41-42

A Ahmad (2004) Sir Syed Ahmad Khan: Psychological Paradigm. New York: *Sir Syed Day Aligarh Magazine 2004*. Total pages 04

A Ahmad (June, 2004) Effect of Television Formal Features on Children's Consumer Behavior. *Science and Technology Review Journal of Pakistan*, Vol. 1, No.2, pp 48-62

A Ahmad, S Gul, and M Bano (March – September, 2004) Relationship of Students' Achievement Motivation with Gender, Religion (Pakistani Muslims and Christians) and their Problems. *Journal of Personality and Clinical Psychology Vo.20*, pp 55-62

S. Faraha and A. Ahmad (June 2004). Effect of Achievement Motivation on Muscular Work. *Science and Technology Review Journal of Pakistan*, Vol .1, No.1 pp3-6

A Ahmad; S Faraha; and M Bano (July 2004) Effect Of Self- Efficacy On Performance Of Female Undergraduate Students: Abstract: 8th International And 39TH National Conference Of The Indian Academy of Applied Psychology on Positive Health and Well being held at Dept of Psychology, M D University, Rohtak, India p 87

Attended Most Recent Conferences

***Paper on Role of Media in Advancement of Science*, paper presented at Workshop on Science Awareness through Media organized by Pakistan Science Foundation 6th September 2006**

Paper presented/conducted One Day Workshop on How To Conduct Experiments and How To Write E4xperimental Report organized by HEC at Department of Psychology, University of Peshawar April 2006

Chairperson of a Scientific Session of ICS 2005 Conference on Stress held at M.G.Kashi Vidyapith, Varanasi, India February 20-25, 2005

Guest Lecture on Communication and Stress, International Conference on Stress and Management held at M.G.Kashi Vidyapith, Varanasi, India, Feb 2005

Guest Lecture on Effects of Television on Children at Dept of Hindi Journalism, MG K V, University Varanasi, India Feb 2005

Guest Lecture on Fine Arts at Dept of Fine Arts, MG KV, Varanasi, India Feb 2005

Guest Lecture on Television Commercial Programme and Spot Messages at Hamdard University, New Delhi, India Feb 26th 2005

Guest Lecture on Cross-Cultural Issues of Mass Media of Communication: India-Pakistan at Dr Zakir Hussain College, New Delhi, and India 7th December 2004

Guest Lecture on Research Methodology of Mass Communication and Television Programme Preference at Jamia Millia Islamia University, New Delhi India 6th December 2004

Conference Grants:

Grant for Conference Participation (Return Travel Grant, Conference Registration Fee, Accommodation, and Conference Material)

*** ICS2005 Conference Registration Fee Waived to Preside a Scientific Session and present lecture (on Communication) at MG Kashi Venarasi India Feb 2005**

*** Pacific Telecommunication Council and University Hawaii, USA (presented two papers and attended workshop on Communication) at PTC, Hawaii 1985**

*** Institute of Muslim Psychology (Sectional President and presented paper in addition to participation in symposium on communication) Lahore, Pakistan 1989**

*** Pakistan Psychological Association (Sectional President and paper presentation at Lahore and, Islamabad**

+ * University of Peshawar (paper presentation at Lahore, Karachi, Pakistan (1995) and Dhaka (1967)

+* Annerg School of Communication, University of Philadelphia, USA, 1979

***+ Pakistan Television Peshawar (presidential address)**

*** Research Center For Communication and Journalism, University of North Carolina at Chapel Hill, USA (to present paper at Duke University, USA. 1989**

*** Fully sponsored *+ with honorarium as well**

Grant to Organize Conference:

University of Peshawar fully sponsored four conferences held at Peshawar University Summer Camp at Bara Gali sponsored local Industry, Peshawar and Pakistan Psychological Association sponsored Seminar on Mass Media held at University of Peshawar

Establishment of Mass Media Lab:

Higher Education Commission, Government of Pakistan, Islamabad fully sponsored First Mass Media Laboratory at Dept of Psychology, Division of Mass Media, and University of Peshawar

Brief CV of Professor Dr Alay Ahmad

Alay Ahmad (born 06.04.1938, Lucknow, India) .He received education from High School (tenth class) to **Masters of Arts (Psychology specialization in Educational Psychology)** also studied **Education** as a **special course in BA** from the Aligarh Muslim University (English medium) immigrated to Pakistan in 1960.He completed **PhD in Psychology** (1975-1979) from University of Peshawar and **Postdoctorate (Mass Communication)** (1988-1989) from **University of North Carolina at Chapel Hill (USA)** Alay Ahmad joined Department of Psychology, University of Peshawar in **Jan 1966** as lecturer and retired as Full Professor in 1998 .He established Division of Mass Communication at the Department .He was awarded Research Fellowship by the University of Peshawar .Also established Department of Applied Psychology & Mass Communication at Preston University Peshawar campus . Prof Alay Ahmad taught **Educational Psychology** and **Mass Communication** besides **supervision of research project** at undergraduate level (one semester) at National University, **Somalia**.

He has been teaching students from Afghanistan, England, and Pakistan .Also addressed Malaysian students who visited Department of Psychology, University of Peshawar.

Prof Alay Ahmad remained **Chairman** (about eleven years), and In charge of Mass Communication (about ten years), Department of Psychology, University of Peshawar. He joined Preston University in **December 1998** .Currently , he is Prof and **Dean** , Faculty of Social Sciences .**Founding Head**, Department of Applied Psychology & Mass Communication .He is also **Founding Chief Editor, Preston Journal of Social Science** as well as former Chief Editor of Pakistan Psychological Studies, University of Peshawar . He is **HEC Registered PhD Supervisor**. He is serving several international journals such as **Gyanodaya** (India), **FWU J OF Social Sciences** (Peshawar), and **PJSCP** (Lahore) .He has published empirical papers in foreign and Pakistani journals besides presentation of papers at **Australia, Bangladesh, Canada, India, Pakistan and the USA.** Also visited **Saudi Arabia**, presided several sessions as well .Dr Alay Ahmad organized national and international conferences at University of Peshawar and Preston University

Admission campaign is highlight of his responsibilities. He himself addresses Information and Orientation Seminars successfully for EMBA, MBA, BBA, IT, Humanities and remaining Faculties .In this regard Dr Alay organized effective team.

In addition , he prepares financial budget of his Faculty of Preston Peshawar campus .He has presented budget of Department of Psychology , University of Peshawar for eleven years .

Professor Alay Ahmad currently **Vice President** of Association of Applied Psychology (c/o Dept of Psychology, Chandigarh University, **India**), **Vice President**, Society for the Advancement of Muslim Psychology (**Lahore**), serving Academic, Research Bodies of Preston University

He is Member of Academic Committees of Preston University and former Convener, Member of Board of Studies in Psychology, University of Peshawar and Sindh.

He is former Deputy General Secretary of Pakistan Psychological Association and Vice President of Asian Association of Applied Psychology (c/o Chandigarh University, India).His contribution is included in **American Psychological Encyclopedia** .He is recipient of **national and international awards, conference and travel grants** .

Dr Alay Ahmad also arranged admissions and scholarships for students and faculty in foreign universities.

He is resource to various universities .**Dr Alay Ahmad has been acting foreign PhD Examiner. He successfully supervised about Six PhDs and Ten MPhils** .

He has also produced television and radio drama. He knows art of interaction with the media persons.

Primarily mission of Prof Alay Ahmad is teaching and research in addition to prepare research oriented upcoming generation. This is reflected in his published papers in national and foreign professional journals. He has organized Information and Orientation Seminars at Preston University and University of Peshawar. He has been involved in Faculty development, modified syllabi, and maintaining excellence in educational culture. His colleagues under his guidance supplied latest books, reference books, journals etc to the students, seminars, and library.

He has been evaluating academic and non academic performance of Faculty and office staff members (at University of Peshawar as well as Preston University).He is convener of Search Committee. Prof Alay Ahmad conducts daily Faculty and Staff Meeting in the morning and Review Meeting is chaired by the Vice Chancellor at the last day of every month.

His wife is BA and domestic lady and son is senior lecturer at a local University.

Dr Alay Ahmad and his family speak, write and understand English language in addition to Urdu. His family is modest and interested in teaching; learning and community based prosocial activities and visiting cities during vacations.

**We are residing at 101, Professors Colony, Peshawar, Pakistan
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