

## CURRICULUM VITAE

**PROF. DR. MUBBSHER MUNAWAR KHAN**

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### Positions

<b>June 2018 to June 2021</b>	Dean, Faculty of Commerce, University of the Punjab, Lahore, Pakistan
<b>August 2014 to date</b>	Principal, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan.
<b>November 2013 to date</b>	Professor, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan.
<b>October 2011 to November 2013</b>	Associate Professor, Institute of Business Administration, University of the Punjab, Lahore, Pakistan.
<b>October 2010 to date</b>	Adjunct Faculty, Vienna University of Economics and Business, Vienna, Austria.
<b>December 2000 to October 2011</b>	Assistant Professor, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan.
<b>April 1993 to December 2000</b>	Lecturer, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan
<b>April 2007 to April 2011</b>	Research Associate, Institute for International Marketing Management, Vienna University of Economics and Business, Augasse 2-6, 1090 Vienna, Austria.
<b>April 1988 to April 1993</b>	Worked as Marketing Manager in a domestic appliances company named Cool Industries (Pvt.) Ltd. Worked in the family business of fast moving consumer goods named as Messrs. M. Munawar Khan Various practical trainings in big companies like: <ul style="list-style-type: none"> <li>• Shezan International Limited.</li> <li>• Millat Tractors Limited.</li> </ul>

### Education

<b>2007- 2011</b>	Doctoral Studies (Business Management), Graduation in March 2011 with Distinction Institute for International Marketing Management (IMM), Vienna University of Economics and Business (WU), Vienna, Austria PhD Supervisors: Prof. Bodo B. Schlegelmilch, PhD, D.Litt
<b>1985-1988</b>	Masters of Commerce with Distinction and 1 <sup>st</sup> Position in Marketing Specialization Hailey College of Commerce, University of the Punjab, Lahore, Pakistan
<b>1982-1985</b>	Bachelors of Commerce with Distinction Winning Merit Scholarship Hailey College of Commerce, University of the Punjab, Lahore, Pakistan

## **Awards and Distinctions**

- Emerald Literati Outstanding Paper Award 2017 for the research paper “The Role of Organizational Learning Culture and Psychological Empowerment in Reducing Turnover Intention and Enhancing Citizenship Behavior”
- Bodo B. Schlegelmilch’s latest book titled “Global Marketing Strategy: An Executive Digest”, by Springer Publishers, includes my endorsement along with other significant academicians worldwide
- First Best Research Paper Award worth USD 4000 in 5th Global Islamic Marketing Conference (GIMAC5) – Asia Leads the World, 2014
- Emerald/EFMD Outstanding Doctoral Research Award 2011 for the Doctoral Thesis “Conceptualizing Consumer Animosity: In-Group Reactions to Out-Group Focused Endorsements”
- Mobility Grant worth €3000 from WU for PhD Research
- Travel Grant worth \$500 from AMS for doctoral consortium in Academy of Marketing Science, The 14<sup>th</sup> Biennial World Marketing Congress, Oslo, Norway, July 21-25, 2009
- Distinction in PhD with Excellent (best possible) Grade
- *OEAD-HEC* Overseas Scholarship worth €46560 + Return Tickets, from Higher Education Commission of Pakistan, for PhD studies in Austria for four years
- Performance Evaluation Award 2013, University of the Punjab, Lahore, Pakistan
- Performance Evaluation Award 2012, University of the Punjab, Lahore, Pakistan
- First Position in M.Com Marketing
- Merit Scholarship in B.Com

## **Past and Present Memberships of Learned Societies**

1. Associate Editor, International Journal of Islamic Marketing and Branding, Inderscience Publishers Ltd.
2. Member of Standing Committee Senate, University of the Punjab, Lahore, Pakistan
3. Member British Academy of Management, London, UK
4. Member Conference Committee (Pakistan) and Session Chair, 10th Global Islamic Marketing Conference (GIMAC10), Alanya, Turkey
5. Member Editorial Board of the Academy of Business and Retail Management, London, UK
6. Membership of Academy of Marketing Sciences, New York, US
7. Member European Marketing Academy, Brussels, Belgium
8. Member International Business Association, Australia / New Zealand Chapter
9. Member Germany, France, and Austria Marketing Association
10. Session Chair, 8th Global Islamic Marketing Conference (GIMAC8) – Advances in Islamic Business, Alanya, Turkey, May 3-5, 2017
11. Session Chair, 6th Global Islamic Marketing Conference (GIMAC6), Istanbul, Turkey, May 6-8, 2015
12. Session Chair, 5th Global Islamic Marketing Conference (GIMAC5) – Asia Leads the World, Kuala Lumpur, Malaysia, April 22-24, 2014
13. Session Chair, 4th German French Austrian Conference on Quantitative Marketing, New Directions - New Insights, 2010, University of Vienna, Vienna, Austria
14. Member Standing Committee on Finance and Taxation, Lahore Chamber of Commerce and Industry, Lahore, Pakistan
15. Elected Member Academic Staff Association, University of the Punjab, Lahore, Pakistan
16. Elected Member Senate, University of the Punjab, Lahore, Pakistan

## **Administrative Experience**

- Member Syndicate, University of the Punjab, Lahore, Pakistan
- Member Appellate Committee (Standing Committee of Syndicate), University of the Punjab, Lahore, Pakistan
- Dean, Faculty of Commerce, University of the Punjab, Lahore, Pakistan
- Principal, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan

### **Chairman/Member of Various Bodies**

- Chairman Board of Faculty of Commerce, University of the Punjab, Lahore, Pakistan
- Chairman Board of Studies in Banking and Finance, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan
- Chairman Main Purchase & Indent Committee, University of the Punjab, Lahore, Pakistan
- Chairman Equivalence Committee, University of the Punjab, Lahore, Pakistan
- Chairman Committee for Implementation of HEC Revised Business Education Roadmap, University of the Punjab, Lahore, Pakistan
- Convener Punjab University Affiliated BBA (Hons.) and MBA Degrees awarding Colleges/Institutions, University of the Punjab, Lahore, Pakistan
- Convener Convocation Coordination Committee, University of the Punjab, Lahore, Pakistan
- Chairman Board of Studies, Department of Management Sciences, Virtual University of Pakistan, Pakistan
- Chairman Committee to Assess the Mobility Requirement of the Applicants of University of the Punjab for Prime Minister's Wheelchair Scheme - Higher Education Commission Pakistan
- Member Doctoral Program Coordination Committee (DPCC), University of the Punjab, Lahore, Pakistan
- Member Departmental Doctoral Program Committee (DDPC), Hailey College of Commerce, University of the Punjab, Lahore, Pakistan
- Member Board of Faculty of Economics and Management Sciences, University of the Punjab, Lahore, Pakistan
- Member Quality Steering Committee, Quality Enhancement Cell, University of the Punjab, Lahore, Pakistan
- Member Board of Advanced Studies and Research, The Superior College, Lahore, Pakistan
- Member Advisory Board of Office of Innovation and Commercialization (ORIC), University of the Punjab, Lahore, Pakistan
- Member Committee on Grant of Advance/Annual Increment and Performance Based Increment/Honorarium to the Faculty Members Working Under Tenure Track System, University of the Punjab, Lahore, Pakistan
- Member Selection Committee to Interview and Make Selection of Suitable Candidates for the Posts of BS-01 to BS-16, University of the Punjab, Lahore, Pakistan
- Member (Financial/Economic Analysis) of Technical Assistance Team to Provide Support Services in the Development Projects of Capacity Building of Government Departments, University of the Punjab, Lahore, Pakistan
- Member of Committee for Rationalization of Existing Teaching & Non-Teaching Posts, University of the Punjab, Lahore, Pakistan
- Member Committee to Resolve Issues Pertaining of Restructuring of Several Faculties/Departments, University of the Punjab, Lahore, Pakistan
- Member Committee to Oversee Audit Reports Issued by Resident Auditor, University of the Punjab, Lahore, Pakistan
- Member Committee for Consideration of Cases of Reward against maximum Publications by PhD Scholars of University of the Punjab, Lahore, Pakistan
- Member Adhoc Committee for the Appointment of Wardens and Superintendents of the Hostels, University of the Punjab, Lahore, Pakistan
- Member Committee to Conduct the Elections of B, C & D Category of Administrative and Technical Staff Association of University of the Punjab, Lahore, Pakistan
- Member Punjab Higher Education Commission's Sub-Committee of Accreditation Committee for University of Sialkot, Sialkot, Pakistan

- Member Punjab Higher Education Commission's Sub-Committee of Accreditation Committee for Independent University, Faisalabad, Pakistan
- Member Core Committee to Develop/Strengthen the University Industry Linkages, University of the Punjab, Lahore, Pakistan
- Member/Secretary Sub-Committee of Finance and Planning Committee, University of the Punjab, Lahore, Pakistan
- Member Business Plan Committee, University of the Punjab, Lahore, Pakistan
- Member of Committee for Preparation of Annual Report, University of the Punjab, Lahore, Pakistan
- Member Management Committee University of the Punjab Annual Book Fair, Lahore, Pakistan
- Expert Member Punjab University Affiliation Committee, Lahore, Pakistan
- Member Institutional Doctoral Program Committee (IDPC), Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- In-charge Evening Programs, Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- Many times worked as an acting Director of Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- Student Adviser, Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- Member Board of Studies in Business Administration, University of the Punjab, Lahore, Pakistan
- Member Board of Studies in Commerce, University of the Punjab, Lahore, Pakistan
- External Examiner Punjab University Affiliated BBA (Hons.) and MBA Degrees awarding Colleges/Institutions, University of the Punjab, Lahore, Pakistan
- Member Board of Studies in the Department of Commerce, Fatima Jinnah Women University, Rawalpindi
- Expert Member Departmental Tenure Review Committee (DTRC), Institute of Business and Management (IB&M), University of Engineering and Technology, Lahore, Pakistan
- Expert Member Selection Board, Government College University, Lahore, Pakistan
- Expert Member Selection Board (Marketing), University of Management and Technology, Lahore, Pakistan
- Expert Member Selection Board, University of Jhang, Pakistan
- Expert Member Selection Board, University of Okara, Pakistan
- Adviser to Selection Board for Faculty of Management at Islamia University of Bahawalpur, Pakistan
- Member Appointment Committee, Board of Intermediate and Secondary Education, Gujranwala, Pakistan
- Member Board of Faculty, UCP Business School, University of Central Punjab, Lahore, Pakistan
- Member Board of Studies in Business Administration Government College Women University, Sialkot, Pakistan
- Member Board of Studies for the Faculty of Management Sciences, Lahore College for Women University, Lahore, Pakistan
- Member Board of Studies, Department of Business Administration, Virtual University of Pakistan, Pakistan
- Member General Council, Anjuman Himayat-i-Islam, Lahore, Pakistan
- Member Education Committee, Anjuman Himayat-i-Islam, Lahore, Pakistan
- Member Finance Committee (Purchase), Anjuman Himayat-i-Islam, Lahore, Pakistan

### **Teaching**

- Teaching Graduate classes at Institute for International Marketing Management (IMM), Vienna University of Economics and Business, Vienna, Austria.

- Teaching and Supervising PhD students at Hailey College of Commerce and Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- Teaching and Supervising MPhil students at Hailey College of Commerce and Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- Teaching MBA students at Hailey College of Banking and Finance and Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- Teaching M.Com classes at Hailey College of Commerce, University of the Punjab, Lahore, Pakistan
- Recorded lectures as Faculty Member of Virtual University of Pakistan (<https://bit.ly/2Mhku4n>) for Online Course titled, “Export Marketing” (On-air on YouTube: <https://bit.ly/2DiGjNe>)
- Delivered a Talk on “Marketing in Emerging Markets”, as part of CEMS MIM Programme at the University of Economics in Prague (VSE Praha)

### **On-Going PhD Research Projects**

- Financial and Cognitive Resilience: Investigating SME’s Performance and mental Wellbeing of Owner Managers during COVID-19 Pandemic
- Investigating the Impact of Proactive Career Outcomes through Job Crafting Behavior: An Empirical Evidence
- Mediating Effect of Work Attitudes between Socially Responsible Human Resource Management and Organization Citizenship Behavior
- Value Co-Destruction Scale Development
- Re-Conceptualizing Purchase Intension: The Impact of Social Media on Consumer Purchas Intention
- Tracing the Impact of Animosity on the Buying Behavior of Hostile Neighbours
- Determinants of Brand Elasticity in the Fast Moving Consumer Goods Sector of Pakistan **(Completed)**

### **Research Interests**

- International Marketing
- Halal Marketing
- In-Group – Out-Group Behavior and its Marketing Implications
- Consumer Animosity
- Business Management
- Business Finance
- Corporate Finance
- Retail Marketing
- Distribution Management
- Marketing in Emerging Markets
- Global Business
- Cross-Cultural Marketing
- Export Marketing
- Corporate Social Responsibility
- Higher Education
- Islamic Banking and Finance

### **Conferences**

1. Convener, Five International Conferences on Banking, Insurance & Business Management – CBIBM 2016-2020, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan
2. Attended NBEAC 8th Deans & Directors Conference 2021 - Business Education in a Time of Change: Towards a New Normal for Business Schools in Pakistan, via Zoom April 6-7, 2021

3. 11th Global Islamic Marketing Conference (GIMAC1) – Advances in Islamic Business, Online, April 6-8, 2020
4. Attended NBEAC 7th Deans & Directors Conference 2020 – Enhancing Quality and Inclusivity in Business Education through Engagement, Islamabad, Pakistan, February 16-18, 2020
5. Attended the International Conference on Religion and Society: Creating Tolerance through Socio-Religious Harmony, organized by Institute of Social and Cultural Studies, University of the Punjab in collaboration with University of Leeds, United Kingdom at Lahore, Pakistan, November 12, 2019
6. British Academy of Management (BAM) 2019 Conference – Building and Sustaining High-Performance Organisations in Uncertain Times: Challenges and Opportunities, Birmingham, UK, September 3-5, 2019
7. 10th Global Islamic Marketing Conference (GIMAC10) – Celebrating a Decade of Success, Alanya, Turkey, April 23-25, 2019
8. Attended NBEAC 6th Deans & Directors Conference 2019 – The Evolving Landscape of Business Education across the Globe, Lahore, Pakistan, April 7-9, 2019
9. Attended The Exchange Mechanism Conference of CPEC Consortium of Universities, Zhejiang University, Hangzhou, Zhejiang, China, November 1-2, 2018
10. Attended the Conference on Impact of Insurance on Pakistan’s Economy, organized by Lahore Insurance Institute, Lahore, Pakistan, October 16, 2018
11. British Academy of Management (BAM) 2018 Conference – Driving Productivity in Uncertain and Challenging Times, Bristol, UK, September 4-6, 2018
12. 9th Global Islamic Marketing Conference (GIMAC9) – The Future Starts Now: Technology, Innovation, Social Media, Online Education and the Road Ahead for Global Islamic Marketing, Tunis, Tunisia, April 25-27, 2018
13. 7th Asian Management Research & Case Study Conference 2018 – Convergence or Divergence: Emerging Trends in Management Research and Cases in Asia, organized by LUMS, Bhurban, Murree, Pakistan, March 23-24, 2018
14. Attended Islamic Banking and Finance Conference, organized by State Bank of Pakistan, Lahore, Pakistan, February 16, 2018
15. Attended NBEAC 5th Deans & Directors Conference 2018 – Business Education: Creating Impact with CPEC, Karachi, Pakistan, February 4-6, 2018
16. International Conference on “SMEs, A Source of Socio-Economic Development: Prospects and Challenges” (ICSMES-17), organized by Bahria University, Karachi, Pakistan, November 22-23, 2017
17. 2nd International Conference on Business and Management Perspectives in the Asian Context, 2017, organized by The University of Lahore, Lahore, Pakistan, October 19-21, 2017
18. 8th Global Islamic Marketing Conference (GIMAC8) – Advances in Islamic Business, Alanya, Turkey, May 3-5, 2017
19. 5th Annual Business Research Conference on Managing Business in Pakistan, organized by Lahore School of Economics, Lahore, Pakistan, April 21-22, 2017
20. 2017 ANZIBA Conference, Adelaide, South Australia, February 15-17, 2017
21. International Congress on Banking, Economics, Finance and Business, 2016, Sapporo, Japan, June 24-26, 2016
22. Islamic Finance, Banking & Business Ethics Global Conference 2016, LUMS, Lahore, Pakistan, March 26-27, 2016
23. UQU 1st International Conference on Islamic Banking and Finance (ICIBF) – Efficiency and Financial Stability, Makkah Al-Mukarama, Saudi Arabia, March 6-8, 2016
24. Attended 4th International Conference on Islamic Business, 2016, Riphah International University, Islamabad, Pakistan, February 20-22, 2016
25. 6th Global Islamic Marketing Conference (GIMAC6), Istanbul, Turkey, May 6-8, 2015
26. 5th Global Islamic Marketing Conference (GIMAC5) – Asia Leads the World, Kuala Lumpur, Malaysia, April 22-24, 2014 (**Won the 1st Best Research Paper Award**)

27. International Trade & Academic Research Conference (ITARC) London, UK, November 4-5, 2013 (Winter)
28. Conference on Bio-Physicochemical Basis for Technopreneurship, University of the Punjab, Lahore, Pakistan, April 2-3, 2013
29. Attended Lahore School of Economics - First Annual Business Research Conference on Managing Business in Pakistan, Lahore, Pakistan, December 1, 2012
30. Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA, USA, May 16-19, 2012
31. GFA2010, Fourth German-French-Austrian Conference on Quantitative Marketing, University of Vienna, Austria, September 16-18, 2010
32. The European Marketing Academy 39th Conference (EMAC), Copenhagen, Denmark, June 1-4, 2010
33. Academy of Marketing Science (AMS) Annual Conference, Oregon Portland, USA, May 26-29, 2010
34. ANZIBA Conference 2010 - Global Business and Sustainable Development, Sydney, Australia, April 15-17, 2010
35. Guest Speaker, "WHASIB-ANUGA 2009" World of Halal Science Industry and Business-ANUGA International Conference 2009, Cologne, Germany, October 11, 2009
36. Presented paper and attended Doctoral Consortium in Academy of Marketing Science (AMS), The 14th Biennial World Marketing Congress, Oslo, Norway, July 21-25, 2009
37. The European Marketing Academy 38th Conference (EMAC), Audencia Nantes France, May 26-29, 2009
38. Participated in The 2nd European Colloquia, Vienna, Austria, November 29, 2007

#### **Workshops/Seminars/Forums/Symposium**

1. Attended a Workshop on Financial Models of Business School, organized by NBEAC – HEC, Online, September 8, 2020
2. Attended The Ningbo Forum, Pan Pacific Hotel Ningbo, Zhejiang, China, November 3-4 2018
3. Attended a Workshop on Deans on Deaning at the 5th Deans & Directors Conference – Business Education: Creating Impact with CPEC, organized by NBEAC – HEC, Karachi, Pakistan, February 6, 2018
4. Attended a Seminar on National Macroeconomic Management and Role of Provinces organized by Punjab Economic Research Institute, Planning and Development Department, Government of the Punjab, Lahore, Pakistan, September 26, 2017
5. Attended Punjab Economic Forum, organized by Punjab Economic Research Institute, Planning and Development Department, in collaboration with the Urban Unit, Government of the Punjab, Lahore, Pakistan, April 3-4, 2017
6. Hamdard Thinkers' Forum: (National Budget Year 2017-2018 – Determination of Priorities), ترجیحات کا تعین – 2017-18 بجٹ قومی organized by Hamdard Laboratories (Waqf) Pakistan, Lahore, April 5, 2017
7. Attended a Provincial Workshop on Prioritization of Sustainable Development Goals (SDGs) for Punjab, organized by Planning & Development Department, Government of the Punjab, Lahore, Pakistan, December 19, 2016
8. Attended a Talk on Halal Food Industry – Management and Opportunities, at Center for Applied Policy Research in Livestock (CAPRIL), UVAS Business School, University of Veterinary and Animal Sciences (UVAS), Lahore, Pakistan, September 28, 2016
9. Hamdard Thinkers' Forum: (Preparation of National Budget Year 2016-2017) قومی بجٹ 2016-2017 کی تیاری organized by Hamdard Laboratories (Waqf) Pakistan, Lahore, March 30, 2016
10. Attended a Symposium on Improving the Economic Relations between Turkey & Pakistan, Lahore, Pakistan, December 7, 2015

11. Participated in a Seminar on Freedom of Information & Whistleblower Protection organized by Transparency International Pakistan (TI Pakistan) in collaboration with National Accountability Bureau (NAB) Lahore, Pakistan, March 25, 2015
12. Participated in Global Forum on Islamic Finance – Islamic Finance: A Viable Financial Alternative organized by COMSATS Institute of Information Technology, Lahore, Pakistan, March 10-11, 2015
13. Hamdard Thinkers' Forum: (Significant Decline in Petroleum Prices: Household Goods Overpriced Up Till Now) اشیاء صرف بدستور مہنگی , organized by Hamdard Laboratories (Waqf) Pakistan, Lahore, February 4, 2015
14. Participated as a Judge in the Annual Presentation Skills Competition, 2014, organized by Institute of Chartered Accountants of Pakistan (ICAP), Lahore, Pakistan, November 27, 2014
15. Participated in a Workshop on International Financial Reporting Standards, organized by ACCA Pakistan, Lahore, Pakistan, September 30, 2014
16. Indigenous On-Campus Training Program organized by University of the Punjab in collaboration with Higher Education Commission, Lahore, Pakistan, October 27-31, 2014
17. Organized and Presented at a Workshop on SPSS at Institute of Business Administration, University of the Punjab, Lahore, Pakistan, May 9-10, 2014
18. Training Workshop on Preparation of Business Plan organized under Tertiary Education Support Project (TESP) by Higher Education Commission of Pakistan (Monitoring and Evaluation Division), Islamabad, Pakistan, April 18, 2013
19. Workshop on Advanced Multivariate Data Analysis and Structural Equation Modeling, Institute for International Marketing Management (IMM), Vienna University of Economics and Business, Vienna, Austria, March 10-15, 2011
20. Participated in a Seminar on Statistical Quality Control at Lahore Chamber of Commerce and Industry, TQM Bureau, Lahore, Pakistan, October 22, 1998

#### **Chief Editor Research Journal**

- Chief Editor, International Journal of Business Reflections (IJBR)", ISSN No. 2708-9304  
<http://journals.pu.edu.pk/journals/index.php/ijbr>

#### **Research and Projects**

- PhD Thesis titled “Discovering In-Group Reactions to Out-Group Focused Endorsements: An Empirical Analysis”. PhD Supervisor: o. Univ. Prof. Bodo B. Schlegelmilch
- Supervised PhD Dissertation titled “Relation of Emotional and Functional Positioning Strategies with Brand Attitude in Pakistan”
- HEC Approved Supervisor for PhD Studies
- Supervising Four PhD Scholars
- Co-supervised two Master theses, Institute of International Marketing Management, Vienna University of Economics and Business, Supervisor: o. Univ. Prof. Bodo B. Schlegelmilch
- Supervising MPhil and Masters Theses at Hailey College of Banking and Finance, Hailey College of Commerce and Institute of Business Administration, University of the Punjab, Lahore, Pakistan
- Research Project titled “Antecedents and Consequences of Internal Brand Equity: A Case Study of Pakistan”, funded by University of the Punjab, Lahore, Pakistan, 2013.
- Project Report on the Working of ‘Shezan International’ during the course of M.Com

#### **Reviewer (Peer Reviewed Publications)**

- Reviewer for American Marketing Association’s 2018 AMA Winter Academic Conference
- Reviewer for Asian Journal of Management Cases
- Reviewer for Journal of Islamic Business and Management
- Reviewer for International Food and Agribusiness Management Review



- Reviewer for Australia and New Zealand International Business Academy (ANZIBA) Conference 2017
- Reviewer for International Journal of Islamic Marketing and Branding

#### Research Publications (Peer Reviewed)

Sr. No.	Author/s	Year	Title of Research Paper	Name of Publishing Journal	Vol/No	Page(s)
1.	<b>Mubbsher Munawar Khan</b> & Muhammad Imran	2021	Half a century of advertising endorsements: A literature review	<i>Journal of Strategic Marketing</i> <b>(Emerging Sources Citation Index/ Scopus Indexed)</b>	<i>Out for Review</i>	
2.	Jiaqi Yan, Muhammad Ali, <b>Mubbsher Munawar Khan</b> , Syed Hamad Hassan Shah & Atif Saleem Butt	2021	The effect of promotion regulatory focus on service performance	<i>Service Industries Journal</i> <b>(Impact Factor: 6.539/ Scopus Indexed)</b>	<i>Ahead of Print</i>	In Press
3.	Samar Rahi, Mahmoud Alghizzawi, Sajjad Ahmad, <b>Mubbsher Munawar Khan</b> , & Abdul Hafaz Ngah	2021	Does employee readiness to change impact organization change implementation? Empirical evidence from emerging economy	<i>International Journal of Ethics and Systems</i> <b>(Scopus Indexed)</b>	<i>Ahead of Print</i>	In Press
4.	Muhammad Ali, Ali Nawaz Khan, , <b>Mubbsher Munawar Khan</b> , Atif Saleem Butt, & Syed Hamad Hassan Shah	2021	Mindfulness and study engagement: mediating role of psychological capital and intrinsic motivation	<i>Journal of Professional Capital and Community</i> <b>(Impact Factor: 2.000/ Scopus Indexed)</b>	<i>Ahead of Print</i>	In Press
5.	Talat Islam, <b>Mubbsher Munawar Khan</b> , Ishfaq Ahmed, Khalid Mahmood, & Muhammad Ali	2021	Promoting in-role and extra-role green behavior through ethical leadership: Mediating role of green HRM and moderating role of individual green values	<i>International Journal of Manpower</i> <b>(Impact Factor: 0.953/ Scopus Indexed)</b>	42(6)	1102-1123
6.	Samar Rahi, <b>Mubbsher Munawar Khan</b> , & Mahmoud Alghizzawi	2021	Factors influencing the adoption of Telemedicine health services during COVID-19 pandemic crisis	<i>Enterprise Information Systems</i> <b>(Impact Factor: 2.145/ Scopus Indexed)</b>	5(6)	769-793
7.	<b>Mubbsher Munawar Khan</b> & Kanza Iqbal	2021	Evaluation of consumer purchase intention towards Halal endorsed products in Pakistan	<i>International Journal of Islamic Marketing and Branding</i>	5(4)	280-287
8.	Samar Rahi, <b>Mubbsher Munawar Khan</b> , & Mahmoud Alghizzawi	2021	Extension of technology continuance theory (TCT) with task technology fit (TTF) in the context of internet banking user continuance intention	<i>International Journal of Quality &amp; Reliability Management</i> <b>(Emerging Sources Citation Index/ Scopus Indexed)</b>	38(4)	986-1004
9.	Irsa Mehboob & <b>Mubbsher Munawar Khan</b>	2020	Effectiveness of social media platform: A perspective of customer purchase intention through	<i>International Review of Management and Marketing</i>	10(5)	85-91

			social networking in the Pakistani context			
10.	Talat Islam, <b>Mubbsher Munawar Khan</b> , Ishfaq Ahmed, Ahmad Usman, & Muhammad Ali	2020	Work-family conflict and job dissatisfaction among police officers: Mediation of threat to family role and moderation of role segmentation enhancement	<i>Policing-An International Journal of Police Strategies &amp; Management</i> <b>(Impact Factor: 1.916/ Scopus Indexed)</b>	43(2)	403-415
11.	<b>Mubbsher Munawar Khan</b> & Sabrina Naz Qaiser	2020	Why customers' go for Islamic banks' selection? The study on Pakistani consumers	<i>Proceedings of the 11th Global Islamic Marketing Conference (GIMAC 11) – Advances in Islamic Business (ISSN: 2617-5916), Online, April 6-8, 2020</i>	2020	40-59
12.	Talat Islam & <b>Mubbsher Munawar Khan</b>	2020	Engaging police workforce through leadership: Explanatory role of four-dimensional commitment	<i>Journal of Research Society of Pakistan</i> <b>(X - Category)</b>	57(1)	293-304
13.	<b>Mubbsher Munawar Khan</b> , Kashif Imran, Bilal Mahmood, & Hiba Saeed	2019	Impact of perceived risks and benefits of social networking sites on behavioral intention of users: Mediating role of users' satisfaction	<i>Pakistan Economic and Social Review</i> <b>(X - Category)</b>	57(2)	241-258
14.	<b>Mubbsher Munawar Khan</b> , Nida Hameed & Hina Shabbir	2019	Factors influencing word of mouth behaviour of restaurant industry in Pakistan ( <a href="https://www.bam.ac.uk/site/s/bam.ac.uk/files/contribution798.pdf">https://www.bam.ac.uk/site/s/bam.ac.uk/files/contribution798.pdf</a> )	<i>Proceedings of the British Academy of Management (BAM) 2019 Conference – Building and Sustaining High-Performance Organisations in Uncertain Times: Challenges and Opportunities (ISBN: 978-0-9956413-2-7), Birmingham, UK, September 3-5, 2019</i>	2019	Online
15.	Muhammad Ali, SHEN Lei, Susan Freeman, & <b>Mubbsher Munawar Khan</b>	2019	Implemented and perceived high-performance work system and its effect on branch performance: A 2-1-2 mediational multilevel approach	<i>Employee Relations</i> <b>(Impact Factor: 1.641/ Scopus Indexed)</b>	41(4)	793-810
16.	<b>Mubbsher Munawar Khan</b> , Moeeza Nisar & Maheen Tufail	2019	Product packaging innovation and consumer purchase intentions: An empirical study on packaged food products ( <a href="http://www.iimassociation">http://www.iimassociation</a> .	<i>Abstract Proceedings of the 10th Global Islamic Marketing Conference (GIMAC 10) – Celebrating a Decade of Success</i>	2019	124

			<a href="http://com/journals/wp-content/uploads/2020/03/GI-MAC10-Proceedings-Advances-in-Islamic-Business.pdf">com/journals/wp-content/uploads/2020/03/GI-MAC10-Proceedings-Advances-in-Islamic-Business.pdf</a> )	(ISSN: 2617-5916), Alanya, Turkey, April 23-25, 2019		
17.	Usamah Iyyaz Billah & Mubbsher Munawar Khan	2018	Exploring emotional and functional positioning strategies – A case study of multi-national brands operating in Pakistan	<i>Paradigms (Y - Category)</i>	12(2)	161-166
18.	Mubbsher Munawar Khan & Muhammad Iqbal Rana	2018	Corporate branding and consumer' product evaluation: A strategic marketing approach ( <a href="http://conference.bam.ac.uk/BAM2018/htdocs/conference_papers.php?track_name=Marketing%20and%20Retail#Full%20Papers">http://conference.bam.ac.uk/BAM2018/htdocs/conference_papers.php?track_name=Marketing%20and%20Retail#Full%20Papers</a> )	<i>Proceedings of the British Academy of Management (BAM) 2018 Conference – Driving Productivity in Uncertain and Challenging Times (ISBN: 978-0-9956413-1-0), Bristol, UK, September 4-6, 2018</i>	2018	Online
19.	Mubbsher Munawar Khan & Kanza Iqbal	2018	Measurement of consumers' purchase intention towards Halal endorsed products in Pakistan	<i>Abstract Proceedings of the 9th Global Islamic Marketing Conference (GIMAC 9) – The Future Starts Now: Technology, Innovation, Social Media, Online Education and the Road Ahead for Global Islamic Marketing (ISBN: 978-1-5272-2311-0), Tunis, Tunisia, April 25-27, 2018</i>	2018	62
20.	Mubbsher Munawar Khan & Muhammad Ilyas	2018	From monopoly to free market: A case of PTCL	<i>Abstract Proceedings of the 7th Asian Management Research &amp; Case Study Conference 2018 – Convergence or Divergence: Emerging Trends in Management Research and Cases in Asia, organized by LUMS, Bhurban, Murree, Pakistan, March 23-24, 2018</i>	2018	62

21.	<b>Mubbsher Munawar Khan</b> , Humaira Asad & Irsa Mehboob	2017	Investigating the consumer behavior for Halal endorsed products: Case of an emerging Muslim market	<i>Journal of Islamic Marketing</i> <b>(Emerging Sources Citation Index/ Scopus Indexed)</b>	8(4)	625-641
22.	<b>Mubbsher Munawar Khan</b> & Waqas Nazir	2017	Customer satisfaction of Islamic banking customers - Empirical evidence from Islamic banks in Pakistan	<i>Proceedings of the 8th Global Islamic Marketing Conference (GIMAC 8) – Advances in Islamic Business (ISBN: 978-1-5272-0250-4), Alanya, Turkey, May 3-5, 2017</i>	2017	262-269
23.	Talat Islam, <b>Mubbsher Munawar Khan</b> , Fauzia Naheed Khawaja & Zulfiqar Ahmad	2017	Nurses' reciprocation of perceived organizational support: The moderating role of psychological contract breach	<i>International Journal of Human Rights in Healthcare</i> <b>(Emerging Sources Citation Index/ Scopus Indexed)</b>	10(2)	123-131
24.	<b>Mubbsher Munawar Khan</b> & Mahrukh Mansoor	2017	Impact of Indian celebrity endorsements on Pakistani consumers' perception	<i>Abstract Proceedings of Australia and New Zealand International Business Academy (ANZIBA) Conference 2017, Adelaide, South Australia, February 15-17, 2017</i>	2017	27
25.	Bodo B. Schlegelmilch, <b>Mubbsher Munawar Khan</b> , & Joseph F. Hair, Jr	2016	Halal endorsements: Stirring controversy or gaining new customers?	<i>International Marketing Review</i> <b>(Impact Factor: 2.907/ Scopus Indexed)</b>	33(1)	156-174
26.	<b>Mubbsher Munawar Khan</b> & Tehmina Latif	2016	Why all Innovations are not a breakthrough?	<i>Journal of Quality and Technology Management</i> <b>(X - Category)</b>	12(2)	129-149
27.	<b>Mubbsher Munawar Khan</b> & Muhammad Usman	2016	Corporate social responsibility: An illusion or reality - A case study of Islamic banks in Pakistan	<i>Journal of Islamic Business &amp; Management</i> <b>(Y - Category)</b>	6(2)	179-190
28.	Tehmina Latif & <b>Mubbsher Munawar Khan</b>	2016	Consumers' purchase intentions towards global brands: Psychological underpinnings	<i>Abasyn Journal of Social Sciences</i> <b>(X - Category)</b>	9(2)	309-328
29.	<b>Mubbsher Munawar Khan</b> & Hammad Bin Azam Hashmi	2016	Impact of interactivity of electronic word of mouth systems and website quality on customer e-loyalty	<i>Pakistan Journal of Commerce and Social Science</i> <b>(Y - Category/ Scopus Indexed)</b>	10(3)	486-505

30.	<b>Mubbsher Munawar Khan</b> & Sanya Ali Ahmad	2016	Moderation of online consumers' review on relationship between perceived risk and consumers' unwillingness to buy home appliances online	<i>Paradigms (Y - Category)</i>	10(2)	26-42
31.	<b>Mubbsher Munawar Khan</b> , Ch. Zia-ur-Rehman, & Shahzada Shahab Khan	2016	Factors influencing students' choice of private college/university in Pakistan	<i>New Horizons (Y - Category)</i>	10(2)	69-76
32.	<b>Mubbsher Munawar Khan</b> & Shaista Jabeen	2016	Firm's willingness to cannibalize on brand loyalty with customer satisfaction as moderating variable	<i>Pakistan Business Review (X - Category)</i>	18(2)	424-450
33.	<b>Mubbsher Munawar Khan</b> and Ammara Sattar	2016	Corporate social responsibility as antecedent of relationship quality and organization commitment: Perception of services sector employees	<i>Conference Proceedings, 2016 International Congress on Banking, Economics, Finance and Business (BEFB 2016), Sapporo, Japan, June 24-26, 2016</i>	2016	511-525
34.	Talat Islam, <b>Mubbsher Munawar Khan</b> , & Fida Hussain Bukhari	2016	The role of organizational learning culture and psychological empowerment in reducing turnover intention and enhancing citizenship behavior	<i>The Learning Organization (Emerging Sources Citation Index/ Scopus Indexed)</i>	23(2/3)	156-169
35.	<b>Mubbsher Munawar Khan</b> & Muhammad Usman	2016	Corporate social responsibility: An illusion or reality – A case study of Islamic banks in Pakistan	<i>Abstract Proceedings of Islamic Finance, Banking &amp; Business Ethics Global Conference 2016, organized by LUMS, Lahore, Pakistan, March 26-27, 2016</i>	2016	12
36.	<b>Mubbsher Munawar Khan</b> & Bodo B. Schlegelmilch	2015	Tracing the impact of consumer animosity in in-groups towards out-group focused endorsements in multicultural environments	<i>Marketing Dynamism &amp; Sustainability: Things Change, Things Stay the Same... - Proceedings of the 2012 Academy of Marketing Science (AMS) Annual Conference, New Orleans: LA, USA, May 16-19, 2012</i>	(1)	2
37.	Bodo B. Schlegelmilch, & <b>Mubbsher Munawar Khan</b>	2015	The impact of Halal endorsements on purchase intent of non-Muslim	<i>Achieving Balance: Research, Practice, and Career -</i>	(1)	291

			consumers	<i>Proceedings of the 2010 Academy of Marketing Science (AMS) Annual Conference, Portland, OR, USA, May 26-29, 2010</i>		
38.	Bodo B. Schlegelmilch, & <b>Mubbsher Munawar Khan</b>	2015	Animosity against religious minorities: A conceptual model of antecedents and intentions to purchase products with religious endorsements	<i>Marketing in Transition: Scarcity, Globalism, &amp; Sustainability - Proceedings of the 2009 14th Biennial World Marketing Congress, Oslo, Norway, July 22-25, 2009</i>	(1)	86
39.	<b>Mubbsher Munawar Khan</b> & Muhammad Ramzan	2015	Perceptions of stakeholders on Islamic banking in Pakistan	<i>Journal of Islamic Business &amp; Management (Y - Category)</i>	5(2)	99-116
40.	Barbabra Stöttinger, Elfriede Penz, & <b>Mubbsher Munawar Khan</b>	2015	Consumer and vendor perceptions of sport goods counterfeits in four counterfeits hubs	<i>Journal of Brand Strategy</i>	4(3)	281-290
41.	<b>Mubbsher Munawar Khan</b> & Raima Razzaque	2015	Measuring the impact of brand positioning on consumer purchase intention across different products	<i>Journal of Quality and Technology Management (X - Category)</i>	11(1)	69-95
42.	<b>Dr. Mubbsher Munawar Khan</b>	2015	Investigating the purchase behavior of Halal endorsed products: Case of a Muslim emerging market	<i>Abstract Proceedings of 6th Global Islamic Marketing Conference (GIMAC 6), Istanbul, Turkey, May 6-7, 2015</i>	2015	61
43.	<b>Mubbsher Munawar Khan</b> & Mariam Fasih	2014	Impact of service quality on customer satisfaction and customer loyalty: Evidence from banking sector	<i>Pakistan Journal of Commerce and Social Science (Y - Category/ Scopus Indexed)</i>	8(2)	331-354
44.	<b>Mubbsher Munawar Khan</b> & Alamdar Hussain Khan	2014	Impact of service quality on patient's trust: A case of health-care in Pakistan	<i>Journal of Quality and Technology Management (X - Category)</i>	10(1)	35-57
45.	<b>Mubbsher Munawar Khan</b>	2014	Opportunities and challenges for Halal endorsement in non-Muslim cultures <b>(This paper won the 1<sup>st</sup> Best Paper Research Award)</b>	<i>Proceedings of 5th Global Islamic Marketing Conference (GIMAC 5) – Asia Leads the World, Kuala Lumpur, Malaysia, April 22-24, 2014</i>	2014	514-527

46.	<b>Mubbsher Munawar Khan</b> & Usamah Iyyaz Billah	2014	Opportunities and challenges in emerging markets for multi national enterprises – A case study of Pakistan	<i>The Journal of Commerce</i>	6(2)	1-18
47.	<b>Mubbsher Munawar Khan</b> , Wasim ul Rehman, Qundeel Nawaz Dodhy & Zia ur Rehman	2014	Impact of financial leverage on financial performance: An evidence from oil and gas sector of Pakistan	<i>American Journal of Scientific Research</i>	96	70-81
48.	<b>Mubbsher Munawar Khan</b> & Sundas Islam Chaudhary	2014	Impact of celebrity endorsement on consumers purchase intention	<i>European Journal of Social Sciences</i>	41(2)	248-262
49.	<b>Mubbsher Munawar Khan</b> & Usamah Iyyaz Billah	2013	Product life cycle strategies in emerging markets – a case study from Pakistan	<i>Abstract Proceedings of The Business &amp; Management Review (International Trade &amp; Academic Research Conference (ITARC), London, UK, November 4-5, 2013)</i>	4(2)	153-154
50.	<b>Mubbsher Munawar Khan</b> , Ch. Zia ur Rehman & Sanam Khan	2013	An analysis of consumer innovativeness and cognitive buying behavior of young adults: An empirical study on university students	<i>The Journal of Commerce</i>	5(4)	11-26
51.	<b>Mubbsher Munawar Khan</b> & Usamah Iyyaz Billah	2013	Product life cycle strategies in emerging markets – A case study from Pakistan	<i>European Journal of Economics, Finance and Administrative Sciences</i>	60	49-67
52.	<b>Mubbsher Munawar Khan</b> & Maryam Jabbar	2013	Determinants of employees performance in corporate sector: Case of an emerging market	<i>Business and Management Research</i>	2(3)	25-32
53.	<b>Mubbsher Munawar Khan</b> & Hira Tahir Masood	2013	Conceptualizing motivational factors of educationists	<i>Business and Management Research</i>	2(2)	88-95
54.	<b>Dr. Mubbsher Munawar Khan</b> , Zia-ur-Rehman & Muhammad Khyzer Bin Dost	2012	The glass ceiling vs employee performance impact on employee' satisfaction level in the organization	<i>Singaporean Journal of Business Economics, and Management Studies</i>	1(3)	59-73
55.	<b>Dr. Mubbsher Munawar Khan</b> , Zia-ur-Rehman & Muhammad Khyzer Bin Dost	2012	The impact of employee commitment on employee satisfaction role of employee performance as a moderating variable	<i>Singaporean Journal of Business Economics, and Management Studies</i>	1(2)	68-83

56.	<b>Dr. Mubbsher Munawar Khan</b> , Zia-ur-Rehman & Muhammad Khyzer Bin Dost	2012	Employee commitment vs employee performance effect of employee satisfaction as a moderating variable: A correlational study from Pakistan	<i>Singaporean Journal of Business Economics, and Management Studies</i>	I(1)	82-99
57.	Farida Faisal & <b>Mubbsher Munawar Khan</b>	2011	Individual and structural determinants of intrinsic work preference among female public servants in Pakistan	<i>Australian Journal of Business and Management Research</i> <b>(HEC Y - Category as of 2011)</b>	I(3)	63-74
58.	<b>Mubbsher Munawar Khan</b> , Muhammad Zafar Yaqub, Farida Faisal & Muhammad Asim Khan	2011	Privatization in emerging markets: Pakistan's perspective	<i>Interdisciplinary Journal of Research in Business</i>	I(4)	101-106
59.	<b>Dr. Mubbsher Munawar Khan</b> , Zia-ur-Rehman & Khyzer Bin Dost	2011	Rationale and proclivity of sales promotion influencing the impulsive buying behavior of the customers: An experimental study on cellular service providers in Pakistan	<i>Interdisciplinary Journal of Contemporary Research in Business</i> <b>(HEC Y - Category as of 2011)</b>	3(1)	346-362
60.	<b>Dr. Mubbsher Munawar Khan</b>	2011	Tracing consumer animosity literature for predicting negative consumer response	<i>Interdisciplinary Journal of Contemporary Research in Business</i> <b>(HEC Y - Category as of 2011)</b>	3(1)	363-369
61.	<b>Dr. Mubbsher Munawar Khan</b> , Zia-ur-Rehman, M Khyzer Bin Dost & Mubashra Mumtaz	2011	Impact of corporate governance on financial performance: Evidence from textile industry of Pakistan	<i>Interdisciplinary Journal of Contemporary Research in Business</i> <b>(HEC Y - Category as of 2011)</b>	3(1)	335-345
62.	<b>Mubbasher Munawar Khan</b> , Ishfaq Ahmed & Muhammad Musarrat Nawaz	2011	Student's perspective of service quality in higher learning institutions: An evidence based approach	<i>International Journal of Business and Social Science</i> <b>(HEC Y - Category as of 2011)</b>	2(11)	159-164
63.	<b>Dr. Mubbsher Munawar Khan</b> , Hassan Mobeen Alam, Naveed Ahmad, Muhammad Sabeeh Iqbal & Salamat Ali	2011	Comparative analysis of Islamic and prevailing insurance practices	<i>International Journal of Business and Social Sciences</i> <b>(HEC Y - Category as of 2011)</b>	2(10)	282-286
64.	Hassan Mobeen Alam, <b>Dr. Mubbsher Munawar Khan</b> & Muhammad Khyzer Bin Dost	2011	Organizational knowledge formation process, organizational learning and human resource development	<i>Interdisciplinary Journal of Contemporary Research in Business</i> <b>(HEC Y - Category as of 2011)</b>	3(1)	210-221



<b>65.</b>	Dr. Sayyid Salman Rizavi, <b>Dr. Mubbsher Munawar Khan</b> & Sayyid Haider Rizavi	2011	Website quality of higher education: Young user's perception	<i>Interdisciplinary Journal of Contemporary Research in Business (HEC Y - Category as of 2011)</i>	3(1)	370-376
<b>66.</b>	<b>Mubbsher Munawar Khan</b> , Muhammad Musarrat Nawaz, Ishfaq Ahmed & Imran Haider Naqvi	2011	Teaching quality in higher education: What do we need to improve?	<i>Interdisciplinary Journal of Research in Business</i>	1(4)	37-42
<b>67.</b>	<b>Mubbsher Munawar Khan</b> , Muhammad Ramzan, Ishfaq Ahmed & Muhammad Musarrat Nawaz	2011	Transformational, transactional and laissez-faire styles of teaching faculty as predictors of satisfaction, and extra effort among the students: Evidence from higher education institutions	<i>Interdisciplinary Journal of Research in Business</i>	1(4)	130-135