

**Prof. Dr. Muqqadas Rehman**  
**Director**

Institute of Business Administration

University of the Punjab, Lahore.

Phone: +924299231257

E-mail: director.iba@pu.edu.pk

Website: <http://pu.edu.pk/faculty/description/173/Prof-Dr-Muqqadas-Rehman.html>

## QUALIFICATION

### **2014 Doctor of Philosophy**

The University of Newcastle, Australia, NSW

Title: "A Mixed Method Study for Examining Customer Participation in Value Co-Creation: Applying Service Dominant Logic to the Provision of Living Support Services To-Day Care Oncology Patients in Pakistan."

#### **Awards:**

- ✚ Certificate awarded by the Faculty of Business & Law for: Finalist in the Annual "Three Minute Thesis" Competition (2013) at the University of Newcastle, Australia.
- ✚ Certificate Awarded by the Vice Chancellor Research for: Finalist in the Annual "Three Minute Thesis" Competition (2013) by the University of Newcastle, Australia.

**2018 -** Thematic Grant received from Higher Education Commission Pakistan under the project title "Role of Student Participation in Value Co- Creation: The Provision of Educational Support Services to The Higher Education Students in Pakistan Involving Service-Dominant Logic" for the year 2018-2019.

### **1998 Master in Business Administration (MBA)**

Institute of Business Administration,

University of the Punjab, Lahore Pakistan.

### **1996 Bachelors in Commerce**

Hailey College of Commerce,

University of the Punjab, Lahore Pakistan.

#### **Award:**

- ✚ Roll of Honor for the year 1995.

### **1992 Higher Secondary School**

Kinnaird College for Women, Lahore, Pakistan

#### **Award:**

- ✚ Scholarship granted from Board of Intermediary & Secondary Education (BISE), Lahore.

### **1990 Primary & Secondary School**

Convent of Jesus & Mary (CJM) Lahore, Pakistan.

#### **Awards:**

- ✚ Scholarship granted from Board of Intermediary & Secondary Education (BISE), Lahore.

✚ Blue-card holder - issued by CJM authorities for best academic performance

## Work Experience

### 2020- To Date Director

Institute of Business Administration  
(IBA) University of the Punjab, Lahore  
Pakistan.

#### Duties:

- Administration, Strategic planning, implementation, monitoring, evaluation and management of the institution as an administrative head.
- Administration, strategic planning, implementation, monitoring, evaluation and management of the institution as an academic head.
- Filing ACRs
- Supervising financial activities

#### Supervising Programs

- BBA (Morning / Afternoon)
- MBA 1.5
- Executive MBA (Evening)
- M.Phil in B Admin
- PhD in B Admin

#### Organized Events, Ceremonies and Drives

- Organized Award distribution Ceremony at IBA D-Class Employees
- Organized Eid Milad-un-Nabi (PBUH)
- Organized Flag Ceremony
- Organized Blood Donation Camp
- Organized Annual Sports Gala
- Organized Tree Plantation Drive
- Organized Orientation Program and Contract Ceremony
- Organized Fundraising for Flood Victims
- Organized Awareness walk on Breast Cancer
- Organized Annual Reunion Dinner

### 2020- To Date Professor

Institute of Business Administration  
(IBA) University of the Punjab, Lahore  
Pakistan.

#### Duties:

- ✚ Delivering lectures to Ph.D/ MPhil classes
- ✚ Conducting Seminars / Workshops and Conferences.
- ✚ Supervising PhD students & guiding them in project preparation.

**2019-2020**

**Associate Professor**

Hailey College of Commerce,  
University of the Punjab, Lahore Pakistan.

**Duties:**

Delivered Lectures  
Supervised M.Phil students

**2014-2019**

**Assistant Professor**

Hailey College of Commerce,  
University of the Punjab, Lahore Pakistan.

**2001-2014**

**Lecturer**

Hailey College of Commerce,  
University of the Punjab, Lahore Pakistan.

**Duties:**

Delivered Lectures

**Memberships**

**2020- To Date**

- ✚ Convener Board of Studies in Institute of Business Administration, University of the Punjab, Lahore Pakistan.
- ✚ Member Board of Faculty of Economics and Management Sciences, University of the Punjab, Lahore Pakistan.
- ✚ Convener, Departmental Doctoral Program Committee, University of the Punjab, Lahore Pakistan.
- ✚ Convener, Institutional Discipline Committee, University of the Punjab, Lahore Pakistan.
- ✚ Convener, Finance, planning and Implementation Committee, University of the Punjab, Lahore Pakistan.
- ✚ Convener, Institutional Purchase Committee, University of the Punjab, Lahore Pakistan.
- ✚ Convener, Committee for Accreditation Process with NBEAC-HEC
- ✚ Convener, Committee to prepare/ Conduct the test as per with GRE (General) and GRE (Subject).
- ✚ Member, Departmental Research Committee, University of the Punjab, Lahore Pakistan.
- ✚ Convener, Institutional Quality Enhancement Committee, University of the Punjab, Lahore Pakistan.
- ✚ Convener, External Linkages and Placement Committee, University of the Punjab, Lahore Pakistan.

<b>2019-2020</b>	✚	Former Associate Professor at Hailey College of Commerce, University of the Punjab, Lahore.
<b>2014-2020</b>	✚	Project Management Consultant Oasis School of Autism, Pakistan (School for Special Need Children).
	✚	Member Board of Faculty in Hailey College of Commerce.
	✚	Former Honorary Director- Azra Naheed Center for Research & Development, Superior University.
<b>2014-2019</b>	✚	Former Assistant Professor at Hailey College of Commerce, University of the Punjab, Lahore.
<b>2013- To Date</b>	✚	Member Admission Committee, University of the Punjab, Lahore
<b>2010- To Date</b>	✚	Member Academic Council, University of the Punjab, Lahore.
<b>2001-2014</b>	✚	Former Senior lecturer, Hailey College of Commerce, University of the Punjab, Lahore.
<b>2001-2006</b>	✚	Former Member Board of Faculties in Commerce Hailey College of Commerce, University of the Punjab, Lahore
	✚	Former Member Board of Studies in Commerce, Hailey College of Commerce, University of the Punjab, Lahore.
	✚	Member Doctoral Committee, Hailey College of Commerce, University of the Punjab, Lahore Pakistan.
<b>2020-To Date</b>	✚	Patron-in-Chief, Alumni Association at Institute of Business Administration, University of the Punjab, Lahore, Pakistan.

### **Professional Achievements**

- ✚ Preparing Quality Assurance Research-based reports
- ✚ Providing Planning and Controlling Research policies for Public and Private Research Centers and Monitoring Execution
- ✚ Actively working for Autistic Children in Pakistan because of lack of awareness among the population
- ✚ Conducted Career Counselling Session
- ✚ Conducted Faculty Brainstorming Session
- ✚ Conducted Faculty Session on KPIs (Key Performance Indicators)
- ✚ Conducted Syllabi-Meeting with all Affiliated Colleges of Punjab University
- ✚ Conducted Entrepreneurship Development and Internship Program
- ✚ Conducted 1<sup>st</sup> Seminar after Covid-19 on Digital Identify Management
- ✚ Inaugurated Purpose-built building of the Business Incubation Centre (BIC)
- ✚ Inaugurated of PhD. Research Lab in the library of IBA

- ✚ Conducted Photography workshop
- ✚ Conducted Project Management workshop
- ✚ Conducted Amazon Business and Virtual Training.
- ✚ Provided an office space to the old premises.
- ✚ Celebrated 50 years Alumni Association.
- ✚ Conducted Peaceful Election with the collaboration of Old premises and 500+ visitors at IBA.
- ✚ Provided External Linkages, Financial support and Logistics funds.
- ✚ Promote Libson Alumni Association.

### **SEMINARS, CONFERENCES, MEETINGS AND WORKSHOPS ORGANIZED, ATTENDED AND PAPERS ORGANIZED**

- ✚ “Orientation Program” HRD (13th Aug 2002 – 23rd August 2002).
- ✚ Doha Bank Limited. Training 02/07/1998 – 02/09/1998.
- ✚ “International Business Strategy”-Workshop by CMD & Stockholm University March 2004.
- ✚ “Advance Strategic Marketing” LITE (Jan-April 2006).
- ✚ “A joint certificate workshop on Entrepreneurship” Smeda and CHD (17 April 2004).
- ✚ “Leadership Skills” Workshop by CHD.
- ✚ “Insight into Research Methods” Superior Group of Colleges (24 November 2006).
- ✚ “Training Course on Executive Management Seminar for SMEs” (The Association for Overseas Technical Scholarship) (17-21 May 2004).
- ✚ “Selling & negotiation Skills” CMD (27th & 28th Feb 2004).
- ✚ “Being the Best”, Training by Golden Blue, February 2004.
- ✚ Paper presented in Mauritius “International Symposium on Service Management” 2010.
- ✚ Attended International Conference on Management Research at The Superior College, University Campus Lahore, A Chartered Institute 2010.
- ✚ Research paper presented at the Business and Economics Society International (B&ESI) Conference in New Zealand in January 2012.
- ✚ Attended NVivo training at Queensland University, Brisbane, Australia 2012.
- ✚ Paper presented at B&ESI in New Zealand 2012.
- ✚ Presented at annual ‘3-minute Thesis Competition’ as finalist at the University of Newcastle, Australia.
- ✚ Attended NVivo training in Brisbane, Australia 2012.

- ✚ Presented at the annual “Three Minute Thesis” Competition (2013) at the University of Newcastle, Australia.
- ✚ NVivo training conducted at Hailey College of Commerce 2015.
- ✚ NVivo training conducted at The Superior College Lahore, University Campus, Lahore 2014 and 2015
- ✚ Seminar conducted on NVivo at Lahore School of Economics 2016
- ✚ Conducted International Conference on Management Research at The Superior College, University Campus Lahore, A Chartered Institute 2016.
- ✚ Conducted ICMR (International Conference on Management Research) at The Superior College, University Campus Lahore, A Chartered Institute 2017.
- ✚ Conducted ICEET (International Conference on Electronics Engineering and Technology) at The Superior College Lahore, University Campus 2017.
- ✚ Conducted ICEET (International Conference on Electronics Engineering and Technology) at The Superior College Lahore, University Campus 2017.
- ✚ Conducted ICEET (International Conference on Electronics Engineering and Technology) at The Superior College Lahore, University Campus 2018
- ✚ Conducted Superior University Conferences. 2014-2019
- ✚ Session Chair at ICBC organized by Hailey College of Commerce, University of the Punjab, Lahore 24-25 November, 2020.
- ✚ Session Chair at ICMR, 28<sup>th</sup> -29<sup>th</sup> November, 2020, The Superior University, Lahore
- ✚ Participated in Online National Conference on "Quality Assurance in Higher Education Institutions: Challenges and Reforms" held on December 30, 2020 organised by QECPU.
- ✚ Organized international Conference on Business Administration ICBA2021 by IBA on 11-12 June 2021.
- ✚ Session Chair in 6th International Conference on Banking, Insurance and Business Management (CBIBM-2021) , Hailey College of Banking and Finance 26-27 December 2021, PU
- ✚ Session Chair at 2<sup>nd</sup> ICBC organized by Hailey College of Commerce, University of the Punjab, Lahore 26-27 November, 2021.
- ✚ Session Chair at 2<sup>nd</sup> ICGC organized by Hailey College of Commerce, University of the Punjab, Lahore 14-15 March, 2022.
- ✚ Organized a 2 Day training workshop on *Learn Photography for Beginners*, on 12-13 August, 2021 at Institute of Business Administration, PU, Lahore.
- ✚ Organized a 2 Day training workshop on Project Management 16, 17 September 2021 at Institute of Business Administration, PU, Lahore.
- ✚ Organized and attended a 3 Day training workshop on Qualitative data analysis through NVIVO11 plus from 13-15 January, 2022 at IBA PU.

- ✚ Organized the event of Golden Jubilee Reunion (1972-2022) on 11 March 2022 at Institute of Business Administration, PU, Lahore.

### **Country Visited**

Australia, Canada, United Kingdom, Turkey, United States of America,

### **Research Supervised**

### **PhD Candidates Supervised**

- 1) Name: Muhammad Ali

Student ID: PDBA-15114

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Completed

Title: “Significance of country of origin on consumer buying behavior among the students of Higher Education institute of Punjab (Pakistan): Mediation model of religious beliefs” (2019)

- 2) Name: Ali Yab

Student ID: PDBA-14202

Supervision Status: Co-Supervisor

PhD. Status of the Candidate: Completed

Title: “The impact of brand elements and brand assets on customer-based brand equity of UHT milk brands in Pakistan” (2020)

- 3) Name: Shahan Mehmood Cheema

Student ID: PDBA-S15-025

Supervision Status: Co-Supervisor

PhD. Status of the Candidate: Completed

Title: “Investigating the impact of ethical ideologies on tax-payer’s

behavior: a systemic approach to develop behavioural intention under the perspective of theory of planned behavior” (2020)

- 4) Name: Kashif Mehmood

Student ID: PDBA-14207

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Completed

Title: “Managing Knowledge at Different Stages in Supply Chains During the Transition Phase of Changing SMEs from Traditional Mode of Working to Formal Supply Chains. A Case of Automobile Sector of Pakistan.” (2020)

5) Name: Mahtab Ali

Student ID: PH15-07

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Waiting for thesis defense

Title: “Exploring Stakeholders’ Experiences of Value Co-creation, Facilitated by Digital Content Marketing Practices in Pakistan”

6) Name: Nighat Naeem

Student ID: PH15 –12

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Waiting for thesis defense

Title: “Exploring Social Entrepreneur’s Adoption to Frugal Innovation: A Study of Incubation Centers in Pakistan”

7) Name: Khawaja Hisham-ul- Hassan

Student ID: PDCF 14201

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Completed

Title: “Impact of Macro-Economic, Bank Specific and Social Factors on Non-Performing Loans: A Study of Pakistani Banking Sector.”

8) Name: Uzma Kashif

Student ID: PHBA-S15-024

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Completed

Title: “Setting Quality Guidelines for Student Support Services: A Case of Virtual University of Pakistan.”

9) Name: Yasir Arfat

Student ID: PHBA-S15-015

Supervision Status: Principal Supervisor



PhD Status of the Candidate: Completed

Title: “A Mixed Method Study for Examining the Role of Social Media Marketing by Two-way Communication for Customer Attraction and Retention: Evidence from Banking Sector in Pakistan.” (2020)

10) Name: Nadia Nasir

Student ID: PDBA-14208 Supervision Status: Co-supervisor

PhD. Status of the Candidate – Completed

Title: “Interpersonal mistreatment and counterproductive work behavior in Job Holder (White and Blue Collar): Testing a mediation and moderation model in the context of Higher Institutions in Pakistan” (2019)

11) Name: Haleema Tariq

Student ID: PDBA-15118

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Completed

Title: “Social Impact of Government Reforms on Performance Measurement of Public Institutions in Pakistan: An Empirical Analysis.” (2020)

12) Name: Rabia Naseem

Student ID:

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Final Defense

Title:

13) Name: Asbah Shujaat

Student ID: Ph.D-2020-008

Supervision Status: Principal Supervisor

PhD. Status of the Candidate: Comprehensive completed

Title: In Process

## **M.Phil.**

Supervised 150+ students (2006-2010)

## Research Publications

1. Sania Zahra Malik, & Muqqadas Rehman (2022). Covering the Gap between Fashion Industry and 3D Printing by Introducing it in Pakistan. SSRN Electronic Journal. doi:10.2139/ssrn.4144121.
2. Saud Farooq, Kashif Hussain & Muqqadas Rehman (2022). Impact of management communication, post mergers and acquisitions, on turnover intention: The mediating role of job satisfaction and the moderating role of emotional intelligence. Search Journal of Media and Communication Research, 14(2), 2022, 63-78.
3. Baig, W., Danish, R. Q, Rehman, M. Hasnain, M., Ali, F. (2021). Ethical Climate and Behavioral Integrity: A Study of the Determinants of Ethical Leadership Under Political Mentoring, Humanities & Social Sciences Reviews, 9(3), 247-258. <https://doi.org/10.18510/hssr.2021.9326>
4. Danish, R. Q, Rehman, M., Hasnain, M. Latif, A. & Afzal, A.(2021). Determinants of Saving Behavior through Saving Intentions: An Empirical Evidence from the Service Sector. Elementary Education Online, 20(5), 7082-7094. Doi:10.17051/ilkonline.2021.05.801
5. Shabbir, S. Danish, R. Q., Rehman, M. Hasnain, M. Asad, H. (2021). An Empirical Investigation of Environmental Turbulence and Fear in Predicting Entrepreneurial Improvisation, Journal of Open Innovation: Technology, Market, and Complexity, 7,157. <https://doi.org/10.3390/joitmc7020157>.
6. Rehman, M., Mahmood, A., Danish, R, Q. Shahid, M. K.(2021). Examining Impact of Time Pressure and Hedonic Consumption on Impulse Buying Behavior: Expectation Disconfirmation Theory Perspective. Journal of ISOSS, 7(2), 163-175
7. Haleema Tariq, Muqqadas Rehman (2020). An Empirical Analysis of Organizational Performance of Construction Companies in Pakistan through Mediating Role of Conflict Management Effectiveness. <https://doi.org/10.47067/reads.v6i2.224>
8. Sohail, M., Rehman, M. & Rehman, C.A. (2019). Under-Utilization of Women in the Labor Market of Pakistan. Journal of Business & Tourism, 5 (1), 273-291.
9. Ali, M., Rehman, M., Dost, M. K. B., & Akram, M. W. (2018). Significance of country of origin on consumer buying behaviour with mediation model of religiosity, among the students of higher education institutes in Lahore. Abasyan Journal of Social Sciences. Special issue: IG CETMA 2018, pp 74-95
10. Ali, S. A., & Rehman, M. (2018). The Talent Management Practices for Employee Job Retention; A. Orient Research Journal of Social Sciences, Vol 3 (1) 155-176.
11. Rehman, M., Mahmood, K., Cheema, M. S., & Wajahat, M. (2018). HRM practices and innovation capabilities in the hotel industry: Mediating role of human and social capital. International Journal of Management Research and Emerging Sciences, 8(1), 08-18.
12. Chaudary, J. A., Rehman, M., Mehar, M. R., & Nazeer, M. (2018). The effect of stock markets of major developed countries on Pakistan stock market. International Journal of Management Research and Emerging Sciences, 8(1), 18-28.

13. Saboor, A., Rehman, M., & Rehman, S. (2018). Organizational Justice and Employee Contextual Performance: The Moderating Effect of Organizational Respect. *Pakistan Business Review*, 19(4), 995-1011.
14. Imran, M. K., Rehman, M. (2017). Investigation the moderating effect of knowledge intensive culture on knowledge management process capability and organizational Performance. *City University Research Journal*, 7(2).
15. Ur Rehman, U., Rehman, M., & Imran, K. (2017). Exploring the Determinants of Institutional Insurance and Their Impact on Behavioral Intentions: A Mixed Method Approach. *Pakistan Business Review*, 18(4), 1010-1030.
16. Muqqadas, F., Rehman, M., Aslam, U., & Ur-Rahman, U. (2017). Exploring the challenges, trends and issues for knowledge sharing: A study on employees in public sector universities. *VINE Journal of Information and Knowledge Management Systems*, 47(1), 2-15.
17. Arfat, Y., Rehman, M., Ilyas, M., & Saqib, A. (2017). Role of Rewards to Foster Knowledge Sharing Practices: Mediating Role of Psychological Commitment. *Pakistan Business Review*, 19(2), 465-480.
18. Arfat, Y., Mehmood, K., Rehman, M., & Saleem, R. (2017). The Role of Leadership in Work Engagement: The Moderating Role of a Bureaucratic and Supportive Culture. *Pakistan Business Review*, 19(3), 688-705.
19. Nasir, N., Khaliq, C. A., & Rehman, M. (2017). An Empirical Study on the Resilience of Emotionally Intelligent Teachers to Ostracism and Counterproductive Work Behaviors in Context of the Higher Educational Sector of Pakistan. *Global Management Journal for Academic & Corporate Studies*, 7(1), 130.
20. Mahmood, K., Rehman, C. A., Rehman, M., Ali, F. (2016), Impact of Knowledge based HR Practices on Innovation with the Mediating Effect on Employee's Creativity. *International Journal of Management Research and Emerging Sciences*. 5(1). 64-86.
21. Irem, K., Rehman, M., & Rehman, C. A. (2016). Strategies to overcome work barriers: An exploratory study of women executives in Pakistan. *FWU Journal of Social Sciences*, 10(1), 21.
22. Mian, R., Rehman, M., & Rehman, C. A. (2016). Gender Discrimination at Work Place: A Case Study on Education Sector of Pakistan.
23. Aslam, U., Rehman, M., Imran, M. K., & Muqqadas, F. (2016). The Impact of Teacher Qualifications and Experience on Student Satisfaction: A Mediating and Moderating Research Model. *Pakistan Journal of Commerce & Social Sciences*, 10(3).
24. Mirza, M., Muqqadas, R., Chaudhary, A. R., & Nisar, A. B. (2016). Public awareness about e-tagging device on security Check posts & toll- plazas for the smooth traffic management and reduction in terrorist activities in Pakistan. *International Journal of Academic Research in Management and Business*, 1(1), 52-74.

25. Chaudhary, N. A. B. Rehman, M. & Rehman, A. (2016). Issues and Challenges faced by internal auditors of Private Sector Organizations. *Social Science Learning Education Journal*, 1(1).
26. Ul Hassan, S. Q., Rehman, M., & Rehman, C. A. (2016). Demographic Psychological Factors and Bottled Water Buying Behavior of Consumers: A Case Study of Lahore. *Arabian Journal of Business and Management Review (Oman Chapter)*, 5(12), 1.
27. Pires, G. D., Dean, A., & Rehman, M. (2015). Using service logic to redefine exchange in terms of customer and supplier participation. *Journal of Business Research*, 68(5), 925-932.
28. Khan, M. Z. U., Ilyas, M., Rehman, M., & Rahman, C. A. (2015). Money, Monetization and Economic Growth in Pakistan. *International Journal of Economics and Empirical Research (IJEER)*, 3(3), 95-104.
29. Ali, M., Rehman, M., & Abdul Rehman, C. (2015). Exploring the Dimensions of Country of Origin and Its Leverage on Consumer Buying Preferences: A Qualitative Study of Pakistani Consumer Market. *Singaporean Journal of Business, Economics and Management Studies*, 51(2479), 1-26.
30. Aftab, M. R., Rehman, M., Abdul, C., & Faheem, M. (2015). Food Prices and its Impact on Poverty in Pakistan. *Pakistan Journal of Social Sciences (PJSS)*, 35(2).
31. Khaliq, A., Rehman, M., Shaukat, S., Aslam, N., & Amin, M. (2015). Gender Differences of Social Networking in SME's: An Exploratory Study of Pakistan. *MAGNT Research Report*, 3(9).
32. Tariq, H., Rehman, M. and Rehman, C.A., (2014). Exploring Managerial Competencies & Employee Well-being in Public & Private Organizations under Competency Management Approach: An Evidence from Pakistan. *International Journal of Management Research and Emerging Sciences*, 4(1), 1-26.
33. Khan, A.A, Rehman, M. & Rehman, C.A (2014). Role of Company's Own career portals in recruitment: A suggestion for IT companies operating in Pakistan. *International Journal of Management Research and Emerging Sciences*. 4 (1), 87.
34. Irem, K., Rehman, M. and Ilyas, M., (2014). Social Media: A Prospective or a Dilemma The case of Pakistan. *International Journal of Management Research and Emerging Sciences*. (4(1) 47-68.
35. Rehman, M., Pires, G. & Dean, A. (2012) "Towards a Conceptual Model of Customer Participation in Exchange: Considering the Service Logic of Marketing", in *Proceedings of the 2012 Royal Bank Research Seminar, June, Shanghai, RPC*

36. Rehman, M., Dean, A. M., & Pires, G. D. (2012). A research framework for examining customer participation in value co-creation: Applying the service dominant logic to the provision of living support services to oncology day-care patients. *International Journal of Behavioural and Healthcare Research*, 3(3-4), 226-243.
37. Rehman, M. (2006). Culture Matters Impact on the Effectiveness of TV Advertising. *The Journal of Commerce*, 1(1), 69.

## References

### **Prof. Dr. Alison Dean**

Principal Supervisor & Ex-Head of Newcastle Business School,

Newcastle Business School Faculty of Business & Law the University of Newcastle  
Australia 2308.

Email: [Alison.dean@newcastle.edu.au](mailto:Alison.dean@newcastle.edu.au)

Ph # +61 2 4921 7393

### **Prof Dr. Guilherme Pires**

Co - Supervisor & Head of Marketing, Newcastle Business

School, Faculty of Business & Law the University of Newcastle Australia 2308

Email: [Guilherme.pires@newcastle.edu.au](mailto:Guilherme.pires@newcastle.edu.au)

Ph# +61 2 4921 8698

### **Prof. Dr. Mubbasher Munawar Khan**

Principal, Hailey College of Banking & Finance

University of the Punjab, Pakistan.

Email: [Principal@hcbf.edu.pk](mailto:Principal@hcbf.edu.pk)