

DR. FIZZA FARRUKH

Assistant Professor | Principal Investigator, Neuroimaging Research Group

PROFILE STATEMENT

An accomplished researcher and educator specializing in the intersections of Linguistics, Neuroscience, and Artificial Intelligence. Extensive experience leading specialized neuroimaging research tracks, managing interdisciplinary academic programs, and designing contemporary curriculum frame integration using advanced AI-driven pedagogical technologies.

PROFESSIONAL EXPERIENCE

- Assistant Professor** | Air University, Islamabad (June 2021 – Present)
Instruct graduate and undergraduate courses in English Language and Linguistics. Founder and Advisor for the "Air University Writing Lab" Project. Actively serve as Social Media & Website Manager, APA Referencing Evaluator for MS/PhD Programs, and internal thesis examiner.
- Lecturer** | Air University, Islamabad (February 2016 – April 2021)
Administered core undergraduate courses as Program In-charge. Successfully supervised 4 MS Linguistics research tracks and 6 BS final year projects while evaluating multiple postgraduate theses.

EDUCATION & ACADEMIC CREDENTIALS

- PhD in Linguistics (Practices, Language and Technology)** | Air University, Islamabad (2023)
Core Focus Areas: Neurolinguistics, Artificial Intelligence, Machine Learning, Neuroscience, Digital Media, Second Language Acquisition.
- MS in Linguistics and Literature** | Air University, Islamabad (2014)
Graduated with a CGPA of 3.89. Focus on Research Methodology, Critical Discourse Analysis, and Sociolinguistics.

RESEARCH, PUBLICATIONS & ACADEMIC SUPERVISION

- Peer-Reviewed Publications:** Maintained a strong publishing record in high-impact international journals including Elsevier's **Behavioural Brain Research** (Impact: 2.6), **IFAC PapersOnline**, Wiley's **TESOL Journal**, and John-Benjamins' **Journal of Language and Politics**.
- Global Conferences & Panels:** Featured speaker and presenter at prestigious global platforms, including the Chinese Academy of Sciences (Beijing), the University of Birmingham (UK), the University of Arizona (USA), LUMS, and Purdue University (USA). Served as Focal Organizer for the HEC Policy Dialogue on Language.
- Research Supervision & Peer Review:** Successfully supervised 6 MS theses and 9 BS theses covering neuro-correlates of language processing, digital media, and discourse analysis. Peer reviewer for over 50 publications across high-tier platforms, including **IEEE Access**, **PLOS One**, and **Frontiers in Human Neuroscience**.

CORPORATE TRAININGS & CERTIFICATIONS

As a Corporate Trainer (Air University): Delivered advanced faculty sessions on Generative AI Assessment Design, Technology Integration, AI-Based Teaching Skills, and Qualitative Research Methodologies (2024–2025).

Professional Certifications: Scientific Research and Publishing (École Polytechnique, France) | Promoting Research Excellence (Elsevier & HEC) | Qualitative Methods (USAID) | Research Methods (San Jose State University, USA).

HONORS & AWARDS

Recipient of the prestigious **Best University Teacher Award** from Air University • Awarded the **Diversity, Equity and Inclusion (DEI) Travel Award** by the University of Birmingham & SfNIRS, UK • Won multiple first-position merit distinctions from the Chief Minister of Punjab for competitive essay and creative writing tracks.

REFERENCES

Verified academic publications, professional references, and neuroimaging dataset metrics are available upon request.