

SADIA FAROOQ, PhD, Gold Medallist

Lecturer | Applied Innovation Educator | Human-Centered Design Researcher | Industry-Engaged Academic
| HEC Approved PhD Supervisor

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PROFESSIONAL PROFILE

Over ten years of teaching experience in higher education, a PhD-qualified and Gold Medallist involved in applied research, curriculum innovation, industry engagement, and interdisciplinary teaching across Australia and Pakistan.

Published more than 30 peer-reviewed publications and supervised PhD, MPhil, and undergraduate researches and projects. Demonstrated capability in curriculum development, industry partnerships, co-creation initiatives, and research translation that generates educational, industry, and community impact.

Currently based in Melbourne, Australia, and engaged in project-based interior design consultancy and vocational education, bringing contemporary industry perspectives into teaching and applied innovation practice

KEY STRENGTHS

- Applied Innovation Education
- Human-Centred Design and Design Thinking
- Studio-Based and Project-Based Learning
- Industry-Engaged and Work-Integrated Learning
- Interdisciplinary Curriculum Design
- Applied Research and Knowledge Translation
- Industry Partnerships and Stakeholder Engagement
- Undergraduate and Postgraduate Teaching
- Student Supervision and Mentoring
- Sustainability and Evidence-Based Design
- Team Leadership and Academic Administration
- Co-Creation and Community Engagement
- Educational Technologies and Digital Design Tools

TEACHING PHILOSOPHY

My teaching philosophy is grounded in student-centred, interdisciplinary, and experiential learning that empowers students to become creative, reflective, and future-ready professionals. I facilitate studio-based and project-based learning experiences that integrate human-centred design, design thinking methodologies, industry-engaged projects, and real-world problem-solving. I believe innovation capability is developed through collaboration, co-creation, and authentic learning experiences that connect academic knowledge with industry and community challenges. My teaching approach emphasises learner agency, technology-enabled education, sustainability, entrepreneurship, and reflective practice to foster innovation, employability, and lifelong learning.

EDUCATION

- **Certificate IV in Training and Assessment (TAE40122)**
Australia 2023
- **Doctor of Philosophy (PhD); Gold Medallist**
Housing, Home Management and Interior Design
University of the Punjab, Pakistan 2015
Specialisation: Human Centred Designed; Lighting; Hospitality Industry
Scholarship: Indigenous 5000 PhD Fellowship Program
Research:
Title: Impact of Variation in Luminant Environment on Patron Turnover Rate in the Restaurants of Lahore, Pakistan.

Successfully designed and delivered an industry-engaged doctoral research project in collaboration with private restaurant stakeholders, involving industry-supported data collection and real-world application of environmental psychology and lighting design.

Industry-supported doctoral research undertaken in partnership with private restaurant organisations applying:

- Human-Centred Design
 - Behavioural Design
 - Environmental Psychology
 - Evidence-Based Design
 - User Experience Research
- **Master of Philosophy (MPhil)**
Housing, Home Management and Interior Design
University of the Punjab, Pakistan 2010
 - **Master of Science (MSc)**
Housing, Home Management and Interior Design
University of the Punjab, Pakistan 2003
 - **Bachelor of Science (BSc)**
Housing, Home Management and Interior Design
University of the Punjab, Pakistan 2001

SCHOLARSHIP AND AWARDS

- Attaullah Gold Medal in Ph.D. Research Award
- Indigenous 5000 Ph.D. Fellowship Program – Batch – VI Higher Education Commission of Pakistan. (HEC)
- M.Sc. Merit Base Scholarship Grant from Govt. of Punjab, Pakistan.

EMPLOYMENT HISTORY

Project-Based Interior Design Consultant and Training Facilitator

AA Studio, Australia | Hybrid | 2024 – Present

Contribute to project-based residential and commercial interior design projects on a hybrid and flexible basis, supporting design development, digital documentation, and training activities within a small practice environment.

Key Responsibilities

- Assist with the preparation of interior design drawings, documentation, and visualisations using Revit, AutoCAD, and SketchUp.
- Contribute to space planning, design development, and client-focused interior solutions across residential and commercial projects.
- Support project teams in preparing design concepts, presentations, and documentation packages.
- Apply human-centred and evidence-based design principles to real-world design projects.
- Collaborate with multidisciplinary team members and contribute to industry-informed design outcomes.
- Facilitate the onboarding and training of new interns and employees in basic design software applications, documentation practices, and office workflows.
- Support knowledge sharing and mentoring activities within the studio environment.
- Contribute to the integration of contemporary digital design tools and professional practice processes.

Key Skills Developed

Project-Based Interior Design Practice
Human-Centred and Evidence-Based Design
Space Planning and Interior Documentation
Mentoring and Training of New Team Members
Australian Industry Exposure and Professional Practice

Selected Contributions

Contributed to residential and commercial interior design projects through design documentation, visualisation, and project support activities.

Supported the induction and upskilling of interns and new employees through informal software training and workplace mentoring.

Maintained current engagement with Australian industry practices, strengthening the integration of professional practice, digital technologies, and industry perspectives into teaching, curriculum development, and applied innovation activities.

Trainer and Assessor

iLearn OZ, Australia | September – December 2023

Delivered competency-based training and learner support within the Australian vocational education sector, contributing to learner-centred and inclusive educational experiences for diverse student cohorts.

Key Responsibilities

- Facilitated classroom and practical learning activities using student-centred and experiential teaching approaches.
- Supported learners from diverse cultural and educational backgrounds through mentoring, feedback, and academic guidance.
- Assisted in assessment, learner engagement, and classroom management activities in accordance with organisational and compliance requirements.
- Applied principles of adult learning differentiated instruction, and inclusive education practices.
- Utilised digital learning resources and educational technologies to support teaching and learning activities.
- Collaborated with colleagues to contribute to positive student experiences and learning outcomes.

Skills Developed

- Australian Vocational Education and Training (VET) practices
- Competency-based education and assessment
- Student engagement and learner support
- Experiential and practice-based learning approaches
- Cross-cultural communication and inclusive teaching practices
- Educational technology and digital learning tools

Lecturer

Department of Interior Design

University of Home Economics May 2019 – August 2022

Key Responsibilities and Contributions

Lecturer + Studio-Based Learning Facilitator + Human-Centred Design Educator + Curriculum Innovator + Higher Degree Research Supervisor + Applied Researcher + Industry-Engaged Academic

Served as an interdisciplinary academic responsible for undergraduate and postgraduate teaching, curriculum development, applied research, and Higher Degree Research supervision within the Department of Interior Design. Designed and facilitated studio-based, project-based, and experiential learning experiences that integrated human-centred design, design thinking, sustainability, environmental psychology, and real-world problem-solving. Contributed to academic leadership, student engagement initiatives, and collaborative learning environments that strengthened innovation capability, professional competencies, and graduate employability.

Learning and Teaching

- Designed and delivered undergraduate and postgraduate courses in Interior Design, Human-Centred Design, Housing, Environmental Design, and Sustainability.
- Facilitated studio-based, project-based, and experiential learning experiences through design projects, research activities, and applied learning initiatives.
- Developed learner-centred teaching approaches that integrated design thinking, problem-solving, and interdisciplinary collaboration.
- Supervised undergraduate, MPhil, and PhD research projects and studio activities.
- Designed and assessed assignments, research projects, presentations, and practical learning activities.

Curriculum Development and Innovation

- Contributed to curriculum review and enhancement initiatives aligned with emerging design practices and educational requirements.
- Integrated sustainability, environmental psychology, evidence-based design, and user-centred approaches into teaching and learning activities.
- Facilitated interdisciplinary and applied learning experiences that strengthened student employability and professional competencies.

Research and Academic Leadership

- Supervised Higher Degree Research (HDR) students and undergraduate research projects.
- Published peer-reviewed research and contributed to research translation and knowledge dissemination activities.

- Facilitated research activities in environmental psychology, interior design, sustainability, and human-centred design.
- Student Experience and Academic Service**
- Provided academic advising, mentoring, and pastoral support to students.
 - Supported student engagement, progression, and completion initiatives.
 - Participated in academic administration, committee activities, and quality assurance processes.

Lecturer

Department of Housing, Home Management and Interior Design

Govt. College of Home Economics, Lahore, Pakistan May 2014 – May 2019

Lecturer + Studio-Based Learning Facilitator + Human-Centred Design Educator + Higher Degree Research Supervisor + Curriculum Innovator + Industry and Community Engagement Lead

Served as an academic responsible for undergraduate and postgraduate teaching, curriculum innovation, applied research, and supervision of Higher Degree Research students within an interdisciplinary Interior Design environment. Designed and facilitated studio-based, project-based, and experiential learning experiences integrating design thinking, human-centred design, sustainability, and industry-engaged projects to strengthen innovation capability and graduate employability.

Delivered undergraduate and postgraduate teaching, research supervision, curriculum development, and academic service across Interior Design, Housing, Home Management, Sustainability, and Environmental Design within an interdisciplinary higher education environment.

Key Responsibilities and Contributions

Learning and Teaching

- Designed and delivered undergraduate and postgraduate courses in Interior Design, Housing, Home Management, Environmental Design, and Sustainability.
- Facilitated studio-based, project-based, and experiential learning experiences through design projects, practical activities, and research-led teaching.
- Applied learner-centred, interdisciplinary, and problem-based pedagogical approaches to promote critical thinking, creativity, and professional competencies.
- Designed and assessed assignments, presentations, research projects, and practical studio activities in accordance with university policies and academic quality standards.
- Integrated principles of human-centred design, environmental psychology, sustainability, and evidence-based design into teaching and learning activities.
- Supervised undergraduate, MPhil, and project-based student work, supporting students in developing research capabilities and practical design solutions.

Curriculum Development and Academic Innovation

- Contributed to curriculum review, programme enhancement, and continuous improvement initiatives across undergraduate and postgraduate offerings.
- Developed innovative learning experiences that integrated design thinking, research-led teaching, and interdisciplinary collaboration.
- Contributed to the development of practical, studio-based, and community-engaged learning activities aligned with contemporary industry and societal needs.

Research and Higher Degree Supervision

- Conducted applied research in Interior Design, environmental psychology, lighting environments, sustainability, and built environments.
- Published peer-reviewed research papers and contributed to knowledge dissemination activities through conferences and academic publications.
- Supervised MPhil and undergraduate research projects involving lighting design, sustainability, landscape design, customer experience, environmental behaviour, and evidence-based design.
- Facilitated research translation by applying research findings to practical recommendations for educational, community, and industry contexts.

Industry and Community Engagement

- Facilitated industry-sponsored and community-based design projects through collaboration with design firms, suppliers, and community stakeholders.
- Supervised real-world student projects involving furniture renovation, landscape restoration, seminar room redesign, and environmental improvement initiatives.

- Fostered partnerships that enabled project-based, challenge-based, and experiential learning experiences for students.

Academic Service and Leadership

- Provided academic advising, mentoring, and pastoral support to undergraduate and postgraduate students.
- Participated in departmental committees, academic administration, programme coordination, and quality assurance activities.
- Collaborated with colleagues and institutional stakeholders to support student engagement, progression, and academic success.
- Contributed to the development of a collaborative, interdisciplinary, and student-centred learning environment.

Lecturer and Head of Department

Department of Home Economics

Govt. ID Janjua College for Women, Pakistan May 2012 – May 2014

Lecturer + Head of Department + Program Coordinator + Laboratory Manager + Student Support Leader + Interdisciplinary Educator

Served as the sole academic staff member and Head of Department, responsible for delivering teaching across all year levels (1st to 4th Year), managing departmental operations, coordinating practical laboratories, and providing academic and administrative leadership for the Department of Home Economics.

Key Responsibilities and Contributions

Learning and Teaching

- Designed and delivered undergraduate teaching across multiple disciplines within Home Economics.
- Delivered theoretical, practical, laboratory, and studio-based learning experiences for students from First Year to Fourth Year.
- Facilitated interdisciplinary and learner-centred teaching approaches integrating practical applications, creativity, and problem-solving.
- Designed, assessed, and evaluated assignments, practical activities, projects, presentations, and examinations in accordance with institutional policies and academic requirements.
- Supported student learning, progression, and engagement through mentoring, academic advising, and practical supervision.

Academic Leadership and Department Management

- Served as Head of Department and provided leadership for all academic and operational activities of the Department of Home Economics.
- Managed curriculum delivery, class scheduling, teaching timetables, and practical laboratory arrangements.
- Coordinated departmental planning and resource allocation to ensure effective teaching and learning environments.
- Advised institutional leadership regarding departmental requirements, facilities, equipment procurement, and laboratory development.
- Planned and managed co-curricular and educational activities to enhance student participation and engagement.

Laboratory and Resource Management

- Managed laboratories, equipment, teaching materials, and practical resources across Clothing and Textiles, Food and Nutrition, Interior Design, and Home Management disciplines.
- Oversaw maintenance, inventory management, procurement requirements, and effective utilisation of departmental resources.
- Ensured safe, organised, and effective learning environments for practical and laboratory-based teaching activities.

Student Engagement and Academic Service

- Provided pastoral care, mentoring, and academic support to students across all year levels.
- Facilitated practical classes, workshops, and experiential learning activities to strengthen students' professional and practical competencies.
- Promoted student participation through educational events, exhibitions, and departmental activities.

Leadership Competencies Demonstrated

Academic Leadership; Interdisciplinary Teaching; Curriculum Coordination; Laboratory and Resource Management; Student Engagement and Support; Experiential and Practical Learning; Team and Operational Management; Problem-Solving and Decision-Making; Stakeholder Communication; Independent Leadership and Initiative

VISITING ACADEMIC APPOINTMENTS

Visiting Faculty

Department of Product and Industrial Design

University of Engineering and Technology (UET), Pakistan 2018 – 2019

Visiting Lecturer + Interdisciplinary Design Educator + Postgraduate Instructor

Delivered teaching within BS in Product and Industrial Design, facilitating interdisciplinary learning experiences that integrated Interior Design principles, colour and lighting applications, environmental considerations, and design-led problem-solving approaches.

Subjects Taught: Interior Design (BS Final Year)

Visiting Faculty (MPhil/PhD Programs)

College of Home Economics, Pakistan 2016 – 2019

Visiting Postgraduate Lecturer + Research-Based Educator + Interdisciplinary Teaching Specialist

Delivered postgraduate teaching within MPhil and PhD programs, facilitating advanced learning in environmental management, human-centred design, and environmental psychology. Designed and delivered research-informed teaching experiences that integrated sustainability, evidence-based design, and interdisciplinary perspectives to support higher degree research capability and critical inquiry.

Subjects Taught: Role of Colour and Light (MPhil/PhD); Population and Environmental Management (MPhil)

INDUSTRY PARTNERSHIPS, APPLIED INNOVATION AND CO-CREATION PROJECTS

1. Industry-Supported Applied Research

- ***Industry-Supported Doctoral Research Project***

PhD Research Project: Impact of Variation in Luminant Environment on Patron Turnover Rate in Restaurants

Conducted an industry-supported and practice-based doctoral research project examining the impact of luminant environments on customer behavior, dining experiences, and patron turnover in restaurants. The study was undertaken in partnership with privately owned restaurant organisations that provided financial and operational support for field research activities. The project applied principles of environmental psychology, human-centered design, and evidence-based design research to investigate how lighting environments influence customer perceptions, emotions, satisfaction, and behavioural responses within hospitality settings. Translated research findings into practical recommendations for hospitality stakeholders and evidence-based design decision-making.

The project applied principles of: Environmental Psychology; Human-Centred Design; Evidence-Based Design Research; User Experience Research; Behavioural Design

The research investigated how lighting environments influence: Customer perceptions; Emotions and satisfaction; Behavioural responses; User experiences; Patron retention and decision-making within hospitality settings.

- ***Industry-Sponsored Student Innovation Projects***

Developed and supervised industry-engaged and industry-sponsored student design projects in collaboration with interior design firms, suppliers, and local businesses, including support from organisations such as Berger Paints Limited and other interior design partners.

These collaborations provided sponsorship, materials, technical guidance, and stakeholder feedback to facilitate:

Project-Based Learning; Studio-Based Learning; Experiential Learning; Challenge-Based Learning; Human-Centred Design

Projects included:

- Furniture Renovation Projects, University of Home Economics (2018–Present)
- Landscape Design Projects, College of Home Economics (2018–2019)
- Restoration of Landscape Areas, College of Home Economics (2017–2018)
- Seminar Room Renovation and Interior Upgrading Projects, College of Home Economics (2016–2018)
- Lighting Design Projects, MPhil Research Supervision (2016–2018)

These projects strengthened students' employability, innovation capabilities, stakeholder engagement, and professional competencies.

2. Industry Partnerships and Co-Creation Initiatives

Established and maintained collaborative partnerships with interior design firms, suppliers, community organisations, and industry stakeholders to facilitate authentic learning experiences and applied innovation activities.

Key activities included:

Co-design workshops; Stakeholder consultations; Industry mentoring and feedback sessions; Project sponsorship and in-kind industry support; Industry-engaged student projects; Knowledge exchange activities; Real-world design briefs; Community-based innovation initiatives

Achievements included:

- Facilitated industry-sponsored interior design and sustainability projects through partnerships with design firms and suppliers.
- Supervised student projects involving real-world briefs, stakeholder consultation, and in-kind industry support.
- Established collaborations that enabled students to engage in challenge-based learning, co-creation activities, and industry-engaged problem solving.
- Translated industry needs into authentic learning experiences that strengthened students' employability and innovation capabilities.

Organisations Involved:

Levanza Interiors – Interior Projects and Space Planning
KASWA Design Services – Proposal Development and Design Advisory
CASA HAMZA – Interior Design Project Implementation
The Environ Monitor – Environmental Hazards and Sustainability
Workshops with SOS Village Mothers
Industry-Based Student Projects
Community Design Projects

3. Community and Industry Co-Creation Initiatives

SOS Children's Village, Lahore, 2016–2020

- Facilitated real-world design projects involving industry stakeholders, community organisations, and students to address practical design and sustainability challenges.
- Designed and facilitated annual workshops for mothers of SOS Children's Village focused on improving residential interiors and home environments.

Activities included:

Human-centred and user-centred design approaches
Interior improvement strategies
Space planning and organisation
Community capacity building
Design education and knowledge translation
Participatory learning and co-design activities
Community engagement and social innovation initiatives
These initiatives demonstrate a commitment to translating academic knowledge into practical societal impact.

4. Interdisciplinary Research and Industry Collaboration

- Co-authored research publications, and design-related scholarly outputs in collaboration with industry practitioners, strengthening the integration of academic research and professional design practice.
- Engaged in knowledge exchange activities linking research, interior design practice, and evidence-based approaches to the built environment.

5. Applied Research Supervision and Knowledge Translation

Translated research findings into practical recommendations for industry stakeholders, enhancing evidence-based design decision-making and user-centred outcomes.

PhD Research Supervision

- Green Living Wall – Sustainable and biophilic design strategies.
- Smart Window Blinds – User-centred and responsive interior environments.
- Critical Thinking, Emotional Regulation and Parental Bonding as Determinants of Identity Formation among Adolescents – Interdisciplinary behavioural research.

MPhil Research Supervision

- Lighting Design of Arfa Kareem Tower – Environmental psychology and evidence-based lighting design.
- Green and Conventional Building Materials in Pakistan – Sustainability and material innovation.
- Design Elements and User Satisfaction in Institutional Libraries – User experience and human-centred design.
- Impact of Natural Light on Students' Scores and Alertness – Behavioural responses and learning environments.

- Space Planning of Supermarket Stores and Customer Experience – Environmental psychology and customer experience design.
- Sustainability of Retrofitted Green Roofs in Urban Areas – Sustainable design and environmental performance.

Undergraduate Research and Studio Supervision

Landscape Design; Botanical Gardens; Public Park Design; Heritage and Architectural Analysis; Home Appliance Studies; Mosque Architecture; Environmental Behaviour Research; Visitor Experience Studies; Aesthetic Evaluation of Public Spaces

ACADEMIC LEADERSHIP ROLES

Assistant Coordinator MPhil/PhD Program; Member Board of Studies; Member Selection Board; Member Postgraduate; Research Committee; External Examiner; Head Examiner; Research Program Coordination Committee Member; Admission; Committee Member; College Council Member; Focal Person Planning and Development; Website Organiser; Parent Teacher; Meeting In-Charge; Course Instructor; Superintendent; Mobile Inspector

DIGITAL SKILLS

Revit; AutoCAD; SketchUp; MS Office; Canva; Learning Management Systems; Microsoft Teams; Moodle

CURRICULUM DESIGN AND PROGRAM DEVELOPMENT

- BS Interior Design Four-Year Degree Program
- MS Interior Design Courses
- MPhil Curriculum Development
- Landscape Diploma Program
- Smart Syllabus During COVID
- Home Economics Curriculum Development

BOOKS AND MANUAL

- Manual for Interior Space Planning
- Home Management for BS Part I
- Home Management for BS Part II
- Home Economics for PPSC Lecturers and SSS

SUBJECTS TAUGHT

Interior Design | Human-Centred Design | Interior Space Planning | Environmental Design | Housing and Home Management | Role of Colour and Light | Landscape Design | Environmental Management | Population and Environmental Management | Research Methodology | Ergonomics | History of Interior Architecture and Civilisations | Ethnography and Design | Fundamentals of Architecture and Interior Design | Principles of Management

PROFESSIONAL MEMBERSHIPS

Post Graduate Research Committee | Board of Advance Studies | College Council | The Environ Monitor | KASWA Design Services

PROFESSIONAL DEVELOPMENT CERTIFICATION

Emotional Intelligence | Project Management | Effective Office Management | Faculty Orientation Program | Digital Information Literacy | Qualitative Research Design | Getting Published in International Journals | Landscape and Floriculture Design

LANGUAGES

English; Urdu; Punjabi

JOURNAL EDITORIAL AND REVIEW EXPERIENCE

- Journal of Industrial Textiles <https://journals.sagepub.com/home/jit>
- Journal of Independent Studies and Research-Management, Social Sciences and Economics, ISSN: 1998-4162, www.jisr.szabist.edu.pk
- Journal of Pure and Applied Biology, ISSN2304-2478, www.thepab.org/

- Journal of Advanced Research in Construction & Urban Architecture (ISSN: 2456-9925) <http://adrjournalshouse.com/index.php/construction-urban-architecture/about/editorialTeam>
- Journal of Arts and Social sciences LCWU <https://jass.pk/about.php>
- Journal of Art, Architecture and Built Environment UMT <https://journals.umat.edu.pk/index.php/JAABE>
- Science International, Lahore ISSN 1013-5316 Impact Factor = 1.852 (2021) <http://www.sci-int.com/>
- Journal of Engineering & Applied Sciences 35 Oxford Road, Burnley, Lancashire BB11 3BB United Kingdom <http://manuscripthandler.com/researcherslinks/Journal-of-Engineering-and-Applied-Sciences/>

RESEARCH PUBLICATIONS & CONFERENCES

PEER REVIEWED PUBLICATIONS

1. Dr. Sadia Farooq¹ Dr. Mohammad Arif Kamal², Amna Khalid Qureshi³, Farhana Naz⁴, Maha Tariq⁴. Recycling of Waste Polyethylene Terephthalate (PET) into Insulating Wall Panels for Building Industry. Civil Engineering and Architecture 10(5): 2128-2133, 2022 <http://www.hrpub.org> DOI: 10.13189/cea.2022.100531
2. Dr. Sadia Farooq¹ Dr. Mohammad Arif Kamal² "Impact of Sculptures as Landscape Design Element: Case of Greater Iqbal Park at Lahore, Pakistan" Architecture and Engineering Journal ISSN: 2500-0055 Volume: 6, Issue :4 (2021) , Page 14-23 <https://aej.spbgasu.ru/index.php/AE/index>
3. Sadia Farooq¹. Syed Gohar Abbas² Luminant Environment in Relation To Energy, Cost And Customer Efficiency In Upscale Restaurant Settings Sarhad Journal of Management Sciences (SJMS) Vol. 7, No 1 (2021) P: 17-25 ISSN 2414-2336 (Print), ISSN 2523-2525 (Online) <http://journal.suit.edu.pk/index.php/sjms/article/view/728/pdf>
4. Amna Khalid¹, Sadia Farooq² Sustainable Viability for Restoration and Adaptive Reuse of Sikh Era Havelis in Lahore, Pakistan Sir Syed University Research Journal of Engineering And Technology Vol 10 No 2 (2020) Page: 26-30 PISSN: 2415-2048 E-ISSN:1997-0641 <http://sirsyeduniversity.edu.pk/ssurj/rj/index.php/ssurj/issue/view/22>
5. Sadia Farooq¹, Mohammad Arif Kamal² "Analysis of Landscape Design and Facilities in National Bank Park at Lahore, Pakistan "Civil Engineering and Architecture, Horizon Research Publishing (HRPUB) 2880 ZANKER RD STE 203 SAN JOSE, CA 95134 USA pp. 386 – 393 ISSN: 2332-1091 (Print) ISSN: 2332-1121 (Online) DOI: 10.13189/cea.2021.090211 https://www.hrpub.org/journals/jour_archive.php?id=48&iid=1846
6. Sadia Farooq¹, Mohammad Arif Kamal "Exploration of Fabric Typology for Interior Furnishings with Reference to Regional Textile Products of Pakistan" Civil Engineering and Architecture, Horizon Research Publishing (HRPUB) 2880 ZANKER RD STE 203 SAN JOSE, CA 95134 USA 2021, 9(1):166-175 ISSN: 2332-1091 (Print) ISSN: 2332-1121 (Online) https://www.hrpub.org/journals/jour_info.php?id=48 DOI: 10.13189/cea.2021.090114
7. Dr Sadia Farooq¹, Caroline A. Sabo² and Salman Azhar³ Plastic Fiber Optics Embedded in Concrete (to study its Light Transmitting Properties) for Sustainable and Economical Buildings by Mehran University Research Journal of Engineering & Technology' Jamshoro-Sindh, Pakistan P-ISSN: 0254-7821, E-ISSN: 2413-7219 <https://publications.muet.edu.pk/index.php/muetri>
8. Sadia Farooq¹ Faiza Zubair² Mohammad Arif Kamal³ "Evaluation of Ventilation System Efficiency with Reference to Ceiling Height in Warm-Humid Climate of Pakistan" Civil

- Engineering and Architecture, Horizon Research Publishing (HRPUB) 2880 ZANKER RD STE 203 SAN JOSE, CA 95134 USA 2020, 8(5): 824-831 ISSN: 2332-1091 (Print) ISSN: 2332-1121 (Online) https://www.hrpublish.org/journals/jour_info.php?id=48 DOI: 10.13189/cea.2020.080509
9. **Sadia Farooq¹**, Faiza Zubair², Mohammad Arif Kamal³ “Analysis of Interior Design of Restaurants with Reference to Ambience and Customer Gratification” Civil Engineering and Architecture Horizon Research Publishing (HRPUB) 2880 ZANKER RD STE 203 SAN JOSE, CA 95134 USA 2020, 8(5): 1019-1027, ISSN: 2332-1091 (Print) ISSN: 2332-1121 (Online) https://www.hrpublish.org/journals/jour_info.php?id=48 DOI: 10.13189/cea.2020.080528
 10. **Sadia Farooq¹**, Mohammad Arif Kamal² “An Investigation into the Adoption of Digital Design Software in the Curriculum of Interior Design” Universal Journal of Educational Research Horizon Research Publishing (HRPUB) 2880 ZANKER RD STE 203 SAN JOSE, CA 95134 USA 2020, 8(11B): 6256-6262 ISSN: 2332-3205 (Print) ISSN: 2332-3213 (Online) https://www.hrpublish.org/journals/jour_archive.php?id=95 DOI: 10.13189/ujer.2020.082264
 11. **Sadia Farooq¹**, Mohammad Arif Kamal² “Analysis of Green Living Walls: Individual Awareness about its Functional Value and Aesthetical Quality” Civil Engineering and Architecture, Horizon Research Publishing (HRPUB) 2880 ZANKER RD STE 203 SAN JOSE, CA 95134 USA 2020, 8(4): 444-449 ISSN: 2332-1091 (Print) ISSN: 2332-1121 (Online) https://www.hrpublish.org/journals/jour_info.php?id=48 DOI: 10.13189/cea.2020.080406
 12. **Sadia Farooq¹**, Aqib Ahmed², Mohammad Arif Kamal³ “Assessment of Lighting Design of Restaurants with Reference to its Aesthetics and Function” Civil Engineering and Architecture, Horizon Research Publishing (HRPUB) 2880 ZANKER RD STE 203 SAN JOSE, CA 95134 USA 8(4): 714-720, 2020 ISSN: 2332-1091 (Print) ISSN: 2332-1121 (Online) https://www.hrpublish.org/journals/jour_info.php?id=48 DOI: 10.13189/cea.2020.080433
 13. **Sadia Farooq^{1*}**, Isma Yaqoob² “ Awareness towards Efficiency of Green and Conventional Building Materials used in Pakistan” Proceedings of the Pakistan Academy of Sciences Pakistan Academy of Sciences 3-Constitution Avenue Sector G-5/2, Islamabad Pakistan (2019) 56 (3): 59-68 ISSN: 0377-2969,0377-2969 <https://www.paspk.org/proceedings/>
 14. **Sadia Ayaz¹**, Tariq Mehmood Ch², Sadia Razaq³, Ashiq Hussain Doger⁴ “Effect of Professional Training on Educational Leadership Styles” Journal of Independent Studies and Research SZABIST, 90 Clifton, Karachi 75600, Pakistan , Online ISSN: 1998-4162 & Print ISSN: 26167476, <http://jisr.szabist.edu.pk/JISR-MSSE/index.aspx>
 15. **Dr. Sadia Ayaz¹**, Dr. Sabahat Alamgir², Muhammad Salar Arif Khan³ “Job Stress and Work Performance of Marketing Professionals” Journal of Independent Studies and Research SZABIST, 90 Clifton, Karachi 75600, Pakistan Jan-June 2017 Volume 15 Number 1 Page 1, Online ISSN: 1998-4162 & Print ISSN: 2616-7476 <http://jisr.szabist.edu.pk/JISR-MSSE/index.aspx>
 16. **Dr. Sadia Farooq** “ Kids' Furniture Market according to Ergonomical and Environmental Design” Journal of Independent Studies and Research SZABIST, 90 Clifton, Karachi 75600, Pakistan Jan June 2016 Volume 14 Number 1 Page 79 Online ISSN: 1998-4162 & Print ISSN: 2616-7476 <http://jisr.szabist.edu.pk/JISR-MSSE/index.aspx>
 17. **Dr. Sadia Farooq** “Psychological impact of landscape principles on human beings: A case study of Safari Villas Park Bahria Town, Lahore, Pakistan Pure and Applied Biology (PAB) Bolan Society for Pure and Applied Biology (BSPAB). September, 2020 9(3): 1820-1830, ISSN: 2304-2478 <https://thepab.org/index.php/journal> <http://dx.doi.org/10.19045/bspab.2020.90194>

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