

Dr. Muhammad Asif Qureshi

Phone: +92-333-2737498
Email: qureshimuhammadasif@gmail.com

PROFESSIONAL SUMMARY

Dedicated Associate Professor with a proven track record in delivering exceptional education at undergraduate, graduate, and postgraduate levels. Known for innovative teaching methods that foster critical thinking and consistently achieve positive student evaluations. A prolific researcher with numerous publications in top-tier and A* journals, contributing to the academic advancement of the field. Committed to mentorship and actively involved in university service, demonstrating a comprehensive approach to academia and industry.

CORE QUALIFICATIONS

- Academic Leadership
- Teaching Excellence
- Research Proficiency
- Community Engagement
- Mentorship and Advising
- Curriculum Development
- Problem-solving and adaptability
- Professional Development

WORK EXPERIENCE

Associate Professor, Bahria University

Sep 2024 - Present

- Design, develop, and deliver comprehensive undergraduate, graduate, and postgraduate courses in Management, ensuring alignment with current industry trends and academic standards.
- Mentor and supervise student research projects, thesis, and dissertations at all academic levels, providing expert guidance through the entire research process, from proposal development to final defense.
- Conduct original research and publish findings in high-impact, peer-reviewed journals, contributing to the advancement of knowledge in the field. Present research at prestigious national and international conferences.
- Lead workshops, seminars, and webinars aimed at improving students' research skills, critical thinking, and academic growth, fostering a research-driven learning environment.

Associate Professor, Mohammad Ali Jinnah University

Jan 2023 - Jun 2024

- Develop and teach undergraduate, graduate, and postgraduate courses in Management.
- Supervise student research projects, theses, and dissertations, guiding students through the research process.
- Publish research findings in high-impact, peer-reviewed journals and present at national and international conferences.
- Collaborate with colleagues and other institutions on interdisciplinary research projects.
- Facilitate workshops and seminars to enhance students' research skills and academic development.
- Design and update course curricula to reflect current trends and advancements in the field.
- Contribute to the academic community through peer review, editorial board service, and conference organization.

Assistant Professor, Mohammad Ali Jinnah University	Aug 2019 - Dec 2022
<ul style="list-style-type: none"> • Assume leadership responsibility for the department's research, teaching, and service initiatives. • Develop and deliver undergraduate, graduate and postgraduate courses in Management, creating syllabi, lesson plans, and assessments. • Communicate the department's goals and the actions or requests taken to achieve them, and foster an environment that fosters creativity and innovation, as well as excellent professional influence. • Oversee the seminar series, lectures, and other activities that take place in the department. • Collaborate with colleagues, both within the institution and externally, on research projects. 	

Teaching Assistant and Research Associate, Universiti Utara Malaysia	Mar 2013 - Dec 2018
<ul style="list-style-type: none"> • Grade assignments, quizzes, exams, and other assessments, ensuring fair and consistent evaluation. • Provide constructive feedback to students to help them improve their understanding and performance. • Participate in training and workshops to enhance teaching skills and subject knowledge. • Contribute to the writing of research papers, articles, and reports for publication in academic journals. • Provide guidance and support to undergraduate and postgraduate students involved in research. • Facilitate workshops and training sessions to enhance research skills and methodologies. 	

EDUCATION

Postdoctoral Fellow	In Progress
Universiti Malaysia Perlis (UniMap)	
Doctor of Philosophy	2018
Universiti Utara Malaysia (AMBA & AACSB Accredited)	
• Specialization in Human Resource Management	
Masters in Business Administration	2011
University of Sindh, Jamshoro	
Bachelors of Arts	2007
• University of Sindh, Jamshoro	

CONSULTANCY PROJECTS

- **Client: SZABIST/RDF**

Title: Five-Day Trainings on Business and Entrepreneurship Development for 500 Local Young Men and Women on Solar Energy Development and Climate-Resilient Housing Services

Duration: November 9 to November 13, 2024

Total Awarded Amount: PKR 60,000 (Out of a total project budget of PKR 2 million).

Consultancy Period: October 2024 to January 2025

- **Client: Newton Health Care (Pvt) Ltd**

Title: Market Growth and Strategies and Training Sessions

Duration: January 15, 2025 – January 14, 2026

Total Consultancy Fee: PKR 1,050,000 (inclusive of all expenses, taxes, and administrative costs).

PUBLICATIONS

- Sustainable Human Resource Management Practices as a Predictor of Sustainable Psychological Wellbeing and Environmental Performance: Exploring the Moderating Role of Sustainable Leadership, *Journal of Cleaner Production*, Elsevier. (Under Review)
Indexing: Scopus, SSCI Impact factor 9.7 (HEC W category)
- Qureshi, M.A, Exploring the Pathways from Green Creativity to Product Innovation: A Moderated Mediation Model of Responsible Innovation, explicit knowledge creation and Knowledge Creation, *Helijon*, Elsevier (Under Review)
Indexing: Scopus, SSCI Impact factor 3.4 (HEC W category)
- Qureshi, M.A, How Entrepreneurial Orientation Drives Digital Entrepreneurial Behavior: A Moderated Mediation Model with Digital Innovation and Knowledge Digitalization, *European Business Review* (Under Review)
Indexing: Scopus, ESCI Impact factor 4 (HEC W category)
- Brohi, N.A., Qureshi, M.A, Shaikh, D.H., Mahboob, F., Asif, Z., & Brohi, A. (2024a). Trickle-Down Effect of the Toxic Leadership Pandemic on Employee Counterproductive Work Behavior: In Retrospect to SDGs, Laws, Regulations, and ILO Provisions, *Journal of Entrepreneurship, Management, and Innovation*, 6(3):392. doi:10.52633/jemi.v6i3.387.
- Brohi, N.A., Qureshi, M.A, Shaikh, D.H., Mahboob, F., Asif, Z., & Brohi, A. (2024b). Nexus between Environmentally Specific Servant Leadership, Green Knowledge Sharing, Green Capacities, Green Service Innovation, and Green Competitive Advantage in the Hospitality Sector of Pakistan: An SDG & ESG Stakeholder Compliance Framework. (2024). *Journal of Marketing Strategies*, 6(3):411-433. <https://doi.org/10.52633/jms.v6i3.388>
- Examining consumer behavioral intention towards cryptocurrency adoption readiness in Pakistan: A religious perspective, *Journal of Entrepreneurship, Management, and Innovation* (2023), Coral Publisher.
Indexing: (HEC Y category).

- How maritime logistic SMEs lead and gain competitive advantage by applying information technology? *Frontiers in Psychology* (2022), Frontiers.
DOI: <https://doi.org/10.3389/fpsyg.2022.955145>
Indexing: Scopus, SSCI Impact factor 2.6 (HEC W category)
- The role of diffusion of innovation theory towards the adoption of halal meat supply chain", *Journal of Islamic Marketing* (2022), Emerald Publisher, DOI: <https://doi.org/10.1108/JIMA-01-2021-0032>
Indexing: Scopus, ESCI (HEC W Category)
- Factors influencing green purchase behavior among millennials: the moderating role of religious values", *Journal of Islamic Marketing* (2022), Emerald Publisher
DOI: <https://doi.org/10.1108/JIMA-06-20200174>
Indexing: Scopus, ESCI (HEC W Category)
- Influence of front-desk staff service quality on students' affective commitment, trust, and word-of-mouth in higher education. *Asian Academy of Management Journal* (2022), Universiti Sains Malaysia, DOI: <https://doi.org/10.21315/aamj2022.27.1.2>
Indexing: Scopus, ESCI, ERA (HEC X Category)
- The asymmetric effect of film and drama industry, energy efficiency and economic growth on green innovation: Empirical evidence from quantile estimation", *Economic Research-Ekonomska Istraživanja* (2022), Taylor and Francis.
Indexing: Scopus, SSCI Impact factor 3.034.
- Role of Social Commerce Constructs and Social Presence as Moderator on Consumers' Buying Intentions During COVID-19", *Frontiers in Psychology* (2022), Frontiers.
Indexing: Scopus, SSCI Impact factor 2.6 (HEC W category)
- Do green HR practices enhance green motivation and proactive environmental management maturity in hotel industry?", *International journal of hospitality management* (2021) Elsevier.
Indexing: Scopus, SSCI, ABS:3, ABDC: A* Impact Factor 9.9.
- Factors affecting students 'learning performance through collaborative learning and management", *Interactive learning environments* (2021), Taylor & Francis.
Indexing: Scopus, SSCI, ARC Impact Factor 3.7 (HEC W category)
- Influence of Front Desk Staff Services Quality of Students' Affective Commitment, Trust and word of mouth in Higher Education", *Asian Academy of Management Journal* (2021), Universiti Sains Malaysia.
Indexing: Scopus, ESCI, ERA (HEC X Category)
- Non-linear relationship between tourism, economic growth, urbanization, and environmental degradation: evidence from smooth transition models", *Environmental Science and Pollution Research* (2020), Springer Publisher.
Indexing: Scopus, SCI Impact Factor 5.190 (HEC W category)

- Non-linear threshold effect of financial development on renewable energy consumption: evidence from panel smooth transition regression approach. *Environmental Science and Pollution Research* (2020), Springer Publisher DOI: <https://doi.org/10.1007/s11356-020-09520-7>.

Indexing: Scopus, SCI Impact Factor 5.190 (HEC W category)

- The Dynamic Relationship Between Technology Innovation and Human Development in Technologically Advanced Countries: Fresh Insights from Quantiles-on-Quantile Approach. *Social Indicators Research*, (2020), Springer Publisher, DOI: <https://doi.org/10.1007/s11205-020-024513>. Indexing: Scopus, SSCI Impact Factor 2.8 (HEC W category)

- Drivers of intensive Facebook usage among university students: An implication of U&G and TPB theories. *Technology in Society* (2020), Elsevier, DOI: <https://doi.org/10.1016/j.techsoc.2020.101331>.

Indexing: Scopus, SSCI Impact Factor 10.1 (HEC W category)

- Impact of CSR and Environmental Triggers on Employee Green Behavior: The Mediating Effect of Employee Well-Being. *Corporate Social Responsibility and Environmental Management* (2020), Wiley Publisher.

Indexing: Scopus, SSCI Impact Factor 8.3 (HEC W category)

- Acceptance of Islamic financial technology (FinTech) banking services by Malaysian users: an extension of technology acceptance model. *Foresight* (2020). Emerald Publisher.

Indexing: Scopus, SSCI Impact Factor 2.3 (HEC X category)

- Idolization and Ramification between Globalization and Ecological Footprints. *Environmental Sciences and Pollution Research* (2019), Springer Publisher.

Indexing: Scopus, SCI Impact Factor 5.190 (HEC W category)

- The nexus of Employee's Commitment, Job Satisfaction and Job Performance: An Analysis of FMCG Industries of Pakistan' *Cogent Business and Management* (2019), Taylor & Francis

Indexing: Scopus, SSCI & ABS Impact Factor 3.0 (HEC X category)

- Influential factors of Islamic insurance adoption: An extension of Theory of Planned Behavior' *Journal of Islamic Marketing* (2019), Emerald Publisher.

Indexing: Scopus, ESCI (HEC X category)

- The dynamic relationship between technology innovation and human development in technologically advanced countries: Evidence from Quantile-on-Quantile Approach', *Social Indicator Research* (2018), Springer Publisher.

Indexing: Scopus, SSCI Impact Factor 2.8 (HEC W category)

- Acceptance of Learning Management System in University Students: An integrating framework of Modified UTAUT2 and TTF Theories. *International Journal of Technology Enhanced Learning* (2018), Inderscience Publisher.

Indexing: Scopus, SSCI Impact Factor 0.8 (HEC X category)

- The Impact of Student Attitude, Trust, Subjective Norms, Motivation and Rewards on Knowledge Sharing Attitudes among University Students. *International Journal of Knowledge and Learning* (2018) Inderscience Publisher.
Indexing: Scopus, SSCI Impact Factor 0.9 (HEC X category)
- The Impact of Servant Leadership on employees attitudinal and behavioral outcomes, *Cogent Business and Management* (2018), Taylor & Francis.
Indexing: Scopus, SSCI & ABS Impact Factor 3.0 (HEC X category)
- Examining the links between teachers' support, academic efficacy, academic resilience and student engagement in Bahrain. *International Journal of Advanced and Applied Sciences* (2018), Institute of Advanced Engineering and Science (IAES) Publisher. Indexing: ESCI
- Impact of leader creativity expectations on employee creativity: Assessing the mediating and moderating role of creative self-efficacy. *International Journal of Management Practice* (2018), Inderscience Publisher.
Indexing: Scopus, ABDC, ABS, ERA (HEC Y category)
- Impact of Organizational Commitment on Readiness for Change: A Case of Higher Learning Institutions of Karachi. *Journal of Independent Studies and Research-Management, Social Sciences and Economics (JISR-MSSE)* (2018), Szabist Karachi.
Indexing: (HEC Y category)
- Mitigating risk of failure by expending family entrepreneurship and learning from international franchising experiences of Johny Rockets: A Case Study in Pakistan. *International Journal of Experiential learning & case Studied* (2018), IoBM Karachi.
Indexing: (HEC Y category).
- Validation of SERVQUAL Model in Relation to Customer Loyalty: Evidence from FMCGs in Pakistan. *Sukkur IBA Journal of Management and Business* (2017), Sukkur IBA.
Indexing: (HEC Y category)
- Johnny Rockets Pakistan 's strategic mistakes and opportunity in a growing market. *International Journal of Experiential Learning & Case Studied* (2016), IoBM Karachi.
Indexing: (HEC Y category)

INTERNATIONAL CONFERENCES

- “Is there a Reliable Finovative Stock Market Prediction Machine?” The 84th Annual Meeting of the Academy of Management taking [August 2024], Chicago, Illinois, USA. Accepted.
- “Bridging the gap: Exploring the role of green transformational leadership in fostering sustainability in the Islamic Banking Industry.” IBA-SBS 3rd International Conference (May 2024), IBA Main Campus.
- “Intend to Stay or Quit in Turbulent Times? Influence of Talent Retention Strategies” The 83rd Annual Meeting of the Academy of Management [August 2023], Boston, Massachusetts, USA.
- “Determinants of Brand Authenticity in Developing Country: A Moderating Effect of Entrepreneurial Marketing”. The 2018 IBII international Conferences Proceedings [ICMLBI-18], Houston Texas USA.
- “Impact of Servant Leadership Style on Moral Identity and Counter Productive Work Behavior: A Moderated Mediation Analysis Using SEM-PLS Technique”. The 2018 IBII international Conferences Proceedings [ICMLBI- 18] Houston Texas USA.
- “Moderated Mediation Model of Servant Leadership, Psychological Capital, Employee Work Regulatory Focus and Inrole Job Performance: A Structural Equation Modeling Approach” The 2018 IBII international Conferences Proceedings [ICMLBI-18], Houston Texas USA.
- “Tourism as an indicator of Sustainable Economic Growth in Singapore: Revisited by Wavelet Based Analysis.” International Conference on Business, Economics and Education Management (ICBEM, 2018) hosted by Sukkur IBA University, Pakistan.
- “WWF Green Marketing Strategy and challenges in developing countries: The case of Pakistan” at the International Conference for Academic Disciplines at the Joseph B. Martin Conference Center at Harvard Medical School, 77 Avenue Louis Pasteur, Boston, Massachusetts, USA from 22 to 26 May 2017. The International Journal of Arts & Sciences (IJAS).
- “The effect of career related factors on turnover intention”. The International Conference of Emerging Research in Science and Humanities on 30th April 2016 in Kuala Lumpur, Malaysia.
- “Impact of individual feeling of energy on creative work involvement: A mediating role of leader-member exchange”. The First International Conference on Economics, Business and Social Sciences on 12-13th April, 2016 in Penang, Malaysia.
- “Impact of leader creativity expectations on employee creativity: assessing the mediating and moderating role of creative self-efficacy”. The 38th IRES International Conference on 3rd June 2016 in Bay View Hotel, Singapore.

- “Johnny Rockets Pakistan’s strategic mistakes and opportunity in a growing market”. The 1st International conference on economic business and education management on 15-16th December 2016 at Sukkur IBA University, Pakistan.
- “The impact of leadership style on employee turnover and retention, and mediating job satisfaction and organization commitment”. International Conference on Business Management (ICBM) on 18-19th August 2014 in Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia.
- “Mediating role of work engagement between leadership styles and job performance” International Conference on Business Management (ICBM) on 18-19 August 2014 in Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia.
- “Sustainable value creation and internationalization through base of pyramid market (BoP) ventures for inclusive entrepreneurship” The 6th Annual Conference of the Academy of Innovation and Entrepreneurship (AIE) Proceedings: Innovation and Entrepreneurship for Inclusive and Sustainable Development on 29-30th August 2013 in Oxford OX1 3TB, United Kingdom.

BOOKS / BOOK CHAPTERS

- Editor: “Transforming HR: Harnessing AI for Future Workplace Practices.” IGI Global Publisher (Scopus Indexed), 2024.
- Editor: “Examining Green Human Resources Management and Nascent Entrepreneurship” IGI Global Publisher (Scopus Indexed), 2024.
- Editor: “Impacts of Entrepreneurial Orientation on Supply Chain Management” IGI Global Publisher (Scopus Indexed), 2024.
- Chapter: “The Benefits and Challenges of Artificial Intelligence Applications in Tourism Industry: How the Hospitality Industry in Japan is Transforming.” *The Role of Artificial Intelligence in Regenerative Tourism and Green Destinations*, Emerald Publishers (Scopus Indexed), 2024.
- Chapter: “Young Leadership Skills Required in the Frugal Innovation Process and Its Developments”, *Frugal Innovation and Social Transitions in the Digital Era*, IGI Global Publisher (Scopus Indexed), 2023.
- Chapter: “Frugal Innovation and Different Dynamics” *Frugal Innovation and Social Transitions in the Digital Era*, IGI Global Publisher (Scopus Indexed), 2023.
- Chapter: “Women Empowerment in Human Resource”, *Women’s Empowerment Management within the Tourism Industry*, IGI Global Publisher (Scopus Indexed), 2023.

SEMINARS / WORKSHOPS

- Conducted Workshop on “Systematic Literature Review”, Mohammad Ali Jinnah University, May 2024.
- Conducted Workshop on “Smart PLS”, Mohammad Ali Jinnah University, Feb 2024.
- General Co-chair, “Innovate, Transform, and Sustain: Technologies for Shaping Business Futures and Achieving the SDGs”, International Conference on Business Management (ICBM), Mohammad Ali Jinnah University Karachi, May 2024.
- Conducted Workshop on “How to Publish in Top-tier HEC recognized Journals”, Mohammad Ali Jinnah University, Jul 2023.
- General Co-chair, “Creating End User Value Through Sustainable Business and Analytics”, International Conference on Business Management (ICBM), Mohammad Ali Jinnah University Karachi, May 2023.
- Session Chair, 3rd International Research Conference on Business and Management (IRCBM) KIET, Aug 2022.
- Keynote Speaker, 16th International Conference on "Future of Business in the Digital Economy" Ilma University, July 2022.
- Session Chair, International Conference on "COVID-19 and Its Impact on the Business World" Greenwich University, Aug 2021.
- Session Chair, International Conference on Management Research (IJMR) held at Superior University Lahore organized by the Azhar Naheed Center for Research and Development (ANCRD), Dec 2019.
- Organized a two-day workshop on the topic “SmartPLS-SEM”, Mohammad Ali Jinnah University on Dec, 2019.
- Attended a two-day workshop on PLS-SEM using SmartPLS 3 by Prof. Dr. Christian M. Ringle (Hamburg University of Technology (TUHH), Hamburg, Germany) in Macau University of Science and Technology, Macau, Jan 2018.
- Attended a workshop “advanced PLS-SEM” conducted by Prof. Dr. Joe. F. Hair (University South Alabama, USA) in University Technology Mara (UiTM), Malaysia, Jan 2018.
- Attended a workshop “Academic Publishing” organized by Emerald Group and Universiti Utara Malaysia (UUM), May 2015.

AWARDS / ACHIEVEMENTS

- Received the Best Case Study Award at The 4th International Conference on Business, Economics and Education Management (iCBEEM-22) at Sukkur IBA University, "Metro Merchants - A Misadventure of a Rising Start-up".
- Received the prestigious Emerald Literati Award from the world-renowned Emerald Publishing. 2021, " Internet Banking Service Quality, E-Customer Satisfaction, and Loyalty: The Modified E-SERVQUAL Model".

REVIEWER OF PEER REVIEWED JOURNALS

- Frontiers in Psychology (Frontiers Publishers)
- Journal of Islamic Marketing (Emerald Publishers)
- Foresight Journal (Emerald Publishers)
- Journal of Management Development (Emerald Publishers)
- South Asian Journal of Management Sciences (HEC, Y-Category)
- Journal of Independent Studies and Research-Management, Social Sciences and Economics (HEC, Y-Category)

REFERENCES

- **Dr. Arshian Sharif**
Position: Professor
University: Sunway University, Malaysia
Email: arshian.aslam@gmail.com
Phone: +601131215178
- **Dr. Niaz Hussain Ghumro**
Position: Professor
University: Sukkur IBA University, Sukkur
Email: niaz_ghumro@iba-suk.edu.pk
Phone: +923002868512
- **Dr. Junaid Rehman Shaikh**
Position: Assistant Professor
University: Mohammad Ali Jinnah University, Karachi
Email: junaid.rehman@jinnah.edu
Phone: +923337007045