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BZU Multan

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EDUCATION

Ph.D (2016)

National University of Malaysia

M.Com (2001)

Bahauddin Zakariya University, Multan

B.Com (1998)

Bahauddin Zakariya University, Multan

RESEARCH INTERESTS

Business Management, OB, Innovation, Knowledge management, Entrepreneurship, Ethics, and Motivations,

ACHIEVEMENTS

- Academics and Administrative achievements -Annex (I)

SKILLS

- PLS/SEM
- e-Commerce
- Project Management
- Strong Communication

PUBLICATIONS

- 37 Publications -Annex (II)

CHAPTER IN BOOK

- A chapter in book published -Annex (III)

RESEARCH PROJECTS

- 4 Research Projects -Annex (IV)

CONFERENCES

- 13 Conference Presentations -Annex (V)

THESES & PROJECTS

- Supervised -Annex (VI)

EDITORIAL INVOLVEMENT

- Annex (VII)

Khawar Naheed

PROFILE

As **Professor** in Business Management with 21+ years of teaching, research, and administrative experience. I began my career at Bahauddin Zakariya University (BZU), Multan, Pakistan, as a lecturer in 2005, was promoted to Assistant Professor in 2016, and have been serving as an Associate Professor since 2022. I have worked at both BZU and the **National University of Malaysia (UKM)**. Over the years, I have 44 Research Publications and presented research paper at national and international conferences. I have supervised 1 PhD and 27 M.Phil. researchers, and I currently have 3 PhD scholars under my supervision.

ACADEMIC EXPERIENCE

2025- to Date

PROFESSOR

Bahauddin Zakariya University , Multan

2023 to 2025- August

ASSOCIATE PROFESSOR

Bahauddin Zakariya University , Multan

2016-2023

ASSISTANT PROFESSOR

Bahauddin Zakariya University , Multan

2015 - 2016

RESEARCH ASSOCIATE

Universiti Kebangassan Malaysia (UKM)

2005 - 2016

Lecturer

Bahauddin Zakariya University , Multan

ADMINISTRATIVE EXPERIENCE

INCHARGE IMPACT RANKING & DATA MANAGEMENT

Since 2025

Manage Data for Submission to PHEC, QS, THE Ranking

MEMBER OF UNIVERSITY AND HEC BEST TEACHER AWARD COMMITTEE

MEMBER OF CIVIL AWARD EVALUATION COMMITTEE

COORDINATION AND OTHER RESPONSIBILITIES

Since 2005

- **Coordination**
 - B.com (hons) Programs
 - MS /M.Phil programs
 - BS Entrepreneurship
 - Associate degree programs (A&F)
 - BS Commerce (eCommerce)
- **Member**
 - Admission Committee
 - PhD Evaluation Committee
 - Discipline Committee
 - Secretary Board of Studies
 - NBEAC (Accreditation Committee in dept.
 - DDRC Punjab POLICE
- Director Student Affairs (Female)

ACADEMIC ACHIEVEMENTS

ANNEX-I

- Awarded PhD Degree from QS World's Ranking University 136
- Secured competitive Scholarship for PhD studies
- 1st class at Graduate Level
- Master of Commerce (Banking & Finance) with honors (A+ in all accounting subjects)
- Hold 2nd position at Master Level Studies

ADMINISTRATIVE ACHIEVEMENTS

- Completed the process of obtaining NOC for following programs:
 - PhD Commerce program.
 - MS innovation and Entrepreneurship
- Developed the scheme of study and launched BS Entrepreneurship and successfully coordinated the program for four years.
- Successfully started first badge of ADP Accounting and Finance.
- Successfully started first badge of BS Commerce specialized in eCommerce.
- Currently heading a newly launched program , BS Commerce (Specialization in e-Commerce)
- Member District Dispute Resolution Committees Multan (Gulgashat Police station)
-

- Khakwani, H. K., Hassaan, M., & **Naheed**, K. (2026). An investigation into dynamics of “Halal tourism”: factors influencing Muslim pilgrims' visit intentions to Mecca and Madinah. *Journal of Tourism Futures*, 1-22.
- Hassaan, M., Yaseen, A., & **Naheed**, K. (2026). Z: Navigating through UTAUT. *The Future of Banking-Innovation, Risk and Inclusion: Innovation, Risk and Inclusion*, 155.
- Tahir, M. Y., Shahid, M. S., & **Naheed**, K. (2025). DETERMINANTS OF CROWDFUNDING PARTICIPATION: THE INTERPLAY OF PERCEIVED USEFULNESS, TECHNOLOGY READINESS, AND FINANCIAL LITERACY. *Kashf Journal of Multidisciplinary Research*, 2(12), 1-21.
- Khakwani, H. K., **Naheed**, K., & Hassaan, M. (2025). From insights to impact: advancing knowledge management in services sectors with a systematic literature review and bibliographic analysis. *Global Knowledge, Memory and Communication*, 1-30.
- Tahir, M. Y., Shahid, M. S., **Naheed**, K., & Jamal, M. N. (2025). Adoption Of Reward-Based Crowdfunding In The Digital Era: Examining The Roles Of User Perceptions, Technology Readiness, Trust, And Financial Literacy. *Kashf Journal of Multidisciplinary Research*, 2(07), 1-16.
- Abbas, N., **Naheed**, K., Imtiaz, A., & Shahid, M. S. (2025). EFFECT OF CORPORATE GOVERNANCE ON FIRM FINANCIAL PERFORMANCE: EVIDENCE FROM THE OIL AND GAS SECTOR OF PAKISTAN. *Journal of Research in Economics and Finance Management*, 4(1), 89-108.
- Tahir, M. Y., Shahid, M. S., & **Naheed**, K. (2025). The Impact of Entrepreneurial Education on Crowdfunding Intentions for Financial Inclusion in Pakistan. *The Asian Bulletin of Green Management and Circular Economy*, 5(1), 161-172.
- 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 (JLSS)*, 6(4), 440-458.
- Yaseen A, **Naheed** K, Khakwani K H (2024), A Systematic Study on Entrepreneurial Passion: Critical Review and Future Research Guide, *Journal of Law & Social Studies (JLSS)* 6 (4), 440-458. (HEC Y Category).
- Shahzad M, Abbas M, Qudoss. A. M, Abdul, **Naheed** K. (2024), Economic, social, and administrative barriers to achieving the sustainable development goal of good health and well-being, *Journal of Infrastructure, Policy and Development* 08(11), 8109
- A Yaseen, G Mahmood, K **Naheed**, (2023), Who can Practice Islamic Entrepreneurship: A Review of Recent Literature on Personality Traits. *Journal of Law & Social Studies (JLSS)* 4 (3), 429-440. (HJRS HEC Y Category).
- A. Nijah, H. Amjad, K. **Naheed** (2023), Moderation of Uncertain Circumstances among the relationships of Strategic Management and Adaptation Challenges on Operational Efficiency of Construction Firms. *Journal of Law & Social Studies (JLSS)*. Volume 5, Issue 2, pp 223-240. www.advancelrf.org
- Tahir F, Saeed T, Akram A, **Naheed K**, (2022), Brand Experience and Brand Commitment: Chartering New Directions. *South Asian Review of Business and Administrative Studies* Volume 4(1), pp (43-58). ISSN: 2710-5318 ; ISSN (E): 2710-5164. (HEC Y Category Recognized)
- Malik A. A, **Naheed K**, Asad A, Khan A, J. Sibte Ali M, (2022). Are You Addicted To Your Smartphone? A Study of University Students. *Webology*, 19 (2), pp 7311-7320. (ISSN: 1735-188X). (HJRS X Category with impact SJR 0.259).
- Adnan M, **Naheed K**, Khan U. A, Saman Naz, (2021), Does the High Performance Work System (HPWS) Yields Employee Well Being during COVID-19 with mediating role of Work Engagement. *Webology*, 18 (2), pp 1856-1872 (HJRS X Category Journal, SJR, 0.256).
- Sheikh M. R, Hussain H, **Naheed K**. Tufail A, (2022), Understanding The Relationship Among Aid, Volatility And Growth In Pakistan: An Ardl Analysis. *Harf-o-Sukhan* 6(2), pp 34-41. ISSN Online: 2706-4030, ISSN Print: 2706-4022. (HEC Y Category).
- Khokhar F. Asad A. **Naheed K**, Mazhar F, (2022). Corporate Social Responsibility: The disclosure of an Inclusive Regulatory Model. *Journal of Contemporary Issues in Business and Government*. 28(3) pp. 137-148. (HJRSHEC Y Category).
- Sheikh M. R, Ashraf A, **Naheed K**. Tufail A, (2022), Economic Openness, Democracy and Income Inequality Nexus In Oic Countries *Harf-o-Sukhan* 6(2), pp 24-33. ISSN Online: 2706-4030, ISSN Print: 2706-4022
- **Naheed K**, Ahmad S. Zaharh F.H, Shahid S. (2021). A Comparative Study of Southern Punjab and Balochistan SMEs Success vs Failure Factors, *Journal of Accounting and Finance in Emerging Economies* 7(3) pp 767-775. (HJRS HEC Y Category).
- Ahmad S. Zaharh F.H, **Naheed K**, Shahid S. (2021). An Empirical Investigation of E-banking Service Quality Customer Trust and Customer Loyalty of Pakistani Banks. *Sustainable Business and Society in Emerging Economies*, Vol 3(3), pp 319-326. (HJRS HEC Y Category).

- Hameed A, Hussain Z.F, **Naheed K**, Shahid M. S, (2021). Impact of Governance on Dividend Policy: Evidence from Pakistan. 3(3) pp. 353-366. (HJRS HEC Y Category).
- Arif. N. M, **Naheed K**. (2020), E-Commerce Ethics into Expectation-Confirmation Model: Emerging Case of Pakistan's B2B SMEs. Pakistan Social Science Review Volume 4(3), pp (657-667). (HJRS HEC Y Category)
- **Naheed K**, Mat Isa Rosmah (2019). The Role of Autonomous Motivation in the Relationship between Social Capital Dimensions and Tacit Knowledge Sharing among Academics. Int. Journal of Economics and Management 13(1), pp 165-177.
- Haider M., Aamir M., **Naheed K.**, (2019), Organizational Learning and Effectiveness: The Case of Pakistani HEIs. Global Social Sciences Review. Vol 4(4) 84-92. (HEC X Category in 2019)
- **Naheed K.**, Yaseen Asif., Mehdi Mubashir (2019), The Relationship between Work Ethics (Based on the Qur'an Sunnah and Aḥadīth), Intrinsic Motivation and Tacit Knowledge Sharing. Pakistan Journal of Islamic Research, Vol 20 (2) pp 63-72. (HEC Y Category Recognized in 2019).
- Shahid S. M., Gul Faid, **Naheed K.**, (2019), Credit Risk and Financial performance of Banks. Evidence from Pakistan. NUML, International Journal of Business and Management. Vol 14(1). 144-155. (HJRS HEC Y Category)
- **Naheed K.**, Arif M., Ahmad Shakeel (2019). Success vs Failure Prediction Model for SMEs: A Study of South Punjab and Baluchistan. Pakistan Social Sciences Review 3(2), 214-225. (HJRS HEC Y Category).
- Nawaz A. M, Naheed K, Abbas M (2019), Business Ethics and Employee's Outcomes: An Empirical Study of Celler Operators of Pakistan. Pakistan Social Sciences Review 3(1), pp 93-111. (HJRS HEC Y Category).
- Naheed K, Arif M. N, Latif. Badar (2018), The Impact of Learning and Market Orientation on Product Development: The Mediating effect of Innovation Capability. Orient Research Journal of Social Sciences Vol 3(1). pp-86-110.
- Naheed K, Isa M. I, (2018), Impact of Islamic Work Ethics and Motivation on Tacit Knowledge Sharing: A Conceptual Model. Journal of Managerial Science, XIII (4), pp38-48. (HJRS HEC Y Category)
- Akhtar A, Naheed K., Akhtar S. (2018). Impact of Job Stress on Employee Job Satisfaction: An Empirical Study on Private Banks of Pakistan. Pakistan Journal of Social Sciences, 38(1) pp 137-151. (HJRS HEC Y Category)
- Naheed K, Arif. M, Balouch. I, (2018). Determinants of Entrepreneurial Intention: Mediating Effect of Entrepreneurial Education, Orient Research Journal of Social Sciences. 3(2) pp.249-264. (HJRS HEC Y Category).
- Shahid S. M, Felimban R. H, **Naheed K**, Nawaz S. (2018). Owner Structure, Investor Confidence and Financial Decision in Family Firms: Evidence from GCC Markets. Journal of Business Studies. 14(1), pp 52-68. (HJRS HEC Y Category).
- **Naheed K**, Shahid S. M, Aamir M, Latif B, (2018). Impact of Market Orientation on Firm Performance: The mediating role of innovation Strategies in excellence Awarded Corporate Sector. Journal of Business Studies. 14(1). (HJRS HEC Y Category).
- 3.Aamir M. H, **Naheed K**, Khan A. B., (2018). How companies' value stock prices after Going Public: Evidence from emerging Pakistan economy? Journal of Accounting and Finance in Emerging Economies, 4(1), pp.1-10. (HJRS HEC Y Category).
- **Naheed K**, Isa Mat Rosmah (2017), Islamic Work Ethics and Tacit Knowledge sharing: Autonomous motivation as mediator. 8th IEBMC 2017, The European Proceeding of Social and Behavioral Sciences.
- **Naheed K**, Yaseen A, Hassan M, (2017), Impact of Islamic Work Ethics on Organizational Citizenship Behavior: Moderating effect of Workplace Stress. Pakistan Journal of Islamic Research, 18(2), pp 79-93. (HEC Y Category Recognized in 2017)
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- **Naheed K**, Waqas M, Aamir M, (2017). The Relationship of Self-efficacy and Autonomy on Entrepreneurial Intention: The Moderating effect of Risk Taking. *Journal of Contemporary Management Sciences*, 3(1), pp 1–12. (HECY Category Recognized in 2017).
- Nawaz A. M, Hassan M, **Naheed K**, (2017), Impact of Ethical Leadership on Employee's Outcomes: The mediating Effect of Trust in Organisation. *Orient Research Journal of Social Sciences* 2(2), 109-152. (HJRS HEC Y Category)
- Hameed A, Hussain Z. F, **Naheed K**, Shahid M. S, (2021). Influence of Capital Structure on Corporate Performance of Listed Firm in PSX: Role of External Factors. *Journal of Accounting and Finance in Emerging Economies* 7(3) pp. 717-725. (HJRS HEC Y Category).
- Abbas M, Aslam M A, **Naheed K**, Aamir M, (2018). Interrelationship among Corporate Governance, Working Capital Management and Firm Performance: Panel Study from Pakistan. *Paradigms: A Research Journal of Commerce, Economics, and Social Sciences*. 11l. pp 210– 215. (HEC Y Category Recognized in 2018)
- **Naheed K**, Khalid A. K, Aamir M. (2018). Antecedents of E-Banking usage: A Case of Pakistan. *Journal of Managerial Sciences*, 12(3), pp 98–116. (HJRS HEC Y Category).
- Baqir M, Nawaz A, **Naheed K**, (2017), The Influence of Co-Workers' Perceived Warmth, Competence and Inclusion on Employees' Turnover Intention: The Mediating Effect of Job Attitudes. 1 1(1), pp 31-56. (HJRS HEC Y Category).
- **K. Naheed**, Aamir M, Ahmad N. (2019), Mediation of firm Innovativeness and moderation of Environment Turbulence on Entrepreneurial Orientation and Firm Performance. *Journal of Law and Social Sciences* Vol 1(1) pp 13-26. DOI: [Doi.org/10.52279/jlss.01.01.1326](https://doi.org/10.52279/jlss.01.01.1326).
- Akhtar A, Malik S. M, Ashraf M, **Naheed K**. (2016). Impact of Dividend, Retention Ratio, Profit After Tax, Earning Per Share, and Return on Equity on Stock Prices in Pakistan: Examining the Moderating Effect of Interest Rate and Political Risk. *South Asian Journal of Banking and Social Sciences*, 2(1), pp 93-103.

Knowledge Sharing by Leadership Perks up Creativity:

- An Empirical Evidence Based on Multilevel Survey First Online: 19 June 2024 pp 393–412. (Corporate Practices: Policies, Methodologies, and Insights in Organizational Management(EEEU 2023))
- Hassaan, M., Yaseen, A., Naheed, K., & Usman, S. (2025). Mobile Payments Is the Future of Banking for Pakistani Generation Z: Navigating through UTAUT. In *The Future of Banking-Innovation, Risk and Inclusion*. IntechOpen.

- HEC, BZU Project (Principle Investigator), The Impact of Corporate Social Responsibility and Social Capital on Knowledge Sharing: the Mediating role of Psychological Contract. (Completed).
- HEC, BZU Project (Principle Investigator), A Comparative study on the determinants of entrepreneurial intention among the university students of Pakistan and Malaysia.
- HEC, BZU Project (Principle Investigator), The Relationship of E-Commerce Ethics and Service Quality on Online Repurchase Intentions; Mediating effect of Relationship Quality with Moderating effect of Technology Acceptance: An Empirical Study of Pakistani Business (Completed).
- Research Project Approved from HEC, BZU grant 2024 “Digital Transformation and Sustainable Innovation”
- Research Project (RASTA, PIDE) 2025, “Strengthening Health Resilience to Climate Change: Strategies for Reducing Smog and Its Impact on Public Health in Punjab, Pakistan” in process at stage II.
- Collaboration offer from Birmingham City University (UK) researcher Dr Muhammad Adnan against "Going Global Partnership - Development of Research Excellence Framework (REF) for Pakistan" offered by The British Council and the Higher Education Commission of Pakistan.

CONFERENCES

ANNEX - V

- Presented paper in Fourth International Conference on Social Development and Environmental Studies in Malaysia “ Impact of Social Capital in Micro Financial Institutions: The case of Amanah Ikhtiar Malaysia”.
- Presented a Paper In MIICEMA Malaysia “Literature Review on Relationship between Islamic Work Ethics (IWE) and Organizational Citizenship Behavior (OCB)” in 2016.
- Paper is presented in ANZAM Conference 2016 Australia “The Relationship among Social Capital Dimensions, Autonomous Motivation and Tacit Knowledge Sharing”.
- Presented paper in 2nd International Conference on Governance and Public Policy (ICGPP) 2017 “The Role of Motivational Antecedents, Strategic Implementation, Competitive Intensity, and Collective Organizational Engagement in Organizational Performance”
- Presented paper in International Economics & Business Management Conference (IEBMC 2017) in Malaysia “Islamic work ethics and tacit knowledge sharing: the role of autonomous motivation as mediator”.
- 2nd International Research conference on Economics, Business and Social Sciences (IRC 2017) “China-Pakistan Economic Corridor, Economic Development and Entrepreneurship”
- Presented paper in 3rd International Conference on Emerging Trends in Engineering, Management & Sciences Oct 18-19 (ICETEMS-2018). Determinants of Entrepreneurial Intention: Mediating Effect of Entrepreneurial Education.
- Presented a paper at 5th International Conference on Management, Economics & Social Sciences 2018. Impact of Market Orientation on Firm Performance: The mediating role of Innovation Strategies in Excellence Awarded Corporate Sector.
- 1st International Conference on Sustainable Business Development (ICSB) 2019, “Impact of Perceived Risks and Benefits of Social Networking Sites on Behavioral Intention of Users: Mediating Role of Users’ Satisfaction.” Nov 20-21, Noon Business School, University of Sargodha, Sargodha, Pakistan.
- 3rd Student Research Conference SRC 2019, COMSATS University Islamabad, Vehari Campus. “Impact of ICT Training on Women’s Employability and Entrepreneurial Skills: An Empirical Study in Southern Punjab of Pakistan”.
- 1st International Conference on Interdisciplinary Business and Management Research (Online) “A Post Pandemic Perspective of Sustainability” 2022 Dated: 11th and 12th April, “The Role of Entrepreneurial Orientation, Entrepreneurial Inspiration on Entrepreneurial Performance: A Study of the Effect of Gender Roles in Southern Punjab”. organised by department of Leadership & Business Management Institute of Business, Management & Administrative sciences, The Islamia University of Bahawalpur, Pakistan.
- 2nd AUSOM International Research Conference, 12-13 December, 2024. Organized by : Air University School of Management, Air University Islamabad. “A Systematic Literature Review and Bibliographic Analysis on Knowledge Management in Services Sector “
- 8th INTERNATIONAL ANTALYA Scientific Research and Innovative Studies Congress, January 25-27, 2025. Antalya , Tukiye “ Entrepreneurial Journey from Competencies to Intentions : Does Passion has Anything to Say“

Ph.D

- Muhammad Arif Nawaz “Impact of E-Commerce Ethics on Online Repurchase Intentions: An Empirical Study on SMEs”
- Muhammad Yasir Tahir “Determinants of Crowdfunding: Moderating and Mediating Model” Registered in 2024 as Ph.D. student

M.Phil/MS

- Abdul Khaliq Khalid, E-banking Users’ Behavior: A Case of Pakistan
- Muhammad Baqir, The influence of co-workers’ perceived warmth, competence and inclusion on employees’ turnover intention: The mediating effect of job attitudes.
- Muhammad Waqas, The Relationship of Self-efficacy and Autonomy on Entrepreneurial Intention: The Moderating effect of Risk Taking.
- Muhammd Kaleem, The Relationship of Job Stressors and Burnout: The Mediating Role of Occupational Loneliness
- Muhammad Abbas Anjum, Factors Affecting Green Purchasing Behavior of Customers: Mediating Role of Green Purchase Intention.
- Ishrat Balouch, The Impact of Corporate Social Responsibility and Social Capital on Knowledge Sharing: the Mediating role of Psychological Contract.
- Shakeel Ahmad, Success vs Failure Prediction Model for SMEs: A Comparative Study of South Punjab and Baluchistan.
- Madiha Fatima, The Role of Entrepreneurial Passion and Perceived Risk in developing Entrepreneurial Intention: Insights from Nascent Entrepreneurs
- Maham Aslam, Impact Of Internal Audit To Mitigate Risk Factor: Evidence From Banking Industry of Pakistan.
- Muhammad Aamir, The mediating effect of firm innovativeness and the moderating effect of environment turbulence between the relationship of entrepreneurial orientation and firm performance.
- Ambrin Ahmad, The impact of Knowledge Management Process, Social Capital and intellectual capital on innovation Performance.
- Ayesha Kanwal, Improving Employee’s Creativity via Individual Skills Development and Team Tacit Knowledge Sharing: Impact of Dual-Focused Transformational Leadership
- Syed Muhib. measuring the effects of human resource practices on the intellectual capital of employees
- Amber Mahmood, Impact of Entrepreneurial Orientation on Innovation Performance of Food Business: The Mediating Role of Knowledge Management Orientation .
- Nain Tara, Translating the impact of individuals and knowledge management factors into knowledge based innovation
- Rohi Munir, Self-service technological diffusion in the public and private banks of Pakistan.
- Sadia Kanwal, The impact of individual and formal factors on women empowerment and innovative behaviour.
- Kazim Abbas, Role of Entrepreneurial Orientation, in Explaining Firm Performance: Mediating role of Innovation Capacity and Learning Orientation.
- Masooma Rubab, Entrepreneurial Orientation: A Study of the Effect of Gender Roles in Southern Punjab,
- Imran Karim, “Investigate the impact of workplace incivility and personality traits on knowledge sabotage moderation of exploitative leadership”
- Zareen Kanwal “Does Working Ill Mean Ill Working: A Study on Antecedents and Outcomes of Presenteeism.
- Nouman Anawar (2021-2023) "The Factors That Improve The Green Distribution E-Commerce Alternative To Consumers/Retailers the Factors That Improve The Green Distribution E-Commerce Alternative To Consumers/Retailers"

- Sana Zainab (2022-2024) “ Entrepreneurial journey from competencies to Intention: Does Passion has Anything to Say?”
- Muhammad Umer Akram (2022-2024) “Understanding the dynamics of social trust and social interaction on service innovation: With mediating role of knowledge sharing”
- Muhammad Munawar (2022-2024) “ Exploring the Nexuses of Knowledge Sharing Behavior and AI Tool Used in Improving Student Academic Performance in Pakistani’s Higher education Institutions “
- Sania Usman (2023-2025) Artificial Intelligence and Knowledge Management from SECI perspective
- Muhammad Shahzad (2024-2026) AI Literacy and adoption of generative AI in Business Education: A UTAUT- Base Study with perceived risk as moderator in Pakistani Contents

EDITORIAL INVOLVEMENT

ANNEX - VII

- Reviewer, Journal of Business Studies. ISSN NO. : 1814-9790 Online ISSN 2414-8393 Covers topic related to innovations, development and achievements in the field of Management sciences. HEC recognized Y category Journal.
- Reviewer, NUML International Journal of Business & Management (ISSN: 2410-5392). HEC recognized Y category Journal
- Reviewer, Journal of Entrepreneurial Education (JEE) Print ISSN: 1098-8394. Online ISSN: 1528-2651 is an open access academic and professional journal affiliated to the Allied Business Academy covers global entrepreneurship.
- Reviewer, Pakistan Social Sciences Review Print-ISSN 2664-0422 Online-ISSN 2664-0430 is HEC recognized Y category Journal.
- Reviewer, Bulletin of Business & Economics, ISSN Print: 2414-1771 ISSN Online: 2409-9368 is HEC recognised Y category Journal.
- Reviewer, Orient Research Journal of Social Sciences, ISSN Print 2616-7085 ISSN Online 2616-7093 is HEC recognized Y category Journal.
- Reviewer, Pakistan Journal of Social Sciences, ISSN print-2074-2061.
- Reviewer, CSR Research Journals. HEC recognised Y category Journal
- Reviewer, Audit, Accounting Review, HEC recognised Y category Journal
- Reviewer, Journal of Law & Social Sciences, HEC recognised Y category Journal
- Member of Editorial Board Journal of Policy Research. Indonesia.

REFERENCES

Prof. Dr. Asif Yaseen

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Dr. Rosmah Bt. Mat Isa

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