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Professor, Dr. Masood-Ul-Hassan is a former Chairman, Department of Commerce Bahauddin Zakariya University Multan. Dr. Hassan has been given three *best research paper awards*-one by H.E.C. (2013/14) and two by SMEDA during first-SME-2016 National and second-SME-2017 International conferences. Prof. Dr. Hassan has more than 25 years of *National and International experience major as a Trainer, Teacher, and Researcher at Bahauddin Zakariya University Multan, Istanbul University Turkey, Mohammad Ali Jinnah University Islamabad, State Life Insurance Corporation of Pakistan, Bahrain Training Institute Kingdom of Bahrain*. Recently, Dr. Hassan has completed his indigenous Post-Doctoral fellowship under Punjab H.E.C. fully funded Program in the area of Women Entrepreneurship Education. Besides, Dr. Hassan has a basic Turkish language certificate and has defended a Ph.D. thesis in Turkish Language; he completed his *Ph.D. degree in Business Management & Organization from Istanbul University, Turkey*. Before earning his Ph.D. degree, Dr. Hassan secured his *B.Com, M.B.A. (Finance), L.L.B. and Cost & Management Accountants (C.M.A.) degrees from Pakistan and Associate Chartered Insurer (ACII), Fellow Life Office Management (FLMI) & Associate Customer Service (A.C.S.) degrees from U.K. and U.S.A. respectively*.

Prof. Dr. Hassan is a *Fellow Member of the Institute of Cost and Management Accountants of Pakistan (FCMAP)*. He is an *Associate Member of Chartered Insurance Institute U.K. (ACII) and is a Fellow Member of Life Office Management Association (Life Insurance) U.S.A. (FLMI)*. He is *Associate Member of Customer Service - Life Office Management Association (Life Insurance) U.S.A. (A.C.S.)*.

Prof. Dr. Hassan is the author of *more than 95 publications, including one book chapter* published in international refereed journals and conferences covering contemporary business management issues such as knowledge management, strategic human resource development, corporate governance, interpersonal trust, team learning, service quality, TQM, innovation, organizational culture, entrepreneurial Intentions, women entrepreneurship education, and marketing & learning orientation.

Prof. Dr. Hassan during the years from 2016 to 2019, has joined as a keynote speaker and session chair in different conferences organized by International Islamic University-Islamabad, Islamia University-Bahawalpur, Bahauddin Zakariya University-Multan, Institute of Cost and Management Accountants of Pakistan, and Comsats Institute of Information Technology Vehari.

PUBLICATIONS

BOOK CHAPTER

1	Hassan, M.U., & Iqbal, A. (2017). Entrepreneurial Orientation & Firm Performance link of S.M.E.s in Pakistan: testing the mediating role of SECI model of Knowledge Creation In N. Rauf, N.J. Seth, S.U., Bajwa & A.M. Khan (Eds.), Emerging Dimensions of S.M.E. Focused Research In Pakistan (pp. 17-54). Lahore, Pakistan: SMEDA
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1	Effects of Knowledge Management Environment on Information Behaviors and Information Outcomes: An Empirical Study (PINAR and HASSAN), Journal of Institute of Business Administration, Istanbul University, Year 20, Number 62, February 2009, page 6-29
2	Strategic Role of Human Resource Development (H.R.D.) As Boundary Spanner (HASSAN AND YAQUB), European Journal of Economics, Finance and Administrative Sciences - Issue 19 (2010), page 146-154
3	Antecedents and Consequences of Interpersonal Trust: An Empirical Study (SEMERCİÖZ, HASSAN AND VATANSEVER), Journal of US-China Public Administration, Volume 7, Number 4, April 2010, page 73-85
4	Trust in Personal and Impersonal Forms Its Antecedents and Consequences: A Conceptual Analysis within Organizational Context (HASSAN & SEMERCİÖZ), International Journal of Management & Information Systems, (IJMIS), Volume 14, number 2, second quarter 2010, page 67-83
5	An Empirical Study on the Role of Interpersonal and Institutional Trust in Organizational Innovativeness (SEMERCİÖZ AND HASSAN), International Business Research, Vol. 4, No. 2, 2011, page 125-136
6	Team Learning and Its Impact on Marketing Team Performance: An Empirical Study (HASSAN, AKSEL AND ZELAL), International Business Research, Research, Vol. 4, No. 4, 2011, pp. 124-131
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11	The Relationship between Person Organization Fit, Person-Job-Fit and Turnover Intention in Banking Sector of Pakistan: The Mediating Role of Psychological Climate (HASSAN, AMMARA & BALOCH), International Journal of Human Resource Studies, Vol. 2, Issue 3 (2012), 172-188
12	Inter-Relationship between Profitability, Growth and Size: A case of Non-Financial Companies from Pakistan (Kousar, Bano, Azeem & HASSAN), Pakistan Journal of Commerce and Social Sciences, 2012, Vol 6(2), 405-419
13	Impact of TQM Practices on Firm's Performance of Pakistan's Manufacturing Organizations (HASSAN, MUKHTAR, QURESHI & SHARIF), International Journal of Academic Research in Business and Social Sciences, Vol.2, No.10, October 2012, 232-258
14	Content Analysis of K.S.E. Pakistan – 100 Index Companies' websites: A marketing perspective(HASSAN, ZAHRA, QURESHI, SEERAT & ABBAS) International Journal of Academic Research in Business and Social Sciences, Vol. 2, Issue 9, October 2012, 78-96
15	Relationship between TQM and Organizational Performance: An Empirical Study of Manufacturing Sector of Pakistan (HASSAN, Hassan, Shaukat & Nawaz), Pakistan Journal of Commerce and Social Sciences, Johar Educational Society, Vol.7 NO.1, March 2013, pp. 1-17
16	Effects of Innovation Types on Firm Performance: An Empirical Study on Pakistan's Manufacturing Sector, (HASSAN, Naz, Shaukat & Nawaz), Pakistan Journal of Commerce and Social Sciences Johar Educational Society, Vol.7 No.2, August 2013, pp. 243-262
17	Interrelations between Organizational Culture, Innovation and Employee Performance: Evidence from Banking Sector of Pakistan (HASSAN, Shaukat, Shakeel & Imran), Pakistan Journal Of Social Sciences, Vol. 32, No.2, 2012, pp.339-355
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19	Assessing Entrepreneurial Intentions of University Students: A Comparative Study of Two Different Cultures: Turkey and Pakistani (Koçoğlu & HASSAN), European Journal of Business and Management, Vol.5, No.13, 2013, pp. 243-252

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21	Impact Of Employee Satisfaction On Financial Performance Through Mediating Effect Of Customer satisfaction: A Case Study Of Life Insurance Corporation Of Pakistan (HASSAN, Tabasum and Luqman), Science International Lahore, Vol. 25, No. 4, 2013, 885-891,
22	Impact of Marketing Strategy Creativity on Organizational Performance via Marketing Strategy Implementation Effectiveness: Empirical Evidence from Pakistani Organizations (HASSAN, Sharif, Mukhtar, Qureshi), Middle-East Journal of Scientific Research 16 (2): 264-273, 2013,
23	Measuring Customer Satisfaction And Loyalty Through Service Fairness, Service Quality And Price Fairness Perception: An Empirical Study Of Pakistan Mobile Telecommunication Sector (HASSAN, Hassan, Nawaz and Aksel), Science International Lahore, Vol. 25, No. 4, 2013, pp. 971-980,
24	Impact of H.R. Practices on Employee Satisfaction and Employee Loyalty: An Empirical Study of Government Owned Public Sector Banks of Pakistan (HASSAN, HASSAN, KHAN AND IQBAL), Middle-East Journal of Scientific Research 16 (1): 01-08, 2013,
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31	Inter Relationships Between Learning Orientation, Relationship Orientation and Business Performance: An Empirical Study on Pakistani Banking Sector (HASSAN, MAHMOOD AND NAWAZ) Middle-East Journal of Scientific Research 16 (7): 957-966, 2013,
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52	Managerial implications of rocking the floor by employees Consequences of voice behavior (HASSAN, BATOOL & HASSAN. Business Information Review, 2016. 33(3), 136-144.
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58	The Impact of Investors' Stock Market Awareness on Stock Market Efficiency: A Case Study of Southern Punjab – Pakistan (AKHTAR, KANWAL & HASSAN) Journal of Contemporary Management Sciences: Volume 2, Issue 1, Spring 2016, pp. 125-134
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61	Mediatory Role of Psychological Capital between Emotional Intelligence, Social Support and Work Engagement: Testing the moderating Role of Trust in Telecom Sector of Pakistan (HASSAN, IQBAL & FATIMA) Journal of Contemporary Management Sciences: Volume 2, Issue 2, Autumn 2016, pp. 1-38
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67	Impact of Self Service Technology (S.S.T.) Service Quality on Customer Loyalty and Behavioral Intentions: Testing the Mediating role of Customer Satisfaction in Pakistani Service Sector Customers ((IQBAL, HASSAN , & HABIBAH), Cogent Business & Management (2018), 5: P. 1-23) (Emerging Sciences Citation Index)
68	Do CPEC Power Plants Impact Pakistan's Environmental Condition: Evidence from Literature. Journal of Business and Social Review in Emerging Economies (ABUZAR & HASSAN). Volume 3: Issue December 2 2017, p. 227=233
69	Transformational Leadership and Team Performance: An Empirical Study of Hotel Industry of Pakistan (HASSAN, IQBAL, SHAFIQUE, & BUKHARI) (IN PRESS). International Journal of Business Excellence, 18 (2), 151-173, 2019
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78	Innovative Behavior of Women Entrepreneurs of Pakistan: Impact of Personality Traits, gender Stereotypes and Cultural Values (HASSAN, SHEIKH & HASSAN) SMEDA RESEARCH JOURNAL, Volume IV, December, 2017, pp.7-75
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87	Technology trust and online purchase behaviour: a multidimensional research model (Hassan, Iqbal & Nazeer) International Journal of Business Forecasting and Marketing Intelligence, 5(4), 464-478, 2020
88	Education for women entrepreneurial attitudes and intentions: The role of perceptions on gender equality and empowerment (Hassan & Naz) Pakistan Journal of Commerce and Social Sciences, 14 (1), 63-98, 2020
89	Self-Service Technology Service Quality: Building Loyalty and Intention Through Technology Trust in Pakistani Service Sector (Hassan, Iqbal & Habibah) SAGE Open 10 (2), https://doi.org/10.1177/2158244020924412 , 2020
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CONFERENCE PUBLICATIONS, ORAL & POSTER PRESENTATIONS

1	Role of interpersonal and institutional trust in product, process, behavioral and strategic innovation: An Empirical study in organizational context (SEMERCİÖZ, HASSAN AND ALDEMİR) presented in the 8th IAMB 2010 Madrid Spain Conference June 28-30, 2010
2	Interpersonal Trust and Its Role in Organizations (VATANSEVER, SEMERCİÖZ AND HASSAN) November 2008, International Scientific Conference Volume 111 Technical University of Gabrovo
3	Different Roles of Satisfaction, Trust and Commitment in Strategic Networks (SEMERCİÖZ, YAQUB AND HASSAN) JANUARY, 2009, A.B.R. & T.L.C. Conference Oahu, Hawaii, U.S.A.
4	Strategic Role of Human Resource Development (H.R.D.) As Boundary Spanner (HASSAN AND YAQUB) JANUARY, 2009, A.B.R. & T.L.C. Conference Oahu, Hawaii, U.S.A.
5	Team Learning and Its Impact on Marketing Team Performance: An Empirical Study (HASSAN AND ZELAL) Ankara University International Conference Marketing And Entrepreneurship AUMEC Antalia APRIL, 2009
6	Antecedents and Consequences of Interpersonal Trust: An Empirical Study (SEMERCİÖZ, HASSAN AND VATANSEVER), EBES 2009 Conference, Istanbul, 1-2 JUNE, 2009.
7	Trust in Personal and Impersonal Forms Its Antecedents and Consequences: A Conceptual Analysis within Organizational Context" (HASSAN & SEMERCİÖZ), 2010 International Applied Business Research Conference held at Orlando, FL, U.S.A., January 4-6, 2010
8	Interrelationship among Corporate Image, Service Quality, Customer Satisfaction and Loyalty, Testing the moderating Impact of Complaint Handling (HASSAN , IQBAL, SHARIF & YASEEN) presented at 1 st International Research Conference on Economics Business and Social Sciences, 12-13 April-2016.
9	The Impact of Investors' Stock Market Awareness on Stock Market Efficiently: a Case Study of Southern Punjab-Pakistan (AKHTAR, HASSAN & KANWAL) presented at 1 st International Research Conference on Economics Business and Social Sciences, 12-13 April-2016 at Bahauddin Zakariya University Multan.
10	Managerial Implications of Rocking the Floor by Employees: Consequences of Voice Behavior (HASSAN , BATOOL & HASSAN) presented at 1 st International Research Conference on Economics Business and Social Sciences, 12-13 April-2016 at Bahauddin Zakariya University Multan.
11	Entrepreneurial Orientation & Firm Performance link of S.M.E.s in Pakistan: testing the mediating role of SECI model of Knowledge Creation (HASSAN & IQBAL) presented at 1 st National S.M.E. conference on 25 th May-2016 at Pearl Continental Hotel Lahore
12	Factors affecting the Adoption of Self-Services Technology in Pakistan: An Integration Theory of acceptance Model & Theory of Planned Behavior (HASSAN , NAWAZ & SHAUKAT) at 1 st International Conference on Current Trends in Psychology: Security Issues in Pakistan & its Psychological Implications, on 31 st March-2016, at Department of Applied Psychology, Bahauddin Zakariya University, Multan.
13	Negative Impact of Workplace Ostracism: The Pragmatic & Psychological Effects (HASSAN , SHAUKAT & NAWAZ) as poster presentation at 1 st International Conference on Current Trends in Psychology: Security Issues in Pakistan & its Psychological Implications, on 31 st March-2016, at Department of Applied Psychology, Bahauddin Zakariya University-Multan.
14	Building Employee Work Engagement through Leadership, Job Characteristics & Psychological Empowerment (HASSAN , SADDIQUI & SHARIF) as poster presentation at 1 st International Conference on Current Trends in Psychology: Security Issues in Pakistan & its Psychological Implications, on 31 st March-2016, at Department of Applied Psychology, Bahauddin Zakariya University-Multan.
15	Role of Psychological Capital between Emotional Intelligence, Social Support and Work Engagement: Testing the Moderating Role of Trust in Telecom Sector of Pakistan (HASSAN , IQBAL & FATIMA) at 1 st National Conference on Business Dynamics, on February 20, 2017, at Academic Complex AIOU Main Campus Islamabad.

16	Innovative Behaviour of Women Entrepreneurs of Pakistan: Impact of Personality Traits, Gender Stereotypes and Cultural Values (HASSAN, HASSAN & SHEIKH) in 2 nd S.M.E. Conference (International), held on March 14, 15-2017 at Pearl Continental Hotel, Lahore.
17	Role of Organizational Learning & Human Resource Values in the Relationship of Emotional Capabilities, Learning Capabilities and Human Capital: An Empirical Evidence from Service Sector of Pakistan (HASSAN, IQBAL & FATIMA) 4 th International Conference on Contemporary Issues in Business Management, held on March 21,22-2017 at University of Central Punjab Lahore, Pakistan in collaboration with the KEDGE Business School, France.
18	Customers' Co-Creation with Self-Service Banking in Pakistan: A Multi-Theoretical Framework (HASSAN & IQBAL) 4 th International Conference on Contemporary Issues in Business Management, held on March 21, 22-2017 at University of Central Punjab Lahore, Pakistan in collaboration with the KEDGE Business School, France.
19	Evaluation of Individuals' Behavior Patterns towards Cellular Network: An Empirical Study of Pakistan (HASSAN, IQBAL & MALIK) 2 nd International Research Conference on Economics Business and Social Sciences, April 17-18, 2017 at School of Economics, Bahauddin Zakariya University Multan, Pakistan.
20	Impact of Transformational Leadership on Pakistani Hotel Performance: Mediating Role of Team Empowerment, Knowledge Sharing, Team-Efficacy and Team Prosocial Motivation (HASSAN, SHAFIQUE, IQBAL & BUKHARI) 2 nd International Research Conference on Economics Business and Social Sciences, April 17-18, 2017 at School of Economics, Bahauddin Zakariya University Multan, Pakistan.
21	Role of Innovative Climate on the Relation between Open Innovation and Innovative Performance: A Knowledge Management Perspective from S.M.E. sector of Pakistan (HASSAN & IQBAL) in 3rd S.M.E. Conference, held on November, 27, 28-2018 at Lahore Arts Council - Alhamra, Mall Road, Lahore, Pakistan
22	Entrepreneurial Orientation And S.M.E.s' Financial Performance, Testing The Role of Knowledge Creation And Top Management Team Characteristics: An Empirical Evidence From Southern Punjab, Pakistan (HASSAN, IQBAL & SHOAIIB) in 3rd S.M.E. Conference, held on November, 27, 28-2018 at Lahore Arts Council - Alhamra, Mall Road, Lahore, Pakistan
23	What Drives the Self-Entrepreneurs? Revival of Incentive Theory of Motivation in the Context of Freelancers (HASSAN & BALOUCH) in 3rd S.M.E. Conference, held on November, 27, 28-2018 at Lahore Arts Council - Alhamra, Mall Road, Lahore, Pakistan

AWARDS & ACHIEVEMENTS

Best Research Paper Award 2013/14 awarded by **Higher Education Commission, Pakistan** for the paper "Effect of Innovation types on Firm Performance: an empirical study of Pakistan manufacturing sector" published in Pakistan Journal of Commerce and social sciences 2013, 7(2), 243-262

Best Paper Award 2016 awarded by **Small and Medium Enterprises Development Authority - SMEDA, Government of Pakistan** for "Entrepreneurial Orientation & Firm Performance link of S.M.E.s in Pakistan: testing the mediating role of SECI model of Knowledge Creation" presented at 1st National S.M.E. conference on 25th May-2016 at Lahore

Best Paper Award 2017 awarded by **Small and Medium Enterprises Development Authority - SMEDA, Government of Pakistan** for "Innovative Behaviour of Women Entrepreneurs of Pakistan: Impact of Personality Traits, Gender Stereotypes and Cultural Values" (**HASSAN, HASSAN & SHEIKH**) in 2nd S.M.E. Conference International held on March 14, 15-2017 at Pearl Continental Hotel Lahore.

Best Paper Award Nomination for "Role of Values and Environmental Concerns for the Sustainable Purchasing Behavior: Evidence from Pakistan" at Research & Academic writing Colloquium-2016 held at Faculty of Psychology, University of Indonesia, Jakarta

Accreditation of M.Sc. Accounting & Finance and B.S. Accounting & Finance of Commerce Department from National Business Education & Accreditation Council (**NBEAC**) of Higher Education Commission (**H.E.C.**) of Pakistan, as Chairman of Department of Commerce

Successfully launched **Ph.D. in Commerce** and **M.S Innovation & Entrepreneurship** at the department of Commerce, Bahauddin Zakariya University, Multan

Research Grants and Contracts:

- 1. Indigenous Post-Doctoral Fellowship-2018/19 awarded by Punjab Higher Education Commission on "Education for women entrepreneurs; Perceptions, challenges and opportunities regarding empowerment, equity and employability"**
- 2. Centre of Excellence-CPEC Competitive Policy Research Grant-2017/18**
On "Evaluating the CPEC from Sustainability Perspective"
- 3. Research Project Under National Research Program For Universities 2017-18 awarded by Higher Education Commission of Pakistan on "Role of Innovative Climate on the Relation between Open Innovation and Innovative Performance: A Knowledge Management Perspective from Pakistan."**

LIST OF PH.D. THESIS SUPERVISED

Sr. No	Topic	Name & Registration #	University
1	The Delima of Business Resilience and CRM Effectiveness in Tourism Industry of Pakistan Turbulence	Mirza Waseem Abbass-1031108 Notification#No: Exams/SZABIST-Isb/PhDMS/GN-17	Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST)
2	Employee's Responses Towards Organizational Change and Its Impact on Work Outcomes: Implications for Emotional Intelligence	Arslan Ayub-2015-bzcm-179 Notification#No: Ph.D. No.756	Bahauddin Zakariy University, Multan

LIST OF PH.D. THESES UNDER SUPERVISION

Sr. No	Topic	Name	University
1	Examining the Paths from Export Strategic Orientations to Export Entrepreneurship in Pakistan: Integration of Resource-Based and Dynamic-Capability Views	Muhammad Saqib Nawaz	Bahauddin Zakariy University, Multan
2	Achieving Sustainable Business Outcomes through Eco-Innovation Adoption: A Multi-Perspective Study from Pakistan	Sadia Shoukat	Bahauddin Zakariy University, Multan
3	Antecedents, Mechanisms and Consequences of Presenteeism: A Perspective from Pakistan	Amna Hasnain	Bahauddin Zakariy University, Multan
4	Role of Innovative Climate on the Relation between Open Innovation and Innovative Performance: A Knowledge Management Perspective from Pakistan	Asghar Iqbal	Bahauddin Zakariy University, Multan
5	Examining Self-Service Technologies (SSTs) and Users' Experiences Through SSTs and Users' Characteristics in Pakistan:	The Role of Co-Creation Experience and Technology Trust	Bahauddin Zakariya University, Multan

LIST OF PH.D. THESES EXAMINED AS EXTERNAL EXAMINER

Sr. No	Topic	Name & Registration #	University
1	High Performance Work System at Bank Branches: Exploring the 'Black Box' of Strategic Human Resource Management through the Lens of Resource Based View and Organizational Justice Theory	Amir Riaz CIIT/FA12-PMS-011/LHR Fall, 2017	COMSATS Institute of Information Technology Lahore - Pakistan
2	Workplaces that Work: Examining the Relationships between Conflict, Subjective Well-being, Employee Performance and Turnover Intentions	Razia Shaukat CIIT/FA10-PMS-001/ISB Fall, 2016	COMSATS Institute of Information Technology Islamabad Campus - Pakistan
3	Linking Performance Appraisal Quality with Employee Participation in Informal Learning Activities through Psychological Empowerment	Mr. Aamer Waheed (Registration No. CIIT/SP12-PMS-005/ISB	COMSATS Institute of Information Technology Islamabad Campus - Pakistan
4	Impact of Drug Advertising on Brand Equity: Evidence from an Emerging Market	Arslan Ahmad Siddiqi CIIT/FA11-PMS-001/ISB Spring, 2018	COMSATS Institute of Information Technology Islamabad Campus - Pakistan
5	Effectiveness of Performance Appraisal System: A Proposed Model with Empirical Evidence from the Government Employees of Punjab, Pakistan	Muhammad Waqas Maharvi CIIT/SP12-PMS-002/ISB Fall, 2017	COMSATS Institute of Information Technology Islamabad Campus - Pakistan
6	Abusive Supervision and Counter-Productive Work Behavior: A moral Licensing Perspective	Ms. Farah Samreen (Registration No. CIIT/FA13-PMS-002/LHR Fall, 2018	COMSATS Institute of Information Technology Lahore - Pakistan
7	From Kick to Stitch: Exploring Trajectories of Converting Embodied Knowledge into Embedded Processes	MUHAMMAD ZAHEER 12004051016 May 30, 2019	University Of Management And Technology UMT Lahore

8	The Role of Brand Tribe and Brand Romance in Building Brand Loyalty	Mr. Mohammad Ali MgtSc-Isb OD1111 Spring 2021	COMSATS Institute of Information Technology Islamabad Campus - Pakistan
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LIST OF M.PHIL./M.S THESES SUPERVISED

Sr. No	Topic	Name	University	Session
1	The Interaction among Employees Creativity, Innovation, Entrepreneurial Self Efficacy & Organizational Performance in Human Capital Development	Shayan Shakir	COMSATS Institution of Information Technology	Spring-2016
2	Role of Values and Environmental Concerns for the Sustainable Purchasing Behavior: an evidence from Pakistan	Freeha Naz	COMSATS Institution of Information Technology	Spring-2016
3	Organizational Assimilation of Electronic Procurement Innovations in Multan region Industries/Companies	Kamran Haider	COMSATS Institution of Information Technology	Spring-2016
4	Critical Factors which impact on learner Satisfaction. A study of e-learning Institutions of Pakistan	Junaid Aftab	COMSATS Institution of Information Technology	Spring-2016
5	Factors Deteriorating Outsourcing Performance and Retaining Capability Loss	Adnan Haider	COMSATS Institution of Information Technology	Fall -2016
6	Impact of Perceived organizational Support and Psychological Empowerment on Job Performance and Employee Satisfaction: the mediating effect of Employee Engagement in Banking Sector of Pakistan	Muhammad Shoaib	Bahauddin Zakariya University, Multan	2012-2014
7	The impact of H.R.M. practices and Job related factors on Employee Job Satisfaction, employee performance and employee creativity: testing the mediating effect of work engagement in the financial sector in Pakistan	M. Farooq Ahmad Khan	Bahauddin Zakariya University, Multan	2012-2014
8	Impact of Service Orientation and market orientation on Organizational Performance through mediation effect of Employee Customer oriented behavior and Customer Satisfaction in the banking sector of Pakistan	Maria Zamir	Bahauddin Zakariya University, Multan	2012-2014
9	Testing the mediation role of Perceived organizational Support between Leadership styles, Organizational Justice and Employee Behavioral Outcomes	Saad Hassan	Bahauddin Zakariya University, Multan	2012-2014

10	Impact of Perceived C.S.T., Ethical Leadership and Perceived Organizational Support on Employee Job Behaviors: testing the mediating role of Employee commitment & Employees Satisfaction in Banking Sector of Pakistan	Muhammad Iran Sajid	Bahauddin Zakariya University, Multan	2012-2014
11	Impact of Organizational Support on Information Use Outcomes, testing the mediating impact of Knowledge Management Environment & Information Behavior Values in Pakistan	Asghar Iqbal	Bahauddin Zakariya University, Multan	2012-2014
12	Interrelations among Leadership Styles, Job Characteristics and Employee Outcomes: testing the mediating effect of Person Job Fit and Person Organization Fit in the Telecommunication Sector of Pakistan	Sadia Shaukat	Bahauddin Zakariya University, Multan	2012-2014
13	Impact of Human Resources Practices on Employee Output and Organizational Performance. Testing the mediating effect of Intellectual Capital in the Manufacturing Sector of Pakistan	M. Saqib Nawaz	Bahauddin Zakariya University, Multan	2012-2014
14	Integrating Social Exchange Perspective with Employees' Workplace Attitudes and Behaviors: An Empirical Research on Pharmaceutical Sector of Pakistan.	Shumaila Sharif	Bahauddin Zakariya University, Multan	2103-15
15	Impact of organizational Assimilation of e-governance systems on business value chain creation.	Farah Naz	Bahauddin Zakariya University, Multan	2103-15
16	Determinants of employee turnover in call centers; A case of Pakistan.	Naveed Ahmad	Bahauddin Zakariya University, Multan	2103-15
17	Effect of employee internal and external factors on employee creativity: Mediating role of psychological empowerment and creative process engagement.	Mansha Yousaf	Bahauddin Zakariya University, Multan	2103-15
18	Testing the Mediating Impact of Customer Satisfaction and Moderating Impact of Technology Trust Between the Relationship of Self Service Technology (S.S.T.) Service Quality and Customer Loyalty & Behavioral Intentions.	Muhammad Shahid Iqbal	Bahauddin Zakariya University, Multan	2103-15

19	Impact of I.T. Capabilities on Firm performance: Testing the Mediating impact of E Procurement Functionality	Muhammad Yasir Shahzad	Bahauddin Zakariya University, Multan	2014-16
20	E-commerce adoption: an Empirical study on S.M.E.s sector of Pakistan	Mirza Rohail Baig	Bahauddin Zakariya University, Multan	2014-16
21	Impact of Factors on adoption and continued used of e-procurement system: empirical evidence from Pakistan	Waqas Abdul Sattar	Bahauddin Zakariya University, Multan	2014-16
22	Entrepreneurial orientation and firm's performance: testing the role of knowledge creation and top management team characteristics	Sibta Shoaib	Bahauddin Zakariya University, Multan	2014-16
23	Women Entrepreneurs of Southern Punjab- The triggering events and impact of uncertainty avoidance & masculinity on their success.	Sidra Sheikh	Bahauddin Zakariya University, Multan	2014-16
24	Impact of Business Ethics on Employee's affective commitment, Employees' Job satisfaction and Employees' Performance via trust in Organization: an empirical study on cellular operators of Pakistan	Muhammad Arif Nawz	National University of Modern Languages (Multan Campus)	2012-14
25	Interrelationship among Capital Structure, Corporate Governance measures and FIRM value: Panel study from Pakistan	Owais Javaid	National University of Modern Languages (Multan Campus)	2012-14
26	Impact of Reward Management System on Employees' Performance and Job Satisfaction via Motivation: Evidence from Commercial Banks of Southern Punjab, Pakistan	Marium Zahoor	National University of Modern Languages (Multan Campus)	2012-14
27	Relationship between H.R. Practices & Employee Turnover Intentions by Taking Moderating Effect of Neuroticism and Extroversion: A Case Study of Selected Banks in Multan	Danial Akhtar Sumbal	National University of Modern Languages (Multan Campus)	2012-14
28	Assessing the impact of Service Quality, Relational Benefits, Relational Bonds on Customer Satisfaction and Retention: Evidence from selected Bans of Multan Region	Muhammad Shahid Yaqoob	National University of Modern Languages (Multan Campus)	2012-14

29	The Role of Trust in Social Commerce Purchase Intention; an Empirical Study in Emerging Economy of Pakistan	Bakhtawar Khurram	Bahauddin Zakariya University, Multan	2015-17
30	Impact of corporate social responsibility on brand performance: Mediating effects of customer satisfaction, brand equity and corporate reputation (A study of 5 top rated banks of Pakistan)	Samar Zaman	Bahauddin Zakariya University, Multan	2015-17
31	Determinants of organic food purchase behavior: Study of the application of Theory of Planned Behavior in Pakistan	Ayousha Rehman	Bahauddin Zakariya University, Multan	2015-17
32	Customer participation in online shopping and Brand Co-creation: An empirical study of online clothing brands of Pakistan through social media	Aisha Wahid	Bahauddin Zakariya University, Multan	2015-17
33	Impact of Job Stress on Organizational Commitment and Job Performance: An empirical study of public & private hospitals of Punjab-Pakistan	Muhammad Asrar	Bahauddin Zakariya University, Multan	2015-17
34	The Mediating role of Knowledge sharing process between knowledge environment and Employee information use outcomes	Muzaffar Ahmad	Bahauddin Zakariya University, Multan	2014-16
35	The Co-creation Experience & Knowledge Contribution Behavior From Students Perspective in Virtual Institute(s) of Pakistan.	Saira Batool	COMSATS Institute of Information Technology	Spring 2016
36	S.M.E.s' Intention towards the Adoption of Mobile Marketing: A Case of Pakistan	Maimoona Malik	Bahauddin Zakariya University, Multan	2015-17
37	Customers' Co-Creation with Self-Service Banking in Pakistan: A Multi-Theoretical Framework	Zeeshan Iqbal	Bahauddin Zakariya University, Multan	2015-17
38	Impact of social networking sites (S.N.S.) advertisement on Social Commerce: An Empirical Study in Pakistan	Nayab Bukhari	Bahauddin Zakariya University, Multan	2015-17
39	Psychological Capital as a Mediator between Employees' Personal Characteristics & Their Behavior: An Empirical Study in Manufacturing Sector of Pakistan	Syeda Manal Fatima	Bahauddin Zakariya University, Multan	2015-17
40	Team Empowerment and Team Performance Linkage Via Knowledge Sharing, Team Efficacy and Team Prosocial	Ubaidullah Shafiq	Bahauddin Zakariya University, Multan	2015-17

	Motivation: A Case of Hotel Industry in Multan			
41	Evaluating the Smart Phone Repeat Purchase Intention: an empirical study of Pakistani smart phone users	Tariq Iqbal	Bahauddin Zakariya University, Multan	2015-2017
42	Users' behavior towards online purchase in Pakistan: a multi-perspective theoretical framework	Waqar Nazeer	Bahauddin Zakariya University, Multan	2015-2017
43	Social Customer Relationship Management, Relationship Management Orientation and Business Strategies Affecting Bank's Performance	Sheikh Rehan Aslam	Bahauddin Zakariya University, Multan	2015-2017
44	The Effects of Personal and Organizational Factors on Role Ambiguity amongst internal auditors of Fatima Group Organizations	Muhammad Aashiq Ali	Bahauddin Zakariya University, Multan	2015-2017
45	Work Family Role Integration and Personal well-being: the moderating effect of attitude towards personal web usage and person organization fit	Mohsin Shahzad	Bahauddin Zakariya University, Multan	2015-2017
46	Impact of team characteristics and team performance through empowerment: moderating role of team motivation	Muhammad Imran	Bahauddin Zakariya University, Multan	2015-2017
47	Impact of Knowledge Sharing and Management Practices on Organizational Performance: an empirical study of selected campuses of University Of Central Punjab	Muhammad Ishfaq	Bahauddin Zakariya University, Multan	2015-2017
48	Impact Of Target Costing On Sustainable Competitive Advantage: An Empirical Evidence From Pakistan	Abdul Karim	Bahauddin Zakariya University, Multan	2014-2016
49	Impact Of Export Processing Zones On Economic Development Of Pakistan	Rahat Sabah	Bahauddin Zakariya University, Multan	2014-2016
50	Technology Acceptance among Small and Medium Enterprises (S.M.E.s) of Pakistan	Hania Malik	Bahauddin Zakariya University, Multan	2016-2018
51	Effect of export promotion programs on export performance	Sana Khan	Bahauddin Zakariya University,	2016-2018

			Multan	
52	Antecedents of Customer's Intention to use the Islamic Banking: Empirical Study of Pakistan	Zunaira Tehsin	Bahauddin Zakariya University, Multan	2016-2018
53	Bridge the Gap between Intention and Adoption of Cyber entrepreneurship – an empirical study from Pakistan using Unified theory of Acceptance and Use of Technology.	Shoaib Muhammad Blouch	Bahauddin Zakariya University, Multan	2016-2018
54	Factors Affecting Entrepreneurial Intention: Role of Environmental and Internal factors of Incubation Centers	Farkhanda Khalil	Bahauddin Zakariya University, Multan	2016-2018
55	Women Entrepreneurial Education and Training: Turning Problems In To Gender Empowerment Opportunities	Sumera Bashir	Bahauddin Zakariya University, Multan	2017-2019
55	Impact of Customer Motivation and Customer Owned Resources on Electronic Word of Mouth through Customer Co-Creation-Value, Brand Equity, and Psychological Ownership	Muhammad Ali	Bahauddin Zakariya University, Multan	2017-2019
56	Antecedents and consequence of Consumer Attitude towards Counterfeit products: An Empirical evidence from Southern Punjab of Pakistan	Hafiz Muhammad Rashid Jan	Bahauddin Zakariya University, Multan	2017-2019
57	Role of Gender Equality in the Relationship between Entrepreneurial Training and Women Empowerment: A Socio-Economic perspective from Pakistan	Alvena Fida	Bahauddin Zakariya University, Multan	2017-2019
58	Impact of Decent Work on Women Empowerment: Mediating Role of Subjective Well-Being and Psychological Capital	Muhammad Ahmad	Bahauddin Zakariya University, Multan	2017-2019
59	Empowering Entrepreneurship; The Role of Freelance Training Programs in Pakistan	Bilal Qamar	Bahauddin Zakariya University, Multan	2018-20206

60	Antecedents of Youth Self-Employment Behavior: A case From Pakistan	Hafiz M. Kamran Shakir	Bahauddin Zakariya University, Multan	2018-20206
61	Role of Entrepreneurial Mentoring and Youth Development Program on Youth Empowerment: A case from Pakistan	Hafiz M. Azib Miraj	Bahauddin Zakariya University, Multan	2018-20206

LIST OF THESES SUPERVISED (BS COMMERCE)

Sr. No	Topic	Name	University	Session
1	Mediating role of Human Capital between Organization Learning & Competitive Advantage & Moderating role of Human Resource Values	Ahmed Naveed Jaura	Bahauddin Zakariya University, Multan	2011-15
2	Impact of Service Quality, perceived Value and Trust on Customer's Behavioral and repurchase Intentions: an application in telecommunication sector of Pakistan	Sehrish Anjum	Bahauddin Zakariya University, Multan	2011-15
3	Impact of Emotional Capability & Learning Capability on Human Capital, testing the mediating impact of organizational learning & Moderating role of Human Resource Value, an empirical evidence from Pakistan	Syeda Manal Fatima	Bahauddin Zakariya University, Multan	2011-15
4	Building Employee work engagement through Leadership, Job Characteristics & Psychological empowerment	Khadija Farrukh	Bahauddin Zakariya University, Multan	2011-15

QUALIFICATIONS

<i>The Indigenous Post-Doctoral Fellowship Program of Punjab H.E.C. Department of Education, University of Sargodha, Sargodha</i> <i>Post Doc thesis Title "Education for Women Entrepreneurs: Perceptions, Challenges and Opportunities Regarding Empowerment, Equity and Employability"</i>	2018-19
<i>Doctor of Philosophy (PhD-Business Management & Organization)</i> Department of Business Management & Organization, Istanbul University Turkey. Thesis title "Effects of Organizational Trust on Organizational Commitment, Organizational Citizenship Behavior, and Employees' Task performance-An Empirical Study in Banking Sector"	June, 2011
<i>Master in Business Administration</i> , Bahauddin Zakariya University, Multan	1995
<i>Bachelor of Law (L.L.B)</i> , Bahauddin Zakariya University, Multan	2000
<i>Associate of cost and Management Accountants of Pakistan (ACMAP)</i> , The Institute of Cost and Management Accountants of Pakistan	2003
<i>Fellow of cost and Management Accountants of Pakistan (FCMAP)</i> , The Institute of Cost and Management Accountants of Pakistan	2010
<i>Associate of Chartered Insurance Institute U.K. (ACII)</i> , Chartered Insurance Institute U.K. Distinction in Claim Management	2005
<i>Fellow, Life Management Institute in life insurance (FLMI)</i> , Life Office Management Association (LOMA) U.S.A.	2000
<i>Assoicate Customer service in life insurance (A.C.S.)</i> , Life Office Management Association(LOMA) U.S.A.	2000
<i>Bachelor of Commerce (B.Com)</i> , Bahauddin Zakariya University, Multan. <i>Secured 2nd Position in University</i>	1993

<i>Diploma in commerce (D. Com), Punjab Board of Technical Education, Lahore, Secured 2nd Position in College</i>	1990
<i>Secondary School Certificate (S.S.C), Board of Intermediate & Secondary Education, Multan</i>	1988

EXPERIENCE

(1) PROFESSOR

Department of Commerce, Bahauddin Zakariya University, Multan-Pakistan (April-2016 to date). The Range of Academic Activities and Responsibilities at Professor Level

(i) Research

- With the help of appropriate methodologies, developing and conducting a coherent research strategy into complex problems, ideas, concepts such as *Entrepreneurial Orientation, Strategic Human Resource Development, Interpersonal and Institutional Trust, Organizational Innovativeness, TQM Practices, Service Quality, Market & Learning Orientation, H.R. Practices, Pro-Environmental Action, Human Capital Endowment, Corporate Governance, Knowledge Management Practices, Employee Voice Behavior, Environmental Concerns for the Sustainable Purchasing Behavior, Internet Banking, SMS Marketing, Customers' Co-Creation with Self-Service Banking, Innovative Behavior of Women Entrepreneurs of Pakistan* by applying theoretical lenses of *Technology Acceptance Model, Theory of Reasoned Action, Theory of Planned Behavior, Social Presence Theory, S-D Logic, Diffusion of Innovation*. As a result, developing a body of outstanding quality publications in well recognized peer reviewed outlets for example, *Business Information Review, International Journal of Business Information Systems, International Journal of Business Forecasting and Marketing Intelligence*.
- Initiating and developing links with internal contacts such as academics in interdisciplinary departments/institutes/centers, external contacts at other educational institutions, employers and professional organizations to actively foster collaboration, for example, *Subject Specialist, Member of FPSC and PPSC, Member of Board of Faculty in Air University, Expert Member of Department of Commerce-Allama Iqbal Open University, Member of Selection Committee in Department of Commerce and Department of Management Sciences-Islamia University Bahawalpur, Member of Board of Study-G.C. University Faisalabad, and Subject Expert in COMSATS Institute of Information Technology*.
- Presenting research papers at national and international conferences such as *IAMB Madrid Spain Conference, International Scientific Conference, A.B.R. & T.L.C. Conference Oahu, Hawaii-USA, Ankara University International Conference Marketing and Entrepreneurship-Antalia, EBES Conference-Istanbul, International Applied Business Research Conference held at Orlando, FL-USA*.
- Providing academic leadership at conferences and raising the profile of Bahauddin Zakariya University in research and providing expert opinion and commentary to external audiences and organizations.

(ii) Teaching

- To contribute to the intellectual life of the department by engaging in high quality core teaching. Contribute to the monitoring and enhancement of quality in teaching within the department. Actively seeking and pursuing training in teaching technology and practice. Teaching and examining undergraduate, postgraduate, MPhil. & PhD. level students. Supervising the research work of PhD, MPhil and B.S. level students.
- Developing innovative and attractive courses, shaping and influencing curriculum. Development and actively contributing to the review of courses in accordance with departmental strategy. Supervising part-time teachers, including organizing and delegating work, arranging induction and providing training and guidance and finally

actively contributing to departmental teaching administration.

(iii) Administration

Engaging with external institutions, organization and the wider community to support research, teaching and department's strategic objectives. Liaising with central and departmental administration across the department to resolve issues concerning program development, student welfare and examinations. For example, at Department level:

- *Member of Ph.D. Synopsis Evaluation Team*
- *Coordinator of M.Phil. Commerce.*
- *Member Purchase Committee*
- *Member Admission Committee*
- *Member Discipline Committee*
- *Member Examination Committee*
- *Member Financial Assistance Committee*
- *Member Beard of Studies*
- *Member Board of Faculty*

At University level:

- *Member of Semester Implementation Committee,*
- *Member of Finance Committee,*
- *Chairman of Loan Committee,*
- *Member of University Budget Committee.*

(2) CHAIRMAN

Department of Commerce, Bahauddin Zakariya University, Multan-Pakistan.

(March-2014 to March-2017).The main responsibilities were:

- Chairman of Departmental Admission committee, Discipline Committee, Examination Committee & Financial Aid Committee.
- Coordinating with quality enhancement directorate of B.Z.U. regarding internal, external assessment and accreditation of all the courses of the Department of Commerce B.Z.U.
- Member Budget Committee B.Z.U., Member University Ranking Committee B.Z.U., Manager Student Business Center B.Z.U. and Member Vision 2025 implementation Committee B.Z.U.

(3) ASSOCIATE PROFESSOR

Department of Commerce, Bahauddin Zakariya University, Multan

(December-2013 to April-2016)

Activities as Associate Professor at department were Teaching Ph.D., M.Phil. M.S.C., and B.S. classes. Supervising the Research work of PhD. M. Phil, graduate and undergraduate students. Member of Departmental Admission committee, Discipline Committee, Examination Committee and Financial Aid Committee and Course Coordinator of Ph.D. in Commerce.

(4) ASSISTANT PROFESSOR

Department of Commerce, Bahauddin Zakariya University, Multan-Pakistan.

(January-2012 to December-2013)

As Assistant Professor, the main responsibilities were teaching M.Phil., M.S.C., and B.S. classes, supervising the Research work of M. Phil, graduate and undergraduate students, member of Departmental Admission committee, Discipline Committee, Examination Committee, Financial Aid Committee, the course coordinator of M. Phil in Commerce, coordinating with quality enhancement directorate of B.Z.U. regarding internal, external

assessment and accreditation of all the courses of the department of Commerce B.Z.U.

(5) ASSISTANT PROFESSOR

Department of Management Sciences, Mohammad Ali Jinnah University Islamabad-Pakistan.
(August-2011 to December-2011)

The main job responsibilities were to teach H.R.M., O.B., C.B. to graduate and undergraduate students and to supervise the research work of graduate and undergraduate students

(6) Ph.D. Scholar, Department of Business Management and Organization Istanbul University Turkey.

Under the Cultural Exchange Scholarship from Ministry of Education Pakistan and Turkey
(January-2007 to June-2011)

- Get certificate in Turkish Language
- Completed course work (11 courses) of PhD in Business Management & Organization from Department of Business Management and Organization Istanbul University
- Writing & presenting research papers in international conferences
- Wrote research papers published in international journals
- Successfully defended PhD thesis in Business Management and Organization

(7) TRAINING HEAD

State Life Insurance Corporation of Pakistan, Multan Zone

(July-1996 to January-2007)

The main responsibilities were to design, organize and conduct Functional, Professional Business Management and Marketing Management courses for office and marketing people under the guidelines of Life Insurance Marketing and Research Association (LIMRA)-U.S.A., Life Office Management Association (LOMA)-U.S.A. & The Chartered Insurance Institute, U.K.

(8) TRAINER

Bahrain Training Institute Bahrain

(March-2005 to July-2005)

During Leave from State life Insurance Corporation of Pakistan conduct, organize and design professional courses on Business Management, Financial Management for the professional people of Kingdom of Bahrain

(9) BANK OFFICER

National Bank of Pakistan

(March-1996 to July-1996)

Served as a Credit Analyst

(10) LECTURER

Institute of Management Sciences, Islamia University, Bahawalpur-Pakistan.

(December-1995 to March-1996)

Taught business research methods to M.B.A. classes

BUSINESS START-UP

FZ Group (Gowns Wear, Birthday Event Management & Gift Shop)

Officers Town Commercial Market, outside Agriculture gate, B.Z.U. Multan

The business is basically a partnership venture whose ideology is revolving around providing elegant and classic designs to the customers. This venture was started as a short term project by B.S. Commerce students as a training of their entrepreneurial skills. My role in this project

was to supervise and guide all students in successfully operating this project. During the whole tenure of one year this project was terminated as a successful venture in achieving its break even.

MANAGERIAL & TRAINING ACTIVITIES

Leading team member for organizing the "**Seminars about Challenges to Humanity & its solution**" by department of commerce, B.Z.U. Multan.

Participated as Chief Guest in "**Seminar on Contemporary issues in Business Taxation & Accounting**" at department of Commerce, B.Z.U. Multan.

Successfully organizing "**Entrepreneurial Day**" at department of Commerce, B.Z.U. Multan from 2012 & onward.

Leading team member in organizing "**Two days training Workshop for NVIVO (a qualitative data analysis tool)**" by Department of Commerce, B.Z.U. Multan.

Organized & hosted a "**Seminar on Agricultural Income & Business Income**" at Department of Commerce, Bahauddin Zakariya University- Multan.

Leading team member in organizing "**One days training Workshop for SPSS and Smart-PLS software (a quantitative data analysis tool)**" by Government Sadiq College Women University, Bahawalpur.