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| **CURRICULUM VITAE**  **Dr. Hafiza Sobia Tufail, Ph.D. (Marketing).**  E: [sobia@cuivehari.edu.pk](mailto:sobia@cuivehari.edu.pk)  Google Scholar: https://scholar.google.com/citations?hl=en&user=TyTmg1sAAAAJ |
| **Professional Profile** |
| An experienced research associate and lecturer with expertise in teaching marketing, management,  consumer behavior, advertising, and marketing communication. |

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| **Employment** | |
| **Postdoctoral Research Fellow**  Oct 2023 – Present | Social Marketing Department, Griffith University, Australia. |
| **Research Associate**  August 2015 – Present | Management Sciences Department, COMSATS University Islamabad, Pakistan. |

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| **Tertiary Education** | |
| **2023-Present** | **Postdoctoral Research Fellow,** Social Marketing @ Griffith, Griffith University   Australia. |
| **2019-23** | **Ph.D. (Marketing),** Islamia University Bahawalpur, Pakistan. My thesis is entitled, “What Affects Consumers to Purchase Suboptimal Food in Pakistan? Behavioural Reasoning Perspective?”. |
| **2015-17** | **Master of Philosophy (M. Phil) in Business Administration,** National College of Business Administration and Economics, Lahore, Pakistan. My thesis is entitled, “Measuring the Impact of Promotional Channels on Customer Purchase Intention Mediated by Customer Commitment.” |
| **2013-14** | **Master of Business Administration (MBA),** COMSATS University Islamabad, Pakistan. |
| **2008-12** | **Bachelor of Business Administration (Hons’),** Islamia University of Bahawalpur, Pakistan. |

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| **Teaching Experience** | |
| **Research Associate at COMSATS**  **University Islamabad, Pakistan.** | **August 2015 – Present:** I am working as a Research Associate at the Management Sciences department, COMSATS University Islamabad, Pakistan. I performed the following research tasks for this role:   * Collected data using leading databases, analyzed it using different software, and visualize and communicate data analysis results. * Assisted senior professors in preparing literature reviews, editing, and preparation of manuscripts. * Prepared research proposals for submission to Higher Education Commission to get grants. * Managed project-related correspondence with funding agencies. * Assisted senior professors in the acquisition of research materials from campus facilities. * Prepared reports and presentations for different internal and external stakeholders.   I also performed administrative tasks such as:   * Completed requirements for accreditation of undergraduate programs. * Provided support to the department for developing, implementing, and renewing the undergraduate and postgraduate curriculum for marketing. * Provided strategic advice and support to the higher management on enhancing the research capacity of both faculty and postgraduate students. * Assessed faculty’s IT requirements and made recommendations to the head of the department for improvement. * Administer research candidature for postgraduate students following internal and external governance requirements. * Organized research training workshops for both faculty members and postgraduate students. * Organized convocation ceremonies, job fairs, and sports weeks from 2015-23.   I taught the following courses during this tenure:   * MGT 210 Fundamental of Marketing * MGT 518 Marketing Research * MGT 510 Consumer Behavior * MGT 101 Introduction to Management * HUM 103 Communication Skills * MGT 301 Research Tools and Techniques |

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| **Research Experience** |
| **Ph.D. (Marketing)** |
| **Thesis Title:** “What effects Consumers to Purchase Suboptimal Food in Pakistan? Behavioural Reasoning Perspective”.  This dissertation makes theoretical, methodological, and empirical contributions to the literature by examining the influence of consumers’ values (hedonic and utilitarian values), motivators, and barriers on their attitudes, purchase intentions, and behavior towards suboptimal food using behavioral reasoning theory (BRT). |
| **Research Program** |
| My research contributes to the field of international marketing by adopting a multi-disciplinary approach and theoretically informed quantitative methods. Specifically, drawing on behavioral reasoning theories (BRT), my research focuses on the impact of consumers’ values (hedonic and utilitarian values), motivators, and barriers on their attitudes, purchase intentions, and behavior toward suboptimal food in Pakistan. |
| **Publications** |
| **Published Papers:**   * Shahid, A. U., **Tufail, H. S.,** Baig, W., Ismail, A., & Shahid, J. (2024). The impact of financial analysis’ spirituality on their socially responsible investing decisions: a mediating role of social consciousness. *Pacific Accounting Review*, **(ABDC-A; IF: 1.1).** * Fatima, N., **Tufail, H. S.,** Hussain, M., & Baig, F. J., (2024). Assessing consumer propensity for energy-efficient product adaptation. *International Journal of Contemporary Issues in Social Sciences. ISSN (E) 2959-2461 (P) 2959-3808*, *3*(2), 1168–1179. * Fatima, N., **Tufail, H. S.,** Hussain, M., & Baig, F. J., (2024). Kids influence their parental decision-making in purchasing fast foods. *Journal of Asian Development Studies, 13*(1). * Baig, F. J., **Tufail, H. S.,** Hussain, M., Khan, S. Nawaz., & Kamran, M., (2024). “Beyond likes: understanding the mediating role of advertising influence. in Social Media Marketing's Impact on Purchase Intent" *Administrative and Management Sciences Journal,* * Shahid. A. U.,Ali. H. Y., **Tufail, H. S.,** and Jonathan, J., (2023). “Financial Analysts’ Perceived Risk and Investment Judgement in evaluating CSR.” *International Journal of Islamic and Middle Eastern Finance and Management”, 16*(4), 716-733 **(ABDC-B; IF: 2.853).** * **Tufail, H. S.,** Ramzan, S., Baig, F. J., Baig, W., & Nargis, F., (2023). An Empirical Investigation of Sustainable Packaging Purchase Intention in Pakistan. *Journal of Policy Research*, 9(4), 264-275. * Shahid, A. U., **Tufail, H. S.,** Shahid, J., & Ismail, A. (2021). Antecedents and consequences of perceived job security of professional accountants. *Asian Review of Accounting*, *29*(5), 601-   616. **(ABDC-B; IF: 1.5).**   * **Tufail, H. S.,** Yaqub, R. M. S., Alsuhaibani, A. M., Ramzan, S., Shahid, A. U., & S. Refat,   M. (2022). Consumers’ Purchase Intention of Suboptimal Food Using Behavioral Reasoning Theory: A Food Waste Reduction Strategy. *Sustainability*, *14*(14), 8905 (**IF: 3.889).**   * **Tufail, H. S.,** Yaqub, R. M. S., Ramzan, S., & Baig, F. J. (2022). To buy or not to buy? Consumers' purchase intention towards suboptimal food in Pakistan. *Bulletin of Business and Economics (BBE)*, *11*(2), 93-103. * Baig, F. J., Ramzan, S., Akhtar, N., **Tufail, H. S.,** & Nargis, F. (2022). Determinants of Customer Reacquisition Model in Telecom Sector: Evidence from Pakistan. *Journal of Policy Research*, *8*(3), 46-58. * **Tufail, H. S.,** & Yaqub, R. M. S. (2021). The Predictors of Suboptimal Food Purchase Intention: A Developing Country Context. *International Journal of Business Reflections*, *2*(2). * Aamir, M., Shahid, A. U., **Tufail, H. S.,** & Shahid, J. (2021). Organizational Learning and Innovation and its Impact on Professional Accountants Organizational Citizenship Behavior: Evidence from Pakistan. *Sustainable Business and Society in Emerging Economies*, *3*(1), 13-24. |
| **Under-revision Papers:**   * Shahid, A. U., Devi, C., and **Tufail., H. S.,** (2023) Investors’ Pro-environmental Attitude and Socially Responsible Investing: A Mediating Role of Greenwashing Practices. This paper will be submitted to the “*International Journal of Bank Marketing”* **(ABDC-A; IF: 4.5).** |
| **Working Papers:**   * **Tufail, H. S.,** Deshpande, S., Bradley, G. L., Shahid, A. U., andRamzan, S.Personality trait of openness impact on pro-environmental behavior: the mediating moderating effect of psychological adaptation, connection to nature and self-efficacy. This paper will be submitted to the International Journal of Retail & Distribution Management **(ABDC-A; IF 4.4).** * **Tufail, H. S.,** Deshpande, S., Bradley, G. L., Shahid, A. U., andRamzan, S., Purchasing Behavior of Ugly Food: Moderating Role of Religiosity in Pakistan. This paper will be submitted to the “*British Food Journal*” (**ABDC-B; IF: 3.224).** |
| **Reviewer for Scholarly Journals**   * Journal of Policy Research * Bulletin of Business and Economics (BBE). * Journal of Tourism, Hospitality, and Services Industries Research (JTHS) |
| **Conference Proceedings**   * Shahid, A. U., **Tufail, H. S.,** Ismail, A., Baig, W., and Shahid, J., (2023). *Financial analysts’ spirituality, social consciousness, and socially responsible investing decisions.* 32nd Asian-Pacific Conference on International Accounting Issues, co-sponsored by the Bond University at Gold Coast, Australia. * Shahid, A.U., Ali, H. Y., **Tufail, H. S.,** and Jonathan, J., (2023). *Financial analysts’ personal values perceived behavioral risk, and investment decisions in evaluating CSR*. 2nd International Conference on Business Administration, 10-11 March 2023 at Institute of Business Administration, University of the Punjab, Lahore, Pakistan. * **Tufail, H. S.,** Ramzan, S., Yaqub, S. W*hat impacts consumer purchase intention towards suboptimal food in Pakistan,* 1st International Conference of Business Administration (ICBA 2021), University of the Punjab, Lahore, Pakistan. * Shahid, A. U., **Tufail, H. S.,** Shahid, J. (2021), *The impact of organizational learning on organizational citizenship behavior of professional accountants with the mediating role of organizational innovation; Evidence from Pakistan,* 1st International Conference of Business Administration, University of the Punjab, Lahore, Pakistan. * Aamir, M., Shahid, A. U., **Tufail, H. S.,** and Humayon, A. A. (2020). *Organizational learning and innovation and its impact on professional accountants’ organizational citizenship behavior,* International Conference on Business and Commerce, University of the Punjab, Lahore, Pakistan. * **Tufail, H. S.** (2020). *The impact of organizational learning on organizational citizenship behavior of professional accountants with the mediating role of organizational innovation; Evidence from Pakistan,* 2nd International Conference on Business and Entrepreneurship Research (ICBER 2020), Islamia University of Bahawalpur, Pakistan. * **Tufail, H. S.,** Shahid, A. U., (2019). *Organizational learning and innovation and its impact on professional accountants’ organizational citizenship behavior,* National Conference of Business Research (NCBR 2019), Islamia University Bahawalpur, Pakistan. * Shahid, A. U., **Tufail, H. S.,** and Humayon, A. A. (2019). *The impact of organizational learning on organizational citizenship behavior of professional accountants with the mediating role of organizational innovation; Evidence from Pakistan,* International Conference on Banking Insurance and Business Management, University of the Punjab, Lahore, Pakistan. * Shahid, A. U., **Tufail, H. S.,** and Humayon, A. A. (2018). *Antecedents and consequences of perceived job security of professional accountants,* International Conference on Banking Insurance and Business Management, University of the Punjab, Lahore, Pakistan. * Shahid, A. U**., Tufail, H. S.,** and Humayon, A. A. (2018). *Antecedents of job turnover in the educational sector of Pakistan,* 9th International Conference on Management Research & Business Excellence in Emerging Markets, Superior University, Lahore, Pakistan. * Shahid, A. U., and **Tufail, H. S.,** (2018). *The effect of job crafting on job creativity through job engagement; a case of banking sector of Vehari, Pakistan,* 6th International Conference on Research in Education, 20-22 November, University of Education, Lahore, Pakistan. * Shahid, A. U., **Tufail, H. S.,** and Humayon, A. A. (2016). *The impact of harmonious passion on the intention to leave through work engagement in the banking sector of Lahore, Pakistan.* International Conference on Business and Economics, Islamic University of Bahawalpur, Pakistan. |
| **National and International Conference Participations:**   * Participated at the Chance Conference, organized by the Social Marketing Department, Griffith University, Australia on 19-20 October 2023. * Participated as a Session chair in the 2nd International Conference on Business Administration held on 10-11th March 2023. * Participated in the 2nd International Conference on Business and Entrepreneurship Research (ICBER) 2020 Islamia University Bahawalpur, Pakistan held on 19-20 February 2020. * Participated in the National Conference on Business Research (NCBR), Islamia University Bahawalpur, Pakistan held on 27-28 March 2019. * Participated in the International Conference on Banking, Insurance and Business Management, Hailey College of Banking and Finance, University of the Punjab, Pakistan 2018. * Participated in the 2nd International Student Research Conference, COMSATS Institute of Information Technology, Vehari, Pakistan, 2018. * Participated in the Student Research Conference (SRC), COMSATS Institute of Information Technology, Vehari Pakistan, 2017. * Participated in the ‘Colloquium of Entrepreneurship’on 18th December 2014 held at COMSATS University Islamabad, Pakistan. |
| **Research Workshops Attended in Pakistan:**   * Workshop on Testing Assumptions by using Smart PLS on July 11, 2021, at COMSATS University Islamabad, Pakistan. * Attend five days Professional Faculty Development Academy Organized by COMSATS University Islamabad, 2019. * Attend the 5th Job Fair events organized by COMSATS University Islamabad on October 30, 2019. * Attended Workshop on How to use “STATA,” organized by COMSATS University Islamabad, 2016. * Attended two days training workshop on Advances in ARDL, organized by COMSATS, Vehari, 2016. * Attended training workshop on “Managed Pakistan: Today’s Needs, and Tomorrow’s Solution” organized by COMSATS Institute of Information Technology, Pakistan, 2016. * Attended a seminar on “How to win a job” organized by Certified Institute of Management Accountant (CIMA) and COMSATS University Islamabad in March 2016. * Attended orientation Course Conducted by Punjab Emergency Service at COMSATS University Islamabad, 2014. * Attended the Colloquium of “Entrepreneurship” organized by COMSATS University Islamabad, 2014. |

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| **Professional & Industry Engagements** |
| I consistently invite professional marketers to discuss the “Challenges of adopting digital and live event marketing. As a research associate at COMSATS University Islamabad, Pakistan, I consistently invite scholars and professional marketers to conduct seminars on globally challenging and important topics. Students reported that engagement with professionals enhanced their confidence and chances of being hired as trainees. |

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| **Community Engagement** |
| I am actively engaged in the national marketing research community to improve the quality of research in Pakistan. For example, In December 2020, I was invited by the Islamia University of Bahawalpur, Pakistan, to deliver a seminar entitled “Empirical Research in Marketing.” Very positive feedback was received from the attendants. After the seminar, I was approached by some attendants who expressed their interest in future study and research collaboration with COMSATS University Islamabad. During my Ph.D., I made valuable contributions to the community of Ph.D. scholars at the Islamia University of Bahawalpur by sharing my experience with fellow Ph.D. researchers. These fellow researchers appreciated my contributions to the Ph.D. research.  community. |

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| **Skills and Interests** |
| * **Analytical techniques:** Bibliometric and Co-citation analysis, Structural equation modeling, Simple, logistic, multinomial, ordinal, moderated, mediated regression, Scale development, Model testing, Interaction in complex models, and Visualization. * **Computing:** SPSS, Smart-PLS, AMOS, and MS Office. * **Other:** Strong communication and Interpersonal skills, Networking and collaboration with colleagues from diverse backgrounds, Problem-solving, Leadership, and Multi-tasking. * **Interests:** Drawing and travelling. |

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| **References** |
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