

Dr. Faheem Ahmad Khan

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Research Gate Profile: <https://www.researchgate.net/profile/Faheem-Khan-41/research>
Google Scholar Profile: <https://scholar.google.com/citations?hl=en&user=X1sf7jQAAAAJ>

Professional Biography

I am a self-motivated academician propelled by a commitment to excellence; my values of integrity, ownership, and continuous improvement are the essence of my ethos. I have a demonstrated history of working in the higher education industry as well as the corporate sector. I can work at my initiatives as a part of a team and have proven leadership skills involving management, and motivating team spirit to achieve their objectives, also possess a vigilant analytical outlook towards problem detection, and I am likewise, dedicated to maintaining high-quality standards at work. As far as my teaching philosophy is concerned it reflects my interest in collaborative workmanship. Instead of using the 'full frontal teaching' method, I prefer student-centered teaching that encourages learning by both learners and teachers. I favor an environment that permits dialogue and fosters a degree of learners in the learning process.

Education

Ph.D. Management Sciences, Major Field (**Marketing**), Specialization (**Sales Management**) SZABIST, Islamabad
Dissertation Topic: Salesforce Control Systems and Salespersons' Job Outcomes: Role of Supervisory Support and Work Engagement
Local Supervisor: Professor Dr. Tahir Saeed
External Examiners: Prof. Dr. Ascar Gonzajlez-Benoto (Spain) and Dr. Ana Isabel Jimenez-Zarco (Spain)

MS Management Sciences, Major Field (**Marketing**), Specialization (**Consumer Behavior**) SZABIST, Islamabad
Thesis Topic: The Influencing Role of Children on Parental Purchase Behavior
Supervisor: Dr. Yasir Kamal

Master of Business Administration, Specialization (**Marketing**) Philippines Christian University, Manila, Philippines
Feasibility Study: Establishment of a Medium-Sized Marketing Consulting Firm.
Supervisor: Professor Ma. Martha I. Farolan (Philippines)

Present Appointment

Assistant Professor
Department of Management Sciences **COMSATS University Islamabad** (Wah Campus) Pakistan.

2004-Present

Job Description

Teaching Related

- Contributing to the intellectual part of the University by engaging in high-quality core teaching.
- Contributing 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 Master's and Ph.D. level students.

- Acting as a personal adviser and providing pastoral care.
- Developing innovative and attractive course packages, shaping and influencing curriculum development, and actively contributing to the review of courses following departmental strategy.

Departmental Administration Related

- Fostering departmental collegiality and fulfilling individual responsibilities as set out by the Head of Department.
- Actively contributing to the intellectual life of the department and to the work of the University, overall, for example;
 - Attending and participating in departmental meetings
 - Convener final year projects committee
 - Convener internship committee
 - Convener study visits committee
 - Member disciplinary committee
 - Member of departmental committee for hiring visiting faculty
 - Liaising with departmental administration to resolve issues concerning program development, student welfare, and examinations
 - Head of the invitation wing for inviting professionals from different Industries for Marketing seminars
 - Member departmental student grievances/counseling cell
 - Member of the special committee for observations & clarifications regarding new program offerings
 - Member graduate admission interview panel MS/Ph.D. program
 - Member of thesis/dissertation defense panel for MS/Ph.D. thesis
 - Member of NBEAC module accreditation preparation process
 - Member of the departmental academic review committee (DARC)
 - Member of departmental image promotion plan committee
 - Convener step in career program

Research Related

- Developing and carrying forward a coherent research strategy of research groups.
- Developing a body of publications in well-recognized outlets
- Initiating and developing links with internal contacts such as academics in interdisciplinary departments/institutes/centers, and external contacts at other educational institutions to actively foster collaboration.
- Providing expert opinion, commentary, and supervising research activities of marketing students.

Previous Employment

- | | |
|---|-----------|
| ▪ Cynamid Pakistan Ltd, presently Wyeth Pharmaceutical (Marketing Officer) | 1989-1993 |
| ▪ Sabro Private Ltd. (Assistant Manager International Marketing and Projects) | 1996 |
| ▪ Delta Computers, (Marketing Manager) | 1998 |
| ▪ Solv-Tech Industries Ltd (Manager Marketing and Sales) | 1999-2000 |
| ▪ Barani Institute of Information Technology (BIIT) | 1999-2003 |

Other Professional Connections

- | | |
|---|--------------|
| ▪ National Testing Service – Pakistan (NTS) | 2022-Present |
|---|--------------|

Training and Workshops Attended

- Workshop on Managed Pakistan, Organized by Comsats University, Islamabad Campus
- Workshop for Managing Ph.D. Program, Organized by Faculty Development Academy, Comsats University, Islamabad Camps
- Small and large group teaching, problem-based learning, curriculum design & assessment, Organized by Faculty Development Academy, Comsats University, Islamabad Campus
- Advanced Skills for Management Sciences, Faculty Development Academy, Comsats University, Lahore Campus
- International Workshop on Telecommunication Regulation, Organized by the Center of Advanced Studies in Telecommunications Comsats University, Islamabad Campus
- Professional Development of Teachers at Higher Education in Pakistan, National Academy of Higher Education, Islamabad
- Higher Education Teaching Methodologies, HRDC faculty development center, Institute of Administrative Sciences, University of Lahore
- WTO and Productivity, National Productivity Organization (NPO), Ministry of Industries, Production & Special Incentives,

Islamabad.

- Financial Service and Consultancy Asian Institute of Management Sciences, Manila, Philippines
- Consumer Marketing, P & G, Manila, Philippines
- Workshop on Science, Technology, and Innovation by Prof Dr. Nawaz Sharif Principal Consultant, Myriad Solutions, Inc., Maryland, USA at Islamabad Club Islamabad

Seminars, Training & Workshops Delivered/Organized

- Conducted career counseling workshops organized by the Centre for Management & Commerce and the Department of Economics and Development Studies, University of Swat.
- Organized career counseling workshops i.e. “Stepping in Career” for outgoing students at the Department of Management Sciences, COMSAT University Islamabad Wah Campus.
- Conducted periodic seminars on management to the middle and higher management of Pakistan Postal Services at ECO (Economic Cooperation Organization) Postal Staff College, Islamabad
- Conducted several pieces of training on Global marketing to different learner groups at the Pakistan Institute of Trade and Development (PITAD), Islamabad
- Management Trainer at House of Knowledge and Pakistan Institute of Modern Languages and Management Sciences Islamabad

Research Publications

- Bringing Meaning to the Salespersons’ Performance: The Effect of Salespersons’ Emotional Regulation and Salespersons’ Selling Skills. **Review of Applied Management and Social Sciences (RAMSS)**, Vol. 8 No. 1 February (2025). 347-361. ISSN (P) 2708-2024. ISSN (E) 2708-3640. **Y-Category**.
URL: <https://ramss.spcrd.org/index.php/ramss/article/view/464/483>
- A Bibliometric Analysis of Consumer Brand Relationships. **Journal of Computational Informatics & Business**, Vol. 1 No. 1 November (2024). 33-44.
URL: <https://jcib.org/index.php/jcib/article/view/8/4>
- Enhancing Creative Performance: The Role of Ethical Leadership, Work Engagement and Positive Emotions. **PAKISTAN ISLAMICUS (An International Journal of Islamic & Social Sciences)**, Vol. 4, No. 3 July-September (2024). 149-163. ISSN (P) 2789-9365. ISSN (E) 2790-4911. **Y-Category Journal in HJRS**
URL: <https://www.pakistanislamicus.com/index.php/home/article/view/170/178>
- Does Field Managers’ Interactional Monitoring Style Asphyxiate or Stimulate Salespersons’ Performance? An Explanation through Dual Mediation Process. **Journal of the Knowledge Economy**, 13 April (2024). ISSN (P) 1868-7865. ISSN (E) 1868-7873. **Web of Science-Yes/ Scopus-Yes/ W-Category Journal in HJRS. Impact Factor-3.3**
URL: <https://doi.org/10.1007/s13132-024-01961-6>
- Reconnoitering the Impact of Brand Communication on Online Consumer’s Purchase Intentions: Revealing an Esoteric Story. **Jilin Daxue Xuebao (Gongxueban)/Journal of Jilin University (Engineering and Technology Edition)**, Vol. 43, No. 3 (2024). 187-208. ISSN (E) 1671-5497. **Scopus-Yes/ X-Category Journal in HJRS. Impact Factor- 0.24**
URL: <https://jilindaxuexuebao.org/details.php?id=DOI:10.5281/zenodo.10867741>
- Indubitable Veracity about a Journey of Salespersons’ Performance in a Multifaceted Pharmaceutical Outbound Selling Context. **Jilin Daxue Xuebao (Gongxueban)/Journal of Jilin University (Engineering and Technology Edition)**, Vol. 43, No. 3 (2024). 24-42. ISSN (E) 1671-5497. **Scopus-Yes/ X-Category Journal in HJRS. Impact Factor- 0.24**
URL: <https://jilindaxuexuebao.org/details.php?id=DOI:10.5281/zenodo.10791505>
- A new trend of learning and teaching: Behavioral intention towards mobile learning. **Journal of Computers in Education**. Vol. 11, No. 1 (2024), 149–180. ISSN (P) 21979995. ISSN (E) 21979987. **Web of Science-Yes/ Scopus-Yes/ W-Category Journal in HJRS. Impact Factor-6.1**
URL: <https://doi.org/10.1007/s40692-022-00252-w>
- Prominence of Social and Face-to-Face Media Communications in Adoption of Mobile Banking (mb) Services: Expounding the Role of Perceived Usefulness. **Jilin Daxue Xuebao (Gongxueban)/Journal of Jilin University (Engineering and Technology Edition)**, Vol. 43, No. 1 (2024). 172-186. ISSN (E) 1671-5497. **Scopus-Yes/ X-Category Journal in HJRS. Impact Factor- 0.24**
URL: <https://zenodo.org/records/10612278>
- The Interplay between Behavior-Based Salesforce Control Systems and Salesperson’s Creative Performance: A Closer Look at Salesperson’s Work Engagement. **Current Psychology**, Vol. 43, January, (2024). 18415–18430 ISSN (P) 1936-4733. ISSN (E) 1046-1310. **Web of Science-Yes/ Scopus-Yes/ W-Category Journal in HJRS. Impact Factor-2.8**
URL: <https://doi.org/10.1007/s12144-023-05591-0>
- The Ties that Quandary: Does Customer Experience Translate into Customer Retention in an Online Shopping Context? **Pakistan Journal of Social Sciences (PJSS)**, Vol. 44, No.1 (2024), 9-24. ISSN (P) 2074-2061. ISSN (E) 2708-4175. **Y-Category Journal in HJRS**.
URL: <https://pjss.bzu.edu.pk/index.php/pjss/article/view/1387/1131>

- Unleashing the Value of Repurchase Intentions of Customers: Undeniable Truth about a Journey of Continuous Growth for Firms. **Journal of Business and Social Review in Emerging Economies**, Vol. 9, No. 4 (2023), 459-472. ISSN (P) 2519-089X. ISSN (e) 2519-0326. **Y-Category Journal in HJRS**.
URL: <https://doi.org/10.26710/jbsee.v9i4.2838>
- Retorting the Unrequited: Connecting the Threads between Thriving at Work, Psychological Capital and Individual's Innovative Behavior. **Bulletin of Business and Economics (BBE)**, Vol. 12, No. 4 (2023), 361-371. ISSN (P) 2414-1771. ISSN (e) 2409-9368. **Y-Category Journal in HJRS**.
URL: <https://doi.org/10.61506/01.00137>
- Social Media Advertising and Brand Image: Unraveling the Mystery Box. **Bulletin of Business and Economics (BBE)**, Vol. 12, No. 4 (2023), 399-408. ISSN (P) 2414-1771. ISSN (e) 2409-9368. **Y-Category Journal in HJRS**
URL: <https://doi.org/10.61506/01.00139>
- Demystifying the Path from Ethical Leadership Style to Creative Performance of Outbound Salespeople within the Pharmaceutical Selling Context. **Jilin Daxue Xuebao (Gongxueban)/Journal of Jilin University (Engineering and Technology Edition)**, Vol. 42, No. 12 (2023). 402-416. ISSN (e) 1671-5497. **Scopus-Yes/ X-Category Journal in HJRS. Impact Factor- 0.24**
URL: <https://jilindaxuexuebao.org/details.php?id=DOI:10.5281/zenodo.10432108>
- Transformational Leadership and Employee's Performance: A Novel Explanation through Theoretical Triangulation. **Pakistan Journal of Social Sciences (PJSS)**, Vol. 43, No. 4 (2023), 539-553. ISSN (P) 2074-2061. ISSN (e) 2708-4175. **Y-Category Journal in HJRS**
URL: <https://pjss.bzu.edu.pk/index.php/pjss/article/view/1384/1115>
- A New Perspective on Behavior-based Sales Control System and Salespersons' Job Outcomes: An Outbound Pharmaceutical Sales Perspective. **International Journal of Pharmaceutical and Healthcare Marketing**, Vol. 17, No. 4 (2023), 450-475. ISSN 1750-6123. **Web of Science-Yes/ Scopus-Yes/ W-Category Journal in HJRS. Impact Factor-0.46**
URL: <https://doi.org/10.1108/IJPHM-08-2022-0084>
- The Amalgamation of Technology Acceptance Model and Diffusion of Innovations Theory: A Revelation of Behavioral Intentions to Use Internet (*i-net*) Banking. **Pakistan Journal of Social Sciences (PJSS)**, Vol. 43, No. 3 (2023), 347-360 ISSN (P) 2074-2061. ISSN (e) 2708-4175. **Y-Category Journal in HJRS**
URL: <https://pjss.bzu.edu.pk/index.php/pjss/article/view/1316/1096>
- Antecedents of Attitude towards In-app Mobile Advertising: Role of Permission in Mitigating Privacy Concerns. **Pakistan Journal of Social Sciences (PJSS)**, Vol. 43, No. 1 (2023), 39-51. ISSN (P) 2074-2061. ISSN (e) 2708-4175. **Y-Category Journal in HJRS**
URL: <http://pjss.bzu.edu.pk/index.php/pjss/article/view/1201/1065>
- The Effect of Transformational Leadership Style on Emotional Engagement of Salespersons and its Downstream Effect on Creative Performance: Role of Meaningfulness in Work. **Journal of Policy Research**, Vol. 8, No. 4 (2022), 173-185 ISSN (P) 2709-8966. ISSN (e) 2410-8162. **Y-Category Journal in HJRS**
URL: <https://doi.org/10.5281/zenodo.7541074>
- Leveraging Brand Equity through Brand Love and Brand Respect: A Conceptual Extension through Lovemarks Theory. **UW Journal of Management Sciences**. Volume 6 (Issue 1), (2022), 187-207. ISSN (P) 2521-5876. ISSN (e): 2523-0417, **Y-Category Journal in HJRS**
URL: <https://uwjms.org.pk/index.php/uwjms/article/view/72>
- Can Employee's Green Creativity be nurtured? Clarifying the Roles of Green Employee Engagement and Green Self Efficacy: Proximal and Distal Effects of Green Human Resource Management Practices. **Pakistan Journal of Social Sciences (PJSS)**, Vol. 42, No. 3 (2022), 609-622. ISSN (P) 2074-2061. ISSN (e) 2708-4175. **Y-Category Journal in HJRS**
URL: <http://pjss.bzu.edu.pk/index.php/pjss/article/view/1159/1027>
- Feminine and Masculine Brand Personalities and Consumer-based Brand Equity: An Explanation through Dual Mediation Model. **South Asian Review of Business and Administrative Studies (SABAS)**, Vol. 4, No. 1, Jun 2022, 15-30. ISSN (P) 2710-5318; ISSN (e) 2710-5164. **Y-Category Journal in HJRS**
URL: <https://journals.iub.edu.pk/index.php/sabas/article/view/1022/466>
- Two Sides of a Coin: Connecting Utilitarian Shopping Value to Online Purchase Intention and Brand Experiential Satisfaction through Mediation Process. **Pakistan Journal of Social Sciences (PJSS)**, Vol. 42, No. 2 (2022), 381-403. ISSN (P) 2074-2061. ISSN (e) 2708-4175. **Y-Category Journal in HJRS**
URL: <http://pjss.bzu.edu.pk/index.php/pjss/article/view/1096/987>
- Tale of Support: Linking Perceived Supervisory Support and Work Engagement to Pharmaceutical Salespersons' Performance. **Pakistan Journal of Social Sciences (PJSS)**, Vol. 42, No. 1 (2022), 195-209. ISSN (P) 2074-2061. ISSN (e) 2708-4175. **Y-Category Journal in HJRS**
URL: <http://pjss.bzu.edu.pk/index.php/pjss/article/view/1064/1010>
- Heeding a missing link between field managers' monitoring styles and salespersons' performance in the pharmaceutical selling context. **International Journal of Pharmaceutical and Healthcare Marketing**, 2020. 14(3). 425-443. ISSN 1750-6123. **Web of Science-Yes/ Scopus-Yes/ W-Category Journal in HJRS. Impact Factor-0.46**

URL: <https://www.emerald.com/insight/content/doi/10.1108/IJPHM-11-2017-0071/full/html>

- Brand Love among Female Consumers for Fashion Clothing. *International Journal of Management Studies*, 2020, 27(1), 1-19. ISSN (p) 2232-1608. ISSN (e) 2180-2467. **Web of Science-Yes/ Y-Category Journal in HJRS**
URL: <https://e-journal.uum.edu.my/index.php/ijms/article/view/ijms.27.1.2020.7379/2432>
- Impact of the Social Demonstration of Luxury Brands on Brand Engagement Behaviors: Role of Consumer-Brand Identification. *International Review of Management and Marketing*, 2018, 8(2), 12-21. ISSN 2146-4405
URL: <https://econjournals.com/index.php/irmm/article/view/5897/pdf>
- Customer Involvement as a Missing Link in Reputation, Service Quality, Innovation and Customer Satisfaction: An Empirical Investigation in Retail Banking Sector. *WALIA Journal*, 2018, 34(1), 65-70.
URL: <https://www.researchgate.net/publication/379899409>
- Antecedents and Consequences of Brand Equity: A Research to Determine the Role of Brand Effect. *WALIA Journal*, 2018, 34(1), 52-58.
URL: <https://www.researchgate.net/publication/379899518>
- Elucidating the Relationship of Social Media Usage and e-WOM with Brand Related Purchase Decision Involvement: An Integrated Meta-Framework Approach. *WALIA Journal*, 2018, 34(1), 59-64.
URL: <https://www.researchgate.net/profile/Faheem-Khan-41/publication/379899305>
- The Interactive Effects of Behavior-based Sales Control System and Supervisory Support on Work Engagement: A SDT and OST Perspective. *Journal of Business & Economics*: 7(1), 103-135. 2015. ISSN (p) 2075-6909, ISSN (e) 2708-1923. **Y-Category Journal in HJRS**
URL: <https://journals.au.edu.pk/ojs/index.php/jbe/article/view/77/78>
- Business Education Curriculum and Management Skills: A Viewpoint of Students and Managers. *Academic Research International*, 4(4), 431-441. 2013
URL: [http://www.savap.org.pk/journals/ARInt./Vol.4\(4\)/2013\(4.4-46\).pdf](http://www.savap.org.pk/journals/ARInt./Vol.4(4)/2013(4.4-46).pdf)

Research Papers in Review Process

- Unraveling the Project-level Control Systems and Project-based Individual Level Performance Paradox: Enhancing Performance through Intrinsic Motivation
- Leveraging Brand Love through Brand Attachment and Brand Aspirations: A Conceptual Extension through Triangular Theory of Love
- Is Creative Performance of Outbound Salespeople Accentuated by Ethical Leadership Style of Field Managers in Pharmaceutical Selling Context?
- Esoteric Story of Relationship between Transformational Leadership Style of Field Managers and Salespersons' Performance: Evidence from the Pharmaceutical Sector
- Dive into the Mystery of Social Media Advertising in Building Brand Loyalty: Unlocking the Role of Brand Preference and Perceived Usefulness
- Structural Relationships Modeling of Brand Competency, Brand Love, Brand Advocacy and Brand Loyalty

Working Papers

- The Domino Effect of Brand Experience, Brand Passion and Brand Image on Brand Commitment
- Unleashing the Value of Talent Management Strategies in Digital Transformation: A Dive into the Mystery of Incessant Growth for Service Firms
- Perceived Organizational Support, Perceived Organizational Justice and Work Engagement: A Winning Combination for Extenuating Performance and Turnover Intentions
- Value Co-Creation of Services: Elucidation of Conceptual Framework through Stimulus Organism and Response (SOR) Model
- Correcting the Mistaken Identity of Brand Loyalty through Customer Engagement
- Effect of E-WOM on Purchase Intentions and Purchase Behavior: The Role of Brand Image and Social Influence
- Relationship between Brand Trust and Brand Loyalty: A Case of the Hotel Industry
- Servant Leadership Style and Salespersons' Proactivity: Clarifying the Relationship through Engagement
- A Retrospective Look at Salesforce Control Systems' Research and Proposed Future Research Agenda
- The Impact of Synchronous Brand-related Communications on Brand Equity: Role of Brand Attitude
- Consolidating Brand Love with Positive Word of Mouth: Role of Consumer Brand Engagement

Theses/Research Supervisions

MS Thesis

- Investigating the Effects of Brand Activism on Consumer Brand Engagement and Attitudes towards the Brand 2024-Present
- Unveiling the Prominence of Brand Competency: A Scoping Explanation through Mediation Perspectives 2024

- Does Brand-related Communication on Social Networking Sites (SNS) Augment Online Purchase Intention? An Explanation Through Dual Mediation Process 2023
- Mechanism Underlying Individual Innovative Behavior: Employee Perceptions of Thriving at Work and Psychological Capital 2022
- Linking Green HRM Practices to Green Creativity and Green Employee Performance: An Explanation through Moderated Mediated Approach 2022
- Two Sides of a Coin: Connecting Utilitarian Shopping Value to Online Purchase Intention and Brand Experiential Satisfaction Through Mediation Process 2021
- A Perspective on Brand Experience and Brand Commitment: An Application of the SOR Model 2020
- Brand Gender and Consumer-based Brand Equity: An Explanation through Moderated Mediation Model 2020
- Transformational Leadership and Employee Performance: A Novel Explanation through Theoretical Triangulation 2019
- Unpacking the Relationships among Social Image, Attitude and Intentions to Use Mobile Banking: An Explanation through Mediated Moderated Model 2019
- Ethical Leadership and Creative Performance: An Empirical Evidence through Mediated Moderation Model 2019
- Elucidating the Relationships of Project Control Systems and Project-Based Individual Performance: An Empirical Validation through Mediated-Moderation Model 2019
- An Empirical Study of Acceptance/Rejection Behavior Towards In-app Mobile Advertising Using Theory of Reasoned Action: Role of Permission in Mitigating Privacy Concerns 2017
- Towards Understanding Field Managers' Monitoring Associated with Performance: An Integration of the Goal Characteristics, Emotional Intelligence and Interpersonal Mentalizing Skills 2017
- Value Co-Creation of Careem Ride-Sharing Services: Role of Customer Brand Engagement 2017

MS Research Projects

- Does Customer Engagement Build Loyalty? The Indirect Effect of Brand Love and Image 2018
- Decoding the Effects of CSR on Purchase Behavior and WOM: An Explanation through Brand Credibility and Brand Reputation as Mediators 2018
- The Effect of e-WOM on Purchase Intentions: Mediating Role of Brand Image 2018
- Proximal and Distal Effects of Adverting on Brand Equity: Validation through Empirical Evidence 2017
- Shedding New Light on the Role of Advertising in Creating Brand Loyalty: Role of Brand Preference and Brand's Perceived Usefulness 2017
- The Impact of Perceived Product Quality and Affective Commitment on Repurchase Intentions: The Role of Customer Satisfaction 2017
- Ethical Consumption Behavior: An Examination through Interactive Effects of Materialism and Environmentalism, Fair-trade Attitude and Consumption Ethics 2017
- Investigating the Role of Customer Satisfaction as a Mediator between Perceived Product-Service Quality and Repurchase Intentions 2017
- The Influence of Transformational Leadership Style on Salespersons' Engagement and the Downstream Effect on Creative Performance; Role of Meaningfulness in Work 2017
- Marketing Stimuli and Purchase Behavior of Customers of Smartphones; A Closer Look at Customer Involvement 2017
- Servant Leadership and In-role Marketing Personnel Performance Outcome; A Motivational Perspective Mechanism 2017
- Let's Make the Green World: Understanding the Ideology of Ethical Consumption in a Multicultural Environment 2016
- Satisfaction with Supervisor and Salesperson's Ethical Behaviors in Complex Pharmaceutical Selling Context: an Examination of Emotional Regulation and Sales Skills 2016
- The Effect of Communication Channels on Intentions to Use Mobile Banking: Mediating Role of Perceived Usefulness 2016
- The Impact of Servant Leadership on Salesperson's Proactivity and Adaptivity: Role of Work Engagement as a Mediator 2016
- Supervisors' Monitoring Styles and Salespersons' Creativity: The Mediating Role of Work Engagement 2016
- Leadership Styles and Value Enhancing Performance: Role of Adaptive Selling Confidence and Adaptive Selling Behavior 2016
- Antecedents and Outcomes of Brand-Oriented Companies 2014
- Brand Love: Soliciting Consumer Brand Relationships 2014
- Relationship between Brand Trust and Brand Loyalty: A Case of the Hotel Industry 2014
- Relationship between External Stimulus and Purchase Behavior: Role of Consumer Involvement as Mediator 2014

- The Effect of Service Quality on the Financial Performance of Banks in Pakistan 2014
- Balancing Consumers' Perceived Risks and Purchase Intention 2014

MBA Thesis

- The Effect of Customer Experience on Customer Retention: An Explanation through Dual Mediation Process 2021
- Harnessing Brand Equity through Brand Love and Brand Respect: An Explanation through Lovemark Theory 2020
- Influence of Self-Image, Urbanization, and Media on Consumption of Male Grooming Products 2015
- Social Media Marketing: A Turning Point in Building Brand Equity 2015
- Media Exposure and Academic Performance 2015
- Analyzing the Impact of Supply Chain Relationship Quality on Cooperative Strategy: Moderating Role of Trust in the Service Industry of Pakistan 2014
- The Impact of Brand Passion, Commitment and Experience on Brand Evangelism 2014
- Factors Affecting Consumers' Intention to Shop Online Mediating Role of Attitude 2014
- Linking Job Demands and Resources to Work Engagement and Performance: An Application of JD-R Model in Sales & Marketing Fields 2013
- Consumer Buying Behavior in the Branded Apparel Industry of Pakistan: A Study on Youth 2012
- Impact of Humor in Advertising on Consumers' Purchase Decision 2012
- Measuring Customer-Based Brand Equity Evidence from The Hotel Industry 2012
- The Impact of Service Quality, Customer Satisfaction and Trust Worthiness on Customer Retention: A Case of Telecommunication Cellular Services Sector 2012
- Factors Affecting the Parental Purchase Behaviour in the Food Industry of Pakistan 2012

External Evaluator for Thesis and Research Studies

	MBA	MS	PhD	
▪ SZABIST Islamabad	15	65	22	2014-Present
▪ Iqra University Islamabad	10	4		2014-Present
▪ NUML Islamabad		2		2015-Present
▪ University of Wah (VW)		2		2018-Present

Reviewer

- International Journal of Pharmaceutical and Healthcare Marketing (**IJPHM**) 2022-Present
 - ISSN 1750-6123
- NUML International Journal of Business & Management (**NIJBM**) 2022-Present
 - ISSN 2410-5392 (Print), ISSN 2521-473X (Online)
- Journal of Human Resource Management (**JHRM**) 2019-Present
 - ISSN: 2331-0707 (Print), ISSN: 2331-0715 (Online)
- UW Journal of Management Sciences (**UWJMS**) 2018-Present
 - ISSN: 2521-5879 (Print), ISSN: 2523-0417 (Online)
- Pakistan Development Review (**PDR**) 2024
 - ISSN: 0030-9729

Conference Papers and Presentations

- The Impact of Perceived Ease of Use and Perceived Usefulness on Intentions to Use *i*-net Banking. Paper presented at the **10th South Asia International Conference on Business and Data Science (2018)**, COMSATS University, Islamabad 2018
- Effects of Working Capital Management on Firm's Profitability: Evidence from Pakistan. Paper presented at the **2nd International Conference on Governance and Public Policy, Public Administration Department, Fatima Jinnah Women University Rawalpindi**, Pakistan. 2018
- Once again Equity Market in Action. Paper presented at the **2nd International Conference on Governance and Public Policy, Public Administration Department, Fatima Jinnah Women University Rawalpindi**, Pakistan. 2018
- Sales Promotion in Relation to Advertising, After Sales Service, Distribution Channels, and Communication Skills. Paper presented at the **8th International Conference on Management Research, Entrepreneurial Mindset: Challenges, Opportunities & Strategies in Emerging Markets, Superior University Lahore**, Pakistan. 2017
- Selling Skills and Sales Person's Outcome Performance: An Empirical Investigation. Paper presented at the **16th National Research Conference, SZABIST Islamabad**, Pakistan. 2012
- Determinant of Effectiveness: The Role and Importance of Adaptive Selling Approach in Current Practices of 2012

- Selling. Paper presented at the **16th National Research Conference, SZABIST Islamabad**, Pakistan.
- Relationship between Behavioral-Based Sales Management Control Activities and Sales Person Outcome Performance in relation to Sales Organization Effectiveness. Paper presented at the **13th National Research Conference, SZABIST Islamabad**, Pakistan 2011
 - Relationship between Behavioral Performance of Salesperson and Salesperson's Outcome Performance in Relation to Organizational Effectiveness. Paper presented at the **13th National Research Conference, SZABIST Islamabad**, Pakistan 2010
 - The Influencing Role of Children on Parental Purchase Behavior. Paper presented at the **10th National Research Conference, SZABIST Islamabad**, Pakistan. 2009
 - The Impact of Servicing Quality, Switching Barriers and Trust Worthiness on Customer Retention: A Study of Telecommunication Cellular Service Sector. Paper presented at the **9th National Research Conference, SZABIST Islamabad**, Pakistan. 2009

Subjects Taught to MBA/MS and Ph.D. Levels

- Advertising
- Advanced Topics in E-Marketing
- Advanced Topics in IMC
- Advances in Marketing Research
- Distribution & Channel Management
- Channel Strategy & Distribution
- Contemporary Issues in Marketing
- Customer Relationship Management
- Digital Marketing
- Global Marketing
- Human Resource Management
- International Marketing Management
- Internet Marketing
- Issues in International Marketing
- Management Principles
- Marketing Analytics & Data Mining
- Strategic Marketing Planning
- Strategic Entrepreneurial Marketing
- Marketing Management
- Marketing Research
- New Product Development
- Organizational Behavior
- Principles of Marketing
- Quantitative Research in Marketing
- Quantitative Research & Empirical Modeling
- Quantitative Tools & Techniques in Research
- Research Methods for Business
- Salesforce Management
- Selling
- Services Marketing
- Social Marketing
- Brand Management
- Strategic Business Management
- Issues in Strategic Management
- Strategic Market Management
- Marketing Data: Measurement & Analysis