

CURRICULUM VITAE



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*Associate Professor: University of the Punjab, Lahore, Pakistan
Visiting Research Scholar at University of South Florida, USA
Guest Editor of Journal of Hospitality and Tourism Technology,*



**emerald
PUBLISHING**

*(SSCI Impact Factor 5.576), Emerald
<https://www.emerald.com/insight/publication/issn/1757-9880/vol/13/iss/1>*

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International Certified Trainer: QSR International Australia



Training workshops conducted in more than 60 universities in different countries

I have Trained thousands of researchers including MS/PhD Scholars, Professional Researchers, PhDs, Deans, Directors, Project Lead/Principal Investigators in:

- 1) University of South Florida, Sarasota, Florida, USA
- 2) King Abdul Aziz University, Saudi Arabia (Harvard University USA Sponsored Project)
- 3) University of Utara Malaysia (UUM) Malaysia
- 4) UCSI University Malaysia
- 5) Bahçeşehir University Turkey
- 6) İzmir Kâtip Çelebi University Turkey
- 7) Cyprus International University Cyprus
- 8) Wittenborg University of Applied Sciences, Netherland
- 9) University of International Business, Kazakhstan
- 10) Universitas Iqra Buru Maluku, Indonesia
- 11) Universiti Teknologi Brunei
- 12) Quaid-i-Azam University, Islamabad, Pakistan
- 13) National University of Science & Technology (NUST) Islamabad, Pakistan
- 14) FAST – National University of Computer and Emerging Studies, Islamabad, Pakistan
- 15) University of the Punjab Lahore (Different Departments/Institutions), Pakistan
- 16) COMSATS University Islamabad (Different Campuses), Pakistan
- 17) Shaheed Zulfiqar Bhutto Institute of Science and Technology (SZABIST) Pakistan
- 18) University of Engineering & Technology, Lahore, Pakistan
- 19) Kohat University of Science & Technology, Kohat, Pakistan
- 20) University of Management and Technology Lahore Pakistan
- 21) International Islamic University Islamabad (IIUI), Pakistan
- 22) University of Balochistan, Quetta, Balochistan, Pakistan
- 23) Islamia College University, Peshawar, Pakistan
- 24) University of Peshawar, Peshawar, Pakistan
- 25) Lahore Leads University, Lahore, Pakistan
- 26) The Aga Khan University, Karachi, Pakistan
- 27) The Superior College, Lahore Pakistan
- 28) Virtual University of Pakistan, Lahore, Pakistan
- 29) Bahria University Islamabad, Karachi & Lahore Campuses
- 30) Shah Abdul Latif University, Mirpur, Sindh, Pakistan
- 31) Lahore College for Women University, Lahore, Pakistan
- 32) Daffodil University, Bangladesh
- 33) Government College of Home Economics, Gulberg Lahore Pakistan
- 34) Pir Mehr Ali Shah Arid Agriculture University Rawalpinid, Pakistan
- 35) Pak-AIMS: Institute of Management Sciences, Lahore Pakistan
- 36) Lahore School of Economics (LSE) Lahore, Pakistan
- 37) University of Central Punjab (UCP) Lahore, Pakistan
- 38) Institute of Business Management (IoBM), Karachi Pakistan and many other universities.....

More than 1000 Letter of appreciation, E-mails, Shields, Certificates awarded by the Directors, Deans, and Vice Chancellors/Rectors of different Universities

AREAS OF INTEREST

- 1) Management/HRM, Marketing and Business Strategy/Strategic Management
- 2) Hospitality and Tourism Management
- 3) Quantitative and Qualitative Data Analysis
- 4) MIS/e-Business/IT in Business (Accounting Information System, Financial Modelling, Human Resource Information System, Digital Marketing, and Digital Project Management).

ACADEMIC QUALIFICATION

PhD Management Sciences (2011-2016)

CGPA 3.75 with Honors Distinction: Cum Laude

Bahria University Islamabad, Pakistan

MS Business Administration (2008-2010), CGPA 3.97

Superior University, Lahore, Pakistan

Bachelor of Commerce (Honours) (2004-2008), CGPA 3.27

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

JOB EXPERIENCE

Associate Professor (Current Position)

Hailey College of Commerce,

University of the Punjab, Lahore, Pakistan

Visiting Research Scholar (2020 – 2022)

M3 Center, Muma Business College

University of South Florida (USF), United States of America (USA)

Associate Professor & Chairperson (2022)

UE Business School, Division of Management and Administrative Science,

University of Education, Lahore, Pakistan

Associate Professor (2019-2022)

UCP Business School

University of Central Punjab Lahore, Pakistan

Assistant Professor & Head of PhD Program (2016 – 2019)

Institute of Business & Management (IBM)

University of Engineering & Technology (UET), Lahore, Pakistan

Lecture (2014-2016)

Institute of Business & Management (IBM)

University of Engineering & Technology (UET), Lahore, Pakistan

Lecture (2012 – 2014)

Department of Management Sciences

COMSATS University Pakistan

Served in Industry:

- **SACHAL Energy Development (Pvt.) Limited**
- **FARAS Combine Marketing Company (Pvt.) Limited**
- **KI Education Trust (Registered), Pakistan**

Served as Visiting Faculty

- **Bahria University Islamabad**
- **UVAS Business School, Lahore**

MS / PhD Thesis Supervision (HEC Approved PhD Supervisor)

- **MS Supervised as Principal Supervisor = 46**
- **PhD Thesis Under Supervision (Co-Supervisor): 04**

PHD/DOCTORAL THESIS EVALUATED

Student Name	Title	Program	University
ZAHID KHAND	The Impact of Enterprise Resource Planning (ERP) in Higher Education Institutions: Support in improvement of academic processes.	Doctor of Education (EdD)	University of Liverpool, England
ALIYA BUSHRA	Antecedents of Product Country Image (PCI) and its Impact on Consumer Willingness to buy Foreign Products	PhD Business Administration	Lahore School of Economics (LSE)
SAAD SHAHID	Brand Positioning Effectiveness as a Converging Point for Brand Positioning Strategies, Brand Love and Market Mavens: An Insight into Consumers' Perspective	PhD Business Administration	Lahore School of Economics (LSE)
NADIA ZAFAR BAKHTAWARI	Impact of Quality Management Implementation on Learning Organization to Achieve Improved Non-Financial Performance in Pharmaceutical Industry of Pakistan: An Empirical Investigation	PhD Management Sciences	Bahria University Islamabad Pakistan
HINA RUKH	Public Organization Development: Diagnosing Culture and Planning Interventions to Attain Governpreneurship	PhD Business Administration	NCBA&E Lahore
NADIA JAWEED	A Study of Risk Management Implications for Capital Structure and the Cost of Capital in Pakistan Listed Companies	PhD Management Sciences	Bahria University Islamabad Pakistan

EXPERTISE IN DATA ANALYSIS

International Certified Trainer & Consultant of QSR NVivo 9/10 (Since 2013)

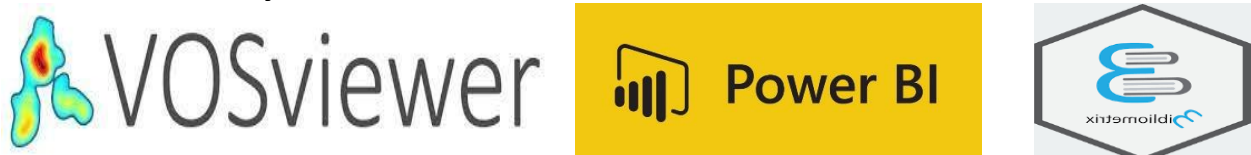
Qualitative Data Analysis (Statistical Analysis, Structure Equation Modeling and Multilevel Modeling)



Qualitative Data Analysis (Grounded Theory/Content/Thematic Analysis)



Bibliometric Analysis



1. Del Gesso, C., **Lodhi, R. N.**, & Cobanoglu, C. (2022). Local government's role in promoting city hospitality: a meta-ethnography with a public management perspective. *International Journal of Contemporary Hospitality Management*, (published online). **SSCI, IF 9.321 Q1 Ranked Emerald Publishing Group**
<https://www.emerald.com/insight/content/doi/10.1108/IJCHM-09-2021-1092/full/html>
2. Parvez, M. O., Arasli, H., Öztüren, A., **Lodhi, R. N.**, & Ongsakul, V. (2022). Antecedents of human-robot collaboration: A theoretical extension of the technology acceptance model. *Journal of Hospitality and Tourism Technology*. **SSCI, IF 5.576 Q1 Ranked Emerald Publishing Group**, Published Online. HEC Recognized W Category
<https://www.emerald.com/insight/content/doi/10.1108/JHTT-09-2021-0267/full/html>
3. Aureliano-Silva, L., Spers, E. E., **Lodhi, R. N.**, & Pattanayak, M. (2022). Who loves to forgive? The mediator mechanism of service recovery between brand love, brand trust and purchase intention in the context of food-delivery apps. *British Food Journal*. **Emerald Publishing Group, SCI Impact Factor 2.518 Q1 Ranked**. HEC Recognized W Category
<https://www.emerald.com/insight/content/doi/10.1108/BFJ-07-2021-0819/full/html>
4. **Lodhi, R. N.**, Aftab, F., & Mahmood, Z. (2015). Success of Absorptive Capacity for **Enterprise Resource Planning (ERP)** System: Empirical Evidence from Pakistan. *Global Management Journal for Academic & Corporate Studies*, 4(1), 26-37. HEC Y Category Journal
5. **Lodhi, R. N.**, Tahir, S., & Safdar, S. (2016). Empirical Study of the Acceptance of **ERP System** in Public Sector Service-Based Organizations of Pakistan. *Journal of Quality and Technology Management*, 12(1) 121-136, HEC Recognized X Category Journal
6. **Lodhi, R. N.**, & Abdullah, M. (2016). An Empirical Investigation of the Effectiveness of **ERP Quality**: Evidence from Corporate Sector of Pakistan. *Journal of Quality and Technology Management*, 12 (2), 71-88, HEC Recognized X Category Journal
7. **Lodhi, R.N.**, Ali, A., & Bukhari, S., Mobin, S. (2017). Knowledge Quality and Organizational Performance: Evidence from **ERP-Based Organizations** in Pakistan. *Journal of Quality and Technology Management*, 13(1) 15-35 HEC Recognized X Category Journal
8. **Lodhi, R. N.**, Rana, W., & Mahmood, Z. (2019). Moderating Role of Competitive Intensity and Brand Image on Customer Relationship Management in Telecom Sector of Pakistan. *Pakistan Business Review*, 21 (2). 176-191. HEC Recognized X Category Journal
9. **Lodhi, R. N.**, & Malik, R. K. (2013). Impact of Electricity Shortage on Daily Routines: A Case Study of Pakistan. *Energy & Environment*, 25 (5), 701-709. **Sage Publications Limited, SSCI Impact Factor 3.154 Q2 Ranked**, HEC Recognized W Category
10. Naeem, A., Mirza, N. H., Ayub, R. M., & **Lodhi, R. N.** (2019). HRM practices and faculty's knowledge sharing behavior: Mediation of affective commitment and affect-based trust. *Studies in Higher Education*, **Taylor & Francis**, 44 (3), 499-512. **SSCI Impact Factor 4.363 Q1 Ranked**, HEC Recognized W Category
11. Danish, Saud, S., Baloch, M.A., **Lodhi, R. N.** (2018). The nexus between energy consumption and financial development: estimating the role of globalization in Next-11 countries, *Environmental Science and Pollution Research*, 1–11 **Springer Publishing, SCI Impact Factor 5.190 Q2 Ranked**, 25(19), 18651-18661, HEC Recognized W Category
12. Khalid, H., **Lodhi, R. N.**, Zahid, M. (2019). Exploring Inside the Box: A Cross Cultural Examination of Stimuli Affecting Fast Food Addiction, *British Food Journal*, 121 (1), 6-21. **Emerald Publishing Group, SCI Impact Factor 2.518 Q1 Ranked**. HEC Recognized W Category
13. Shahid, M.S., **Lodhi, R. N.**, Gill, A. (2019). An Energy Transition Model for Pakistan's Electricity System: Scenarios and their Implications, *Environmental Progress & Sustainable Energy*, 39 (1), 1-13 (**John Wiley & Sons**), **SCI Impact Factor 2.824 Q2 Ranked**. HEC Recognized W Category
14. Javed, M., Akhtar, W., Husnain, M., **Lodhi, R. N.** (2020). A Stakeholder-Centric Paradigm Bids Well for the 'Business Case'- An Investigation through Moderated-Mediation Model. *Corporate Social*

- Responsibility and Environmental Management. **John Wiley & Sons, SCI Impact Factor 8.464 Q1 Ranked**. 27(6), 2563-2577. HEC Recognized W Category
15. Mahmood, Z., Alonazi, W. B., Baloch, M. A. & **Lodhi, R. N.**, (2021). The dark triad and counterproductive work behaviors: A multiple mediation analysis. Economic Research-Ekonomiska Istrazivanja, **SSCI Impact Factor: 3.540 Q2 Ranked**, publisher: Taylor & Francis. Accepted. HEC Recognized W Category
 16. Ghazanfar, U., **Lodhi, R. N.**, Bandal, M. S. M. & Khalil, A. (2021). An Empirical Relationship between Trade Liberalization and Poverty: Comparative analysis of Selected SAARC Countries. Estudios de Economia. 32 (1) **ESCI, Q4 Ranked**
 17. Ullah, S., Mufti, N. A., Saleem, M. Q., Hussain, A., **Lodhi, R. N.**, & Asad, R. (2021). Identification of Factors Affecting Risk Appetite of Organizations in Selection of Mega Construction Projects. Buildings, **SCI, IF 3.324**. Accepted. HEC Recognized W Category
 18. Khursheed, A., Fatima. M, Mustafa. F. **Lodhi. R. N.** & Akhtar (2021). A. An Empirical Analysis of the Factors Influencing Social Entrepreneurship: A Gendered Approach, Management Letters/Cuadernos De Gestión, 39(2), **ESCI & Scopus indexed Q4 Ranked**, HEC Recognized X Category
 19. Sharif, S., **Lodhi, R. N.**, Iqbal, K., & Saddique, F. (2021). Gender Disparity in Leadership Boosts Affective Commitment and Tacit Knowledge Sharing about libraries. International Journal of Organizational Analysis. **Emerald Publishing Group Q2 Ranked ESCI Indexed**. HEC Recognized X Category
 20. Butt, A., **Lodhi, R. N.**, Butt, K. S., (2020). Staff Retention: A Factor of Competitive Advantage in Higher Education Sector of Pakistan, Studies in Higher Education, 45 (8). 1584-1604. Taylor & Francis, **SSCI Impact Factor 4.363 Q1 Ranked** HEC Recognized W Category
 21. Sharif, S., **Lodhi, R. N.** Ahmad, W. & Iqbal, K. (2021). Provider-Recipient Dyadic Interactions: Impact of Service Quality on Customer Behaviors Using a multi-modeling approach. Global Business Review, Sage Publications. **Q2 Ranked ESCI & Scopus indexed**, HEC Recognized X Category
 22. Shahzad, A., Hassan, R., Aremu, A. Y., Hussain, A., & **Lodhi, R. N.** (2020). Effects of Covid-19 in E-Learning on Higher Education Institution Students: The Group Comparison between Male and Female. Quality & Quantity, 55 (3), 805-826, **Q2 Ranked** Springer International Publishing. HEC Recognized W Category
 23. Alessa, G., Shahbaz, S., **Lodhi, R. N.**, Mahmood, Z. (2021). Leadership, Proactive Personality and Organizational Outcomes: Role of Parallel Mediation in Pakistani 3-Star Hotels. International Journal of Organizational Analysis. **Emerald Publishing Group Q2 Ranked ESCI Indexed**. HEC Recognized X Category
 24. Sharif, S., Tongkachok, K., Akbar, M., Iqbal, K., & **Lodhi, R. N.** (2021). Transformational leadership and innovative work behavior in three-star hotels: mediating role of leader-member exchange, knowledge sharing and voice behavior. VINE Journal of Information and Knowledge Management Systems. **Emerald Publishing Group Q2 Ranked ESCI Indexed**. HEC Recognized X Category
 25. Naveed, S., **Lodhi, R. N.**, Mumtaz, M. U., & Mustafa, F. (2021). COVID Fear and Work-Family Conflict: A Moderated Mediation Model of Religiosity, COVID Stress, and Social Distancing. Management Research Review, **Emerald Publishing Group Q2 Ranked ESCI Indexed**. HEC Recognized X Category
 26. Naeem, A., **Lodhi, R. N.**, & Ullah, A. (2021). How transformational leadership influences the knowledge sharing process. International Journal of Knowledge Management. 17 (2), 50-71 **ESCI Indexed Q3 Ranked** HEC Recognized X Category.
 27. Rehman, A. M., Park-Poaps, H., **Lodhi, R. N.**, & Amaad, H. (2021). Establishing Loyalty from Consumers CSR perception toward the restaurants offering nutritional information. Services Marketing Quarterly, Taylor & Francis. **Scopus Indexed Q3 Ranked** HEC Recognized X Category.
 28. Zafar, U., **Lodhi, R. N.**, Rabbani, S. & Ahmad, A., (2021). Nexus between Customer Expectation and E-Purchase Intention: Exploring the Role of Perceived Justice. KASBIT Business Journal. 13(2), pp. 146-164, HEC Recognized Y Category.
 29. Rana, M. W., Mustafa, F., Quddoos, M. U., & **Lodhi, R. N.** (2021). How Brand Jealousy is an Antidote for Premium to Pay More in the Presence of Materialism and Brand Attachment? iRASD Journal of Management, 3(1), 35-45. HEC Recognized Y Category.

30. Shahid, M. N., Ateeq, A., Sattar, A., **Lodhi, R. N.**, & Islam, M. U. (2021). Monday Anomaly Manifests Adaptive Behavior. A Firm Level Evidence from Emerging Market. *Journal of Contemporary Issues in Business and Government*, 27(3), 2421-2444. **ESCI Indexed**. HEC Recognized Y Category
31. Ali, A., Muhammad, A. K., Rasheed, M. S., & **Lodhi, R. N.** (2020). Brand Loyalty versus Brand Switching: Revisiting the Concept from Young Consumers' Perspective. *The Lahore Journal of Business*, 8(2), 129-154. HEC Recognized Y Category
32. Shams, G., Rather, R. A., Rehman, M. A. & **Lodhi, R. N.** (2020). Hospitality-based service recovery, outcome favorability, satisfaction with service recovery, and consequent customer loyalty: an empirical analysis. *International Journal of Culture, Tourism and Hospitality*. Scopus **ESCI Indexed**. **Q2 Ranked** HEC Recognized X Category. doi/10.1108/IJCTHR-04-2020-0079/full/html
33. Ismail, A., Farooq, S. & **Lodhi, R. N.**, (2020). Strategies into Actions: Finding Gaps between Expected and Actual Outcomes of Microfinance. *SALU-Commerce & Economics Review*, Volume 6 (1) December (2020). 6 (1), 213-230. HEC Recognized Y Category
34. Malik, I. A., Habib, N.-u., **Lodhi, R. N.** & Shabbir, S. A., (2020). Apprehending Inspirational Persuasion Factors for Intention to use eWOM by Highlighting Mediation of Attitude towards eWOM: A Case of Social Network Sites. *Pacific Business Review International*. 13 (4), 83-98 HEC Recognized Y Category
35. Naz, A., Farooq, S., **Lodhi, R. N.** & Ali, F. H., Maryam, S.Z. (2020). The Impact of the Awareness, Understanding and Usage of Islamic Banking Products and Services on Customer Satisfaction with Islamic Banking in Pakistan. *Islamic Banking and Finance Review*, 7 (2), 19-37. HEC Recognized Y Category
36. Shaheen, M., **Lodhi, R. N.**, Mustafa, F. & Zafar, U., (2020). Country of Origin, Price Sensitivity and Customer Involvement as New Antidotes to Purchase Intention: Evidence from Mobile Phone SME's. *Global Management Journal of Academics and Corporate Studies*. 10 (2), 46-64. HEC Recognized Y Category
37. Muhammad, A. K., Ali, A., **Lodhi, R. N.** & Kalsoom, U. (2020). Exploring the antecedents and consequences of mal-marketing in the pharmaceutical industry: A case study of Pakistan. *RADS Journal of Pharmacy and Pharmaceutical Sciences*, 8(1), 14-25. HEC Recognized Y Category
38. Baloch, M. A., Meng, F., & **Lodhi, R. N.** (2018). Information systems capabilities and customer capital: A multiple mediation model. *International Journal of Innovation and Technology Management*, 16 (3), 1-23. **Emerging Sources Citation Indexed (ESCI) Q3 Ranked** HEC Recognized Y Category
39. Kanwal, I., **Lodhi, R. N.**, & Kashif, M. (2019). Leadership styles and workplace ostracism among frontline employees. *Management Research Review*, 42 (8), 991-1013. **Q2 Ranked Emerald Publishing Group, Emerging Sources Citation Indexed (ESCI)** HEC Recognized X Category
40. Umar, M., **Lodhi, R. N.**, Lal, C., & Khan, N. (2018). Analysis of **Enterprise Resource Planning** Implementation to Identify Critical Factors and Development of a Framework for It's Success. *Proceedings of the Pakistan Academy of Sciences*, 55(2), 13-19. ScopusHEC Recognized X Category Journal
41. Salmsan, H., Aftab, F., & **Lodhi, R. N.** (2014) Macroeconomic Variables and Rising Food Prices: Empirical Evidence from Pakistan, *IBT Journal of Business Studies*, 9 (1), 66-82, HEC Recognized Y Category Journal.
42. Tahir, S., Aftab, F., & **Lodhi, R. N.** (2014). Impact of Customer Based Brand Equity (CBBE) on Customer Retention: A comparative study of Government, Private and Foreign banks of Lahore, Pakistan. *IBT Journal of Business Studies*, 10 (2), 31-45. HEC Y Recognized Journal
43. Safdar, S., & **Lodhi, R. N.** (2015). Mediating Impact of Corporate Entrepreneurship on the Relationship among Job Satisfaction, Citizenship Behavior and Organizational Commitment: Evidence from Pakistan Banking Employees. *Global Management Journal for Academic & Corporate Studies*. 5(1), 96-109 (HEC Recognized Y Category Journal)
44. Masood, A., & **Lodhi, R. N.** (2016). Factors Affecting the Behavior of Government Auditors for the Surveillance of Public Sector of Pakistan. *Pakistan Business Review*. 18 (1), 99-119, HEC Recognized X Category Journal

45. Khan, A. U., Mahmood, A., **Lodhi, R. N.**, & Aftab, F. (2016). Influence of Product Placement on Consumer Behavior: the Mediating Roles of Consumer Recognition with Program Celebrity and Ethical Perceptions towards Product Placement that leads to Consumer Purchase Intention. *IBT Journal of Business Studies*, 12 (1), 168-184, HEC Recognized Y Category Journal
46. Masood, A., & **Lodhi, R. N.** (2016). Determinants of behavioral intentions to use SPSS among students: Application of Technology Acceptance model (TAM). *FWU Journal of Social Sciences*, 10 (2), 146-152. **Q3 Ranked** HEC Recognized X Category Journal
47. Shaheen, M., & **Lodhi, R. N.** (2016). Impacts of social media marketing on consumer decision making process: Descriptive study of Pakistan. *Journal of Business Strategies*, 10(1), 57-71, HEC Recognized Y Category Journal
48. Gillani, A., **Lodhi, R. N.**, & Irfan, S. M. (2016). Examining the Relationship between Service Excellence and Customer Delight: Mediating Role of Customer Satisfaction. *Science International*. 28 (4), 2086-2081, HEC Recognized Y Category Journal
49. Nisar, S., & **Lodhi, R. N.** (2016). Exploring the Nexus: Terrorism and Economic Growth in Pakistan. *Journal of Independent Studies and Research-Management, Social Sciences and Economics*, 13(2), HEC Recognized Y Category Journal
50. Rasheed, A., **Lodhi, R. N.**, & Habiba, U. (2016). An Empirical Study of the Impact of Servant Leadership on Employee Innovative Work Behavior with the Mediating Effect of Work Engagement: Evidence from Banking Sector of Pakistan. *Global Management Journal for Academic & Corporate Studies*, 6(2), 177-190, HEC Recognized Y Category Journal
51. Khan, R., Meer, J. K., **Lodhi, R. N.**, & Aftab, F. (2017). Determinants of Dividend Payout Ratio: A Study of KSE Manufacturing firms in Pakistan. *IBT Journal of Business Studies*, 13(1) 12-24, HEC Recognized Y Category Journal
52. Ali, A., **Lodhi, R.N.** (2017) How Facebook Addiction Affects the Personal Life of Addict Students and their Family: A Case Study of Pakistan, *Paradigms: A Research Journal of Commerce, Economics, and Social Sciences*, 12 (1), HEC Recognized Y Category Journal
53. Bashir, R., **Lodhi, R. N.**, & Mahmood, Z. (2017). Factors Influencing the Purchase Intentions of Young Females of Pakistan. *Paradigms*, 11(2), 173-177. HEC Recognized Y Category Journal
54. Saeed, R., **Lodhi, R. N.**, & Ahmad, Z. (2013). Effect of Micro Finance on Poverty Reduction of Small Scale Farmers of Pakistan. *Scientific Papers-Series Management Economic Engineering in Agriculture and Rural Development*, 13 (2) 363-367. HEC Recognized Y Category Journal

SELECTED PAPERS IN INTERNATIONAL CONFERENCES

1. Afzal, M., Afzal, A., & **Lodhi, R. N.** (2021). Development of the Performance Prism Model for the Assessment of Hospitality Industry: Application of Metaethnography Approach. 7th Asia Pacific Marketing and Management Conference organized by University of Malaysia Sarawak, 2-3 September 2021 (**Won Best Presenter Award**)
2. Bano, H., & **Lodhi, R. N.** (2021). Quality of Virtual Reality in Hospitality Industry and its Impacts on Behavioural Intention in COVID era: Mediating Role of Authentic Experience. International Conference on Contemporary Issues in Business Management (ICIBM). 22nd – 23rd November 2021
3. Shoukat, A., & **Lodhi, R. N.** (2021). The psychological impact of COVID 19 epidemic on university students of Lahore Pakistan with the mediation of online student engagement. International Conference on Contemporary Issues in Business Management (ICIBM). 22nd – 23rd November 2021
4. Sharif, S., & **Lodhi, R. N.** (2021). Leadership, Proactive Personality and Organizational Outcomes: Role of Parallel Mediation in Pakistani 3-Star Hotels. Global Conference on Services and Retail Management (GLOSERV 2021) organized by University of Naples Federico Italy and University of South Florida USA. 11th-13th May 2021
5. Jannat, A., **Lodhi, R. N.**, & Sharif, S. (2021). A qualitative study to identify the strategies of city branding: A case of Lahore City of Pakistan. , The Conference on Managing Tourism Across Continents (MTCON 2021) organized by the Association of Turkish Tourism Academics (TUADER) and University of South Florida USA. 1-3 April 2021

6. Sharif, S., **Lodhi, R. N.**, & Tazhina, G. (2021). Transformational leadership, social exchanges, and innovative work behavior in Swat Valley Pakistan,. The Conference on Managing Tourism Across Continents organized by the Association of Turkish Tourism Academics (TUADER) and ersity of South Florida USA, 1-3 April 2021
7. Rasheed, A., & **Lodhi, R. N.** (2017). An Empirical Study of Moderating Impact of Self Construal on the Relationship Between Servant Leadership and Employee Innovative Work Behavior: Evidence from Banking Industry. 4th Academic International Conference on Business, Marketing and Management organized by **FLE Learning Ltd in Harvard University**, Martin Conference Center, Boston USA on 17th-19th July 2017
8. **Lodhi, R. N.**, Ahmad, W., & Rabail, A. (2015). Qualitative Analysis to Identify the Critical Factors for Poor Food and Quality Management System in Restaurants and Food Outlets in Pakistan. 2015 SSR International Conference on Social Sciences and Information, November 29-30,2015, Tokyo, Japan
9. **Lodhi, R. N.**, & Rehman, A. (2014). ISO Systems Awareness among Teachers and Creating Friendly Learning Environment for Childern in Pakistan. International Conference on Research in Education (ICORE 2014) 18th – 20th November 2014, University of the Punjab, Lahore, Pakistan
10. Ijaz, A., Anwar, A., **Lodhi, R. N.**, & Habiba, U. (2015). An Empirical Study of the Factors Affecting Job Satisfaction: Evidence from Banking Sector of Pakistan. International Conference on Environment and Natural Sciences (ICENS) 13th September 2015 in Sydney, Australia
11. Qamar, N., **Lodhi, R. N.**, & Qamar, U. (2015). Are advertising practices in Islamic republic of Pakistan influenced by principles of Islamic marketing: A study of audience perspective from Pakistan? 6th Global Islamic Marketing Conference, May 6 – 8, 2015
12. Ijaz, A., Malik, R. K., **Lodhi, R. N.**, & Habiba, U. & Irfan, S. M. (2014). A Qualitative Study of the Critical Success Factors of ERP System: A Case Study Approach. *International Conference on Industrial Engineering and Operations Management (IEOM), Bali Indonesia, January 7-9, 2014* .
13. Ijaz, A., **Lodhi, R. N.** & Irfan, S.M. (2013). Critical Success and Failure Factors of ERP System: A Case Study of an Electric Supply Company of Pakistan. Asian Academy of Management International Conference 2013 (AAM 2013), Malaysia
14. Iqbal, A., Saeed, R., & **Lodhi, R. N.** (2013). Factors influencing the Adoption of E-business Technology among Fresh Graduates of Pakistan. *The International Conference on Emerging Challenges for Organizations in Developing Economies, Bahria University Islamabad, Pakistan (November 4-5, 2013)*
15. Sabir, R. I., Rana, M. I., **Lodhi, R.N.**, Hafeez, I. & Sarwar, B. (2014) Covert Marketing and its Impact on Consumer Buying Behavior on Pakistan, International Conference on Business Strategy and Social Sciences 16-17 August, 2014, Kuala Lumpur Malaysia
16. Iqbal, A., & **Lodhi, R. N.** (2014). A Content Analysis of Pakistani Private and Public Universities' Websites. International Conference on Research in Education (ICORE 2014) 18th – 20th November 2014, University of the Punjab, Lahore, Pakistan
17. Rubab, N., Shaheen, M., & **Lodhi, R. N.** (2016). A PLS-SEM Based Study on Perceived Factors that Influences Online Shopping Behavior of Customers in Pakistan. CUST Business Research Conference (CBRC), November 10, 2016
18. Ali, J., & **Lodhi, R. N.** (2016). The analysis of antecedents of customer loyalty within Pakistan White Good Industry. 6th International Conference on Psychology of Gender in Perspective: Issues and Challenges (ICPG 2016), National Institute of Psychology (NIP), Quaid-i-Azam University, Islamabad, Pakistan, November 3-4, 2016
19. Rasheed, A., **Lodhi, R. N.**, & Hannan, A. (2017). An Empirical Study of Moderating Impact of Self- Construal on the Relationship between Servant Leadership and Employee Innovative Work Behavior: Evidence from Banking Industry. Jeddah 7th International Conference on Business Economics Social Sciences and Humanities, King Abdulaziz University, KSA, May 17-18 2017