

CURRICULUM VITAE



Personal Information

Name: Asif Yaseen

Gender: Male

Nationality: Pakistani

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Executive Summary

A visionary, and passionate university educator, with a proven track record of excellence in:

Innovative Teaching

Curriculum & Program Development

Research Funding Potential

Short Course Design and Delivery

Higher Education Accreditation Reviewer

PhD/ MS Research Supervision

Peer-Reviewed Research Publications

Academic Leadership & Administration

Outreach and Community Service

Entrepreneurship & Project Incubation

Academic Qualification

Feb 2015- PhD –Management

The University of Queensland, Brisbane, Australia

Area of study: Management & Entrepreneurship

Aug 2008- MSc. ICT Entrepreneurship

KTH Royal Institute of Technology, Stockholm, Sweden

Area of study: Entrepreneurship & Project Management

Feb 2000- MBA (Marketing)

Bahauddin Zakariya University, Multan, Pakistan

Area of study: Marketing, Management Information Systems

Work Experience

Jan 2021- To Date: Professor of Management (Entrepreneurship Track)

Bahauddin Zakariya University, Department of Commerce, Multan (Pakistan)

- Teaching Entrepreneurship Foundation, Strategic Management, Human Resource Management, Digital Marketing, and Business Research Methods at Under-graduate and Post-graduate Level
- Teaching Advanced Research Methodology, Research Seminar in Entrepreneurship, and Seminar in Management at MPhil and PhD Coursework respectively
- Coordinator, MS Innovation & Entrepreneurship (2-year Program) (Chair responsibilities)
- Supervising MS (Research) and PhD students

April 2025- to date: Director Business Incubation Centre

Bahauddin Zakariya University, Department of Commerce, Multan (Pakistan)

- Oversee the selection process of incubatees (startups/entrepreneurs) through evaluations, pitch competitions, or HEC-prescribed criteria.
- Arrange mentorship, training, and capacity-building programs for incubated startups.
- Connect startups with industry experts, investors, and HEC-approved mentors.
- Secure funding, grants, and sponsorships (e.g., HEC funding, public-private partnerships).
- Ensure compliance with HEC's guidelines for Business Incubation Centres (e.g., HEC's Technology Incubation Centres Program).

Sep 2018- Jan 2021: Assistant Professor of Management

Bahauddin Zakariya University, Department of Commerce, Multan (Pakistan)

- Teaching Principles of Management, Human Resource Management, Strategic Management, Marketing Management, Entrepreneurship Foundation, Network Society at Under-graduate and Post-graduate Level
- Teaching Advanced Research Methodology and Research in Management at MPhil and PhD coursework for one year after completing PhD (in 2015)
- Supervising MS (Research) and PhD students

Aug 2015- Aug 2018: Postdoctoral Research Fellow

The University of Queensland, Brisbane (Australia)

- Coordinating a cohort of 05 PhD research students
- Supervised (Associate) two PhD Students at UQ
- Team leader of Export Entrepreneurship Project at Industry Transformation Training Centre, University of Queensland, Australia
- Teaching a course- "Food in the E-landscape" and "Introduction to Agricultural Marketing" at Undergraduate level

Sept 2003- Jan 2009: Lecturer in Management

Bahauddin Zakariya University, Department of Commerce, Multan (Pakistan)

- Teaching Principles of Management, Introduction to Marketing, Managerial Policy, and Business Research Methods courses at Undergraduate and Postgraduate level
- Coordinator, BS Accounting & Finance (4-year Program)
- Internship program Supervisor, Department of Commerce, B.Z. University
- Director Students Affairs, Department of Commerce, B.Z. University

Research Publications

Selected Peer -Reviewed Research Publications

- 1- Yaseen, A., Khakwani, M.H.K (2026). Integrating Circular Economy Paradigm into Sustainable Entrepreneurial Research: A Bibliometric Study, *Journal of Cleaner Production* (*Forthcoming, IF: 10, ABDC: A*)
- 2- Yaseen, A., Khakwani, M.H.K (2026). Digital Entrepreneurial Readiness among University Students in Pakistan: An Empirical Investigation within the Ecosystem perspective, *Competitiveness Review* (*Forthcoming, IF: 3.2, ABDC: B*)
- 3- Hassaan, M., & Yaseen, A. (2025). Spiritual Spending: Understanding Mobile Payment Adoption in Religious Tourism Through the Lens of UTAUT and Coping Theory. *International Journal of Human-Computer Interaction*, 1–16. <https://doi.org/10.1080/10447318.2025.2517356> (IF: 4.5, ABDC: B)
- 4- Hou, Y., Cao, S., Bryceson, K., Currey, P., & Yaseen, A. (2025). Omnichannel and Product Quality Attributes in Food E-Retail: A Choice Experiment on Consumer Purchases of Australian Beef in China. *Foods*, 14(10), 1813. <https://doi.org/10.3390/foods14101813>
- 5- Hassaan, M., Yaseen, A., Younis, W., Farooq, M., Akhtar, R. (2025). “Shariah compliant privacy policy in Islamic banking: Understanding Pakistani customer preferences through UTAUT”. *Digital Policy, Regulation and Governance* (IF:2.1, ABDC: B)
- 6- Yaseen, A. & Khakwani, M.H.K. (2025), “Healthcare Entrepreneurship: A systematic literature review & future research agenda”, *International Journal of Entrepreneurial Behaviour & Research* (*forthcoming- IF: 4.5, ABDC: B*)
- 7- Hassaan, M. and Yaseen, A. (2024), "Factors influencing customers' adoption of mobile payment in Pakistan: application of the extended meta-UTAUT model", *Journal of Science and Technology Policy Management* (SCCI, IF: 2.9), Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JSTPM-01-2024-0029>
- 8- Akram, A., Hassan, I., & Yaseen, A. (2024). In the eyes of the beholder: an insightful exploration of sustainable career in Pakistani context. *Human Resource Development International* (Q2, SSCI, IF: 3.8), 1–27. <https://doi.org/10.1080/13678868.2024.2356500>
- 9- Nguyen, H.V., Vu, T.D., Saleem, M. and Yaseen, A. (2024), "The influence of service quality on student satisfaction and student loyalty in Vietnam: the moderating role of the university image", *Journal of Trade Science*, Vol. 12 No.1, pp. 37-59 <https://doi.org/10.1108/JTS-12-2023-0032>
- 10- Hassaan, M., Akhtar, R., Yaseen, A., & Imran, M. (2024). Understanding Smart Banking Services Adoption in Pakistan: Integrating Self-Expressiveness into UTAUT2 Model. *Pakistan Journal of Humanities and Social Sciences*, 12(2), 1514–1524. <https://doi.org/10.52131/pjhss.2024.v12i2.2235>
- 11- Yaseen, A., Naheed, K., Khakwani, M.H.K. (2024). “A Systematic Study on Entrepreneurial Passion: Critical Review and Future Research Guide”. *Journal of Law & Social Studies*, Vol 6, Issue 4, pp 440-458 <https://doi.org/10.52279/jlss.06.04.440458>
- 12- Hassaan, M., Li, G. and Yaseen, A. (2023), "Toward an understanding of Pakistani customers' adoption of smart banking services: an extended application of UTAUT2 model with big brother effect and information privacy concern", *International Journal of Bank Marketing* (IF: 6.3, ABDC: A) Vol. 41, Issue 7, pp. 1715-1742. <https://doi.org/10.1108/IJBM-09-2022-0396>

- 13- Hassaan, M., Li, G. and **Yaseen, A.** (2023), "The adoption of smart banking services from a dual perspective: a qualitative study", **Kybernetes (Q3, SSCI, IF: 2.4)**, Vol.53, No.10, pp. 2969-2983 <https://doi.org/10.1108/K-11-2022-1618>
- 14- Ammara, A.; Ibn-e-Hassan; **Yaseen, A.** (2023). Antecedents and Consequences of Sustainable Career: A Conceptual Model. **Journal of Development and Social Sciences**, Vol 4, Issue 1, pp 261-272, [https://doi.org/10.47205/jdss.2023\(4-I\)24](https://doi.org/10.47205/jdss.2023(4-I)24)
- 15- Rahman, A., **Yaseen, A.**, Nawaz M A. (2021). Assessment of Youth Buying Behaviour for Organic Food Products in Southern Punjab: Perceptions and Hindrances. **Journal of Development and Social Sciences**, 2 (4),728-748, [doi:10.47205/jdss.2021\(2-IV\)59](https://doi.org/10.47205/jdss.2021(2-IV)59)
- 16- **Yaseen, A.**; Bryceson, K; Mungai, A.N. (2018) Commercialization behaviour in production agriculture: the overlooked role of market orientation. **Journal of Agribusiness in Developing and Emerging Economies (IF:2.4, ABDC:C)**, Vol. 8 Issue: 3, pp.579-602, <https://doi.org/10.1108/JADEE-07-2017-0072>
- 17- **Yaseen, A.**; Somogyi, S; Bryceson, k. (2018) Entrepreneurial behaviour formation among farmers: Evidence from the Pakistani dairy industry. **Journal of Agribusiness in Developing and Emerging Economies (IF:2.4, ABDC:C)** Vol. 8 Issue: 1, pp.124-143, <https://doi.org/10.1108/JADEE-01-2017-0002>
- 18- **Yaseen, A.**; Saleem, MA; Zahra, S.; Israr, M. (2018) Precursory effects on entrepreneurial behaviour in the Agri-food industry. **Journal of Entrepreneurship in Emerging Economies (IF:2.9, ABDC:C)** Vol. 10 Issue: 1, pp.2-22, <https://doi.org/10.1108/JEEE-08-2016-0029>
- 19- Saleem, M.A.; **Yaseen, A.**; Wasaya, Allah (2018) Drivers of customer loyalty and word of mouth intentions: moderating role of interactional justice, **Journal of Hospitality Marketing & Management (IF:11.9, ABDC:A)**, 27:8, 877 - 904, DOI: [10.1080/19368623.2018.1469447](https://doi.org/10.1080/19368623.2018.1469447)
- 20- Saleem, M.A.; Eagle, Lynne; **Yaseen, A.**, David Low, (2018) "The power of spirituality: Exploring the effects of environmental values on eco-socially conscious consumer behaviour", **Asia Pacific Journal of Marketing and Logistics (IF:3.9, ABDC:A)**, Vol. 30 Issue: 4, pp.867-888, <https://doi.org/10.1108/APJML-10-2017-0259>
- 21- Zhang, P.; Jian, M.; Adeel, A.; **Yaseen, A.** (2018) The Effects of social relationships and the justice environment on creative idea endorsement, **IEEE Access (SI, IF:3.4)** Vol 6: 44340 – 44350. [10.1109/ACCESS.2018.2840099](https://doi.org/10.1109/ACCESS.2018.2840099)
- 22- Saleem, M. A., **Yaseen, A.**, & Zahra, S. (2018). Predictors of Organizational Commitment in Public Sector Hospitals of Pakistan—A Moderated Mediation Study. **Journal of Health Management**, 20(2), 206–225. <https://doi.org/10.1177/0972063418763656>
- 23- Sahi, MA.; Abbas, H.; Kashif, S.; **Yaseen, A.**; Xiaodong, Yang; Mehmet, Orgun; Imran, Rashid (2018) Privacy Preservation in e-Healthcare Environment: a Review. **IEEE Access (SI, IF:3.4)** Vol 6: 464 – 478. [10.1109/ACCESS.2017.2767561](https://doi.org/10.1109/ACCESS.2017.2767561)
- 24- Saleem, M.A., Zahra, S. and Yaseen, A. (2017), "Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry", **Asia Pacific Journal of Marketing and Logistics (IF:3.9, ABDC:A)**, Vol. 29 No. 5, pp. 1136-1159. <https://doi.org/10.1108/APJML-10-2016-0192>
- 25- Israr, M., **Yaseen, A.**, Ahmad, S. (2017). "Sustainable Development and Livelihood Sources of the Rural Households in Mountainous Pakistan". **American Journal of Rural Development**, Vol 5 (4): 97-105. [doi: 10.12691/ajrd-5-4-2](https://doi.org/10.12691/ajrd-5-4-2)

- 26- Ahmad, S., Israr, M., **Yaseen, A.**, and Ahmad, N. (2017), "Climate Change Trend Analysis on Selected Food Crops at Central Khyber Pakhtunkhwa of Pakistan", **International Journal of Development and Sustainability**, Vol 6 (12), pp: 2082-2093
- 27- Mehdi M., Ahmad B., **Yaseen A.**, Adeel A.; Sayyed N. (2016) A comparative study of traditional versus best practices mango value chain. **Pakistan Journal of Agricultural Sciences**, 53 3: 733-742. [doi:10.21162/PAKJAS/16.5084](https://doi.org/10.21162/PAKJAS/16.5084)
- 28- **Yaseen, A.**; Mehdi, M; Somogyi, S; Ahmad, B. (2016) Consumer preferences to pay a price premium for quality attributes in Pakistani grown mangoes. **Pakistan Journal of Commerce and Social Sciences**, 10 3: 615-637.
- 29- **Yaseen, A.**; Saleem, MA; Alam, S; Khan, MA. (2015) Impact of job burnout and supervisor support on job satisfaction. Empirical evidence from engineering firms. **Pakistan Journal of Social Sciences** 35 (1), 161-174
- 30- Saleem, MA; **Yaseen, A.**; Saqib, N; Zahra, S. (2014) Fostering organizational learning: Empirical Evidence from Pakistan. **Pakistan Journal of Social Sciences**, 34 (2), 795-812

Book Chapter (s)

1. Hassaan, M., **Yaseen, A.**, Naheed, K., & Usman, S. (2025). Mobile Payments Is the Future of Banking for Pakistani Generation Z: Navigating through UTAUT. IntechOpen. doi: 10.5772/intechopen.1010745
2. Bryceson, K.; **Yaseen, A.** (2018) "Disruptive Technologies and the Agrifood Industry: Fit for Practice"? Chapter 2, pp. 27-50, In E-Business and Supply Chain Integration: Strategies and Case Studies from Industry, Editor: Ozlem Bak. Kogan Page. ISBN 978-0749478452
3. Halboob, W., Abbas, H., Haouam, K., **Yaseen, A.** (2014) "Dynamic Service Level Agreement (SLA) Management for Cloud Computing", Advanced Intelligent Computing Technology and Applications, Lecture Notes in Artificial Intelligence - Springer {Scopus-Indexed}.

Research Merits- Funding, leadership, and supervision experience

- **Research Fundings**

- 1- **Project name:** "Agents of Change: Transforming the Food industry for Australia, Asia and Beyond"

Project Description: The Australian food industry faces unprecedented challenges to create and market healthier foods and to respond to a surging demand from Asia's expanding markets - both within a resource constrained world. The Training Centre will graduate at least 13 innovation scientists encompassing health and nutrition, consumer and sensory science, agrifood value chains and business leadership. They will provide some of the transformative input into the food industry necessary to address the multiple opportunities of a demand driven paradigm for high-end foods and ingredients that are low in risk associated nutrients, which fulfill sustainability requirements.

Duration: 3 years (2015-2018), **Total Project Funding:** \$1,866,558, **Status:** Completed

Role: Postdoctoral Research Fellow

2- Project name: “Women Entrepreneurship: Unlocking the potential through understanding ecosystem”

Project Description: Women entrepreneurship has become a policy priority in most developing economies including Pakistan. The better understanding of women’s inclination towards taking risk and start business activities, strong economic and psychological rights to participate equally with male counterpart in business and marketplace required for economic and social development, and development through trained female orientation system is as such a question of knowing the context of ‘*Entrepreneurial Ecosystem*’. The project will explore entrepreneurial ecosystem elements fostering women entrepreneurship in Pakistan and offer a design of a program based on how women entrepreneurship can be promoted in Pakistan.

Duration: 2 years (2018-2020), **Total Project Funding:** 15K AUD, **Status:** Completed

Role: Principal Investigator

3- Project name: “Promoting Mass Transit as a Mode of Transportation for Combating with Traffic Pollution”

Project Description: Traffic pollution has received a significance amount of attention in the discourse on environmental sustainability causing air pollutants (smog), and other health related problems in the big cities of Pakistan. It appears that Pakistani citizens are less mindful that the issue of transportation and environment is paradoxical in nature and transport activities are associated with increasing level of air pollutant mixtures. The project aims at developing passengers’ mode choice model, reflecting the current travel behaviour of the residents of big cities in Punjab and forecast a transportation system that meets the needs for mobility and accessibility while balancing the current and long-term goals of environmental sustainability.

Duration: 2 years (2020-2022), **Total Project Funding:** 12K AUD, **Status:** *in Progress*

Role: Principal Investigator

4- Project name: “Social-Media based Entrepreneurship Prospects among Pakistani University Students”

Project Description: The emergence of social media technologies is reshaping the manner in which entrepreneurs interact with each other, discover new prospects, involve multiple stakeholders, and establish connections within the external ecosystem. As such, the potential of social media for students in developing countries to become full time/part-time entrepreneurs is high. The aim of this project is to explore the social media-based entrepreneurial opportunities for Pakistani university students.

Duration: 2 years (2022-2024), **Total Project Funding:** 10K AUD, **Status:** *in Progress*

Role: Principal Investigator

- **Research Supervision Experience**

A- Doctor of Philosophy Supervision

1. Salman Sarwar,

PhD Thesis Title: “Developing a Framework for Export Competitiveness in the Agrifood Sector: The Case of the Australian Beef Industry (*Completed in Nov 2020*)

Role: Co-Supervisor (40%), The University of Queensland, Australia

<https://espace.library.uq.edu.au/view/UQ:3f486b3>

2. Hou Yaochen,

PhD Thesis Title: “Investigating an E-commerce business model to act as a bridge between the Australian beef industry and the Chinese market” (*Completed in Jan 2021*)

Role: Co-Supervisor (30%), The University of Queensland, Australia.

<https://espace.library.uq.edu.au/view/UQ:d6481d1>

3. Ammara Akram,

PhD Thesis Title: Sustainable Career and Employee Wellbeing at Workplace: A study of Pakistani organizations (*Completed in July 2025*)

Role: Principal Supervisor (100%), Bahauddin Zakariya University, Multan

4. Ahsan Muhammad,

PhD Thesis Title: An investigation into market orientation and its influence on Academic Accreditation in Degree Awarding Institutions (DAI’s) of Pakistan: A mixed-method approach (*Thesis submitted and under foreign evaluation*)

Role: Principal Supervisor (100%), Bahauddin Zakariya University, Multan

5. Haseeb Khakwani,

PhD Thesis Title: Impact of Digital Entrepreneurial Ecosystem on Digital Entrepreneurial Readiness: An Investigation into Pakistan’s Gig Economy (*in progress*)

Role: Principal Supervisor (100%), Bahauddin Zakariya University, Multan

6. Ali Raza,

PhD Thesis Title: Responsible Entrepreneurship Amid Institutional Voids: A Mixed-Method Study of Pakistani SMEs (*in progress*)

Role: Principal Supervisor (100%), Bahauddin Zakariya University, Multan

7. Wajid Hussain,

Resource Configuration in Small Business: Investigating Bricolage as a mechanism of Achieving Sustainable Performance in Pakistani SMEs (*in progress*)

Role: Principal Supervisor (100%), Bahauddin Zakariya University, Multan

Selected MS/MPhil Theses Supervision

1. Asfand Yar (2025): Assessing the Effectiveness of National Incubation Center (NIC) and Regional Plan 09 on Entrepreneurship Capacity Building and Start-up Sustainability in Pakistan. (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University).

2. Umar Farooq (2025): Understanding the Role of Emotions and Motivation as Antecedents of Decision to Become Entrepreneur among Persons with Disabilities (PWD). (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University).

3. **Hamid Raza (2025):** Financial Resilience, Islamic Financial Literacy, and Attitude towards Islamic Mode of Financing in Explaining the Financial Well-being: Evidence from Pakistan (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University).
4. **Mariyam Bakhtawar (2025):** Confidant or Reluctant: Understanding of Intention to Use Fintech in the Pakistani Banking Sector. (**MPhil Management**, Department of Commerce, Bahauddin Zakariya University).
5. **Muzammil Masood (2024):** Capabilities and Frugal Innovation Performance: Evidence from Selected Pakistani Industries. (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University).
6. **Zubaria Zainab Qureshi (2024):** Antecedents of Social Media Usage and Performance Benefits to Promote Entrepreneurship among Pakistani University Students. (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University).
7. **Shah Jahan Khan (2023):** The Role of Entrepreneurship Education and University Based Ecosystems in Enhancing Entrepreneurship Competencies: An Empirical Analysis of University Graduates in Pakistani Universities. (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University).
8. **Rao Muhammad Azam (2022):** Planned Luck: Investigating the Role of Regional Plan9 in the Pursuit of Youth Entrepreneurship. (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University)
9. **Abdal Munir (2021):** The Investigation of what drives Islamic Entrepreneurship: Empirical evidence from Punjab (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University)
10. **Muhammad Sarim (2021):** Transgender Entrepreneurship: Understanding Opportunities, challenges, and obstacles from Pakistani perspective (**MPhil Management**, Department of Commerce, Bahauddin Zakariya University)
11. **Farheen Iqbal (2020):** Leadership and Knowledge Worker Performance: The Case of Pakistani Universities (**MPhil Management**, Department of Commerce, Bahauddin Zakariya University)
12. **Aiman Qureshi (2020):** Personality and development of Eco- socially conscious Entrepreneurship: Evidence from Pakistan (**MPhil Management**, Department of Commerce, Bahauddin Zakariya University)
13. **Khurram Khalil (2020):** Entrepreneurship inclination among university graduates: An Avenue towards Entrepreneurial Economy (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University)
14. **Anam Khan (2019):** Antecedents to the motivational dynamics and its consequences: The case of women entrepreneurship in a developing region (**MPhil Management**, Department of Commerce, Bahauddin Zakariya University)
15. **Rohma Hussain (2019):** Role of Organizational capabilities in competitiveness: Evidence from Agri-food firms in Punjab (**MPhil Management**, Department of Commerce, Bahauddin Zakariya University)
16. **Ali Kulachi (2019):** Explaining the role of leadership in fostering the collaboration for innovation: An empirical study from the Pakistan hospitality industry (**MPhil Management**, Department of Commerce, Bahauddin Zakariya University)
17. **Muhammad Muzammil Khan (2019):** Investigating the relationship between

- Entrepreneurial orientation and firm performance; An Empirical study from the Pakistani Hospitality industry (**MPhil Management**, Department of Commerce, Bahauddin Zakariya University)
18. **Farrukh Adeel (2018)**: Understanding Entrepreneurial Succession in Family Businesses (**MS Innovation & Entrepreneurship**, Department of Commerce, Bahauddin Zakariya University)
19. **M. Haseeb Sheikh (2018)**: Understanding social media help in promoting entrepreneurship. (**MPhil Management**, Department of Commerce).

Conferences Attended as a Session Chair/Discussant/ Keynote Speaker (Selected)

- 1- Panel discussant, “Leading the AI Era: Empowering Talent for Sustainable Growth and Innovation” in 6th edition of its flagship Corporate Conference, ICMA in Multan on 27th September 2024 Faletti’s Grand Hotel (Crystal Ball Room), Multan.
- 2- Keynote speaker on Women Entrepreneurship at Conference organized by Faculty of Management Sciences, Women University, Multan April 2023.
- 3- Session Chair in 7th Applied Business Research Conference 2022, “Digital Transformation & Organizational Leadership: Challenges and Opportunities” Faculty of Management Sciences, International Islamic University, Islamabad (IIUI) 2022.
- 4- Participated and talked in TDX talk on 15-12-2021 titled “Climate change (food, materials, transport, energy, nature/sustainability)”
- 5- Panel discussant “Prospects of Green Entrepreneurship in Pakistan” at 5th Global forum on Islamic Economics, Finance and Banking (IEFB), 11th and 12th of March 2020.
- 6- Keynote speaker at International Conference November 20, 21 2019 on “Sustainable Business Development (ICSB) “Noon Business School University of Sargodha, Sargodha, Pakistan
- 7- Session Chair at International Conference November 20, 21 2019 on “Sustainable Business Development (ICSB) “Noon Business School University of Sargodha, Sargodha, Pakistan
- 8- Session Chair at 4th Global Forum, February 27-28, 2019 on Islamic Economics, Finance and Banking (IEFB) Conference Theme: “Islamic Entrepreneurship towards the Socio-Economic Well-Being: Where Do We Stand?” University of Management and Technology (UMT), Lahore, Pakistan

Merits in teaching and pedagogical competence (selected)

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- 2020-** Chaired the team for developing and launching a completely new degree program, BS Entrepreneurship (4-year) in the Department of Commerce, BZ University, Multan, Pakistan.
- 2019-** Curriculum development and modification in the course structure of MS Innovation & Entrepreneurship, a 2-year research degree program.
- 2018-** Development, modification, refinement of PhD program in the Department of Commerce, BZ University, Multan, Pakistan

2015- Revising the course scheme of Bachelor of Accounting & Finance program to reduce courses offered along with modification and refinement of the course contents: Principles of Marketing, Applied Marketing Research and Strategic Management.

2009 – Developed a new course named “Network Society” focussing on ICT and its application in businesses in the degree program of MSc Accounting & Finance, Department of Commerce, BZ University, Multan, Pakistan.

Face-to-face Education

Courses taught are Principles of Management, Marketing Management, Entrepreneurship Foundation, Applied Business Research, Advanced Research Methodology, Seminar in Entrepreneurship, Seminar in Management

- ✚ Courses taught consist of lectures, tutorials, discussion boards
- ✚ Face to face (F2F) teaching of lectures and tutorials with Black board interface providing discussion board and posting of course materials
- ✚ Lectures consist of 2-hour presentation focussing on theoretical concepts of the course material
- ✚ Tutorials consist of 1 hour’s interactive discussion with students where case studies, related to the theory, are presented and discussed.
- ✚ Flipped classrooms for delivery to face to face cohort to enhance face to face delivery.
- ✚ Courses also involving industry speakers (approx. 1hr in length) who discuss their businesses allowing for a “real world” illustration of the theory
- ✚ Creation of class internships with industry to allow student to work experience and real-world knowledge
- ✚ Use of Virtual Classroom for synchronous teaching (lecture) of face 2 face and Distance students. Provides for recording and playback of the lecture by students and fosters interaction between F2F and distance students.

Distance/Online Education

Experience in the following modes of distance and online education

- ✚ Construction of study guide materials and course outlines
- ✚ Black board “*myuni interface*” to deliver materials
- ✚ Creation of the online teaching tools for the course “Food and Fibre in the E-landscape” which is integrated into the Black board interface.
- ✚ Developing interactive discussion board
- ✚ Echo 360 use for lecture recording and flipped classroom lecture recordings.

Research Fields & Interests

- Entrepreneurial Behaviour
- Innovation Adoption (Using UTAUT, Meta-UTAUT, UTAUT-2)
- Digital Entrepreneurship
- Bricolage & Frugal Innovation

- Quantitative Modelling, particularly with Structural Equation Modeling (PLS-SEM, CB-SEM) and Choice Modelling frameworks. I am also interested in utilizing social media and Web analytics methods along with the case study approach for qualitative research.

Current University Administration

- i. **Director, Business Incubation Center**, Bahauddin Zakariya University, Multan
- ii. **Coordinator, Entrepreneurship Education Cluster**, Department of Commerce, Bahauddin Zakariya University, Multan
- iii. **Chairman, HR Efficiency Reporting Committee**, Bahauddin Zakariya University, Multan
- iv. **Chairman** Purchase Inspection Committee, Bahauddin Zakariya University, Multan
- v. **Secretary**, Board of Faculty, Faculty of Commerce, Banking & Business Administration, Bahauddin Zakariya University Multan
- vi. **Member**, Strategic Planning Committee, Bahauddin Zakariya University, Multan
- vii. **Member**, Finance & Planning Committee, Bahauddin Zakariya University Multan.
- viii. **Member**, University Admission Committee, Bahauddin Zakariya University, Multan
- ix. **Member**, Academic Council, Bahauddin Zakariya University, Multan.
- x. **Member**, Senate, Bahauddin Zakariya University, Multan
- xi. **Expert Member**, Board of Studies, Department of Commerce,
- xii. **Expert Member**, Board of Studies, Department of Commerce, Emerson University, Multan
- xiii. **Expert Member**, Board of Studies, Department of Agri-Business & Entrepreneurship Development, Muhammad Nawaz Sharif University of Agriculture (MNSUA), Multan.

Selected Professional Trainings/Skills Development

2025: - Two days (17-18 Feb) training on “Contextualizing Business Education for a Sustainable, Digital, and Inclusive Future”, 12th Deans & Directors Conference organized by National Business Education Accreditation Council, Pakistan

2024- Two days (12-13 Feb) training on “Navigating Disruption and Innovation in Business Education”, 11th Deans & Directors Conference organized by National Business Education Accreditation Council, Pakistan

2024: - One week (02-05 September) training on Company GAME Business Simulation, Organized by UCP Business School and Bradford Business School

2022- Two days (07-08 March) training on ‘Entrepreneurship, Social Cohesion and Peacebuilding in Universities’, organized by Pak Institute for Peace Studies, Pakistan.

2021- Two days (27-28 March) training workshop on ‘Validating Ideas-A Systematic Approach to Improve the Quality of Education through Capacity Building’, organized by MNS-Univ of Agriculture (Multan)

2018- One week (18-22 June) ‘Discrete Choice Analysis’, organized by Institute of Transport and Logistics Studies, University of Sydney, Australia.

2017- Three days (1-3 March) Multivariate Analysis Training, organized by Industry Transformation Training Centre, University of Queensland, Australia.

2016- One-week intensive training workshop on ‘Leadership / Presentation Skills Development’ (1-5 February), organized by Industry Transformation Training Centre, University of Queensland, Australia.

2016- One-week intensive training on ‘Business Development/Research Commercialization’ (8-12 February), organized by ITTC-UQ Business School, Australia.

2014- One day workshop on ‘Learning PLS-SEM’ (Dec 02), organized by Strategic Management Society, USA. Held at Sunshine Coast, Noosa, Australia.

2013- Two months online training (5 sessions comprising 10 Hours) on “Hands on” with SmartPLS Software (March-May), organized by Georgia R School, USA.

2012- Two months training course on ‘English for Academic Communication’ (March-May), University of Queensland, Australia.

2006- Three months course on ‘Global Entrepreneurial Leadership’ (Oct-Dec), Stanford Centre for Professional Development, USA.

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