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Research Publications

Year 2020

- From institutional pressure to the sustainable development of firm: Role of environmental management accounting implementation and environmental proactivity, Business Strategy and the Environment, July 2020 (Recognized “W” Category by HEC & Impact factor is 6.18).


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• Mediating effect of innovative culture and organizational learning between leadership styles at third-order and organizational performance in Malaysian SMEs, Journal of Global Entrepreneurship Research, Vol. 9 Issue (1), Page.36- Springer (Recognized “X” Category by HEC).


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• Impact of Knowledge Sharing on Organizational Performance: Evidence from Pakistan, ILMA Journal of Business Studies-JBS Volume 14, Issue 1, June 2018 (Recognized “Y” Category by HEC).


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**Year 2017**


- Relationship between Channel Conflict and Stock Outs at Retail/Distribution Points, *Abasyn Journal of Social Sciences* – Special Issue: AIC 2016, June 2017, Pages 604-612 (Recognized “X” Category by HEC)

- Identifying Key Barriers to Customer Retention in Banking Sector of Pakistan, *ILMA Journal of Business Studies-JBS* Volume 13, Issue 1, June 2017 (Recognized “Y” Category by HEC).


**Year 2016**


Year 2015


Year 2014


Year 2013

**Year 2012**


**Year 2011**

- Consumer Ethnocentrism Tendency in Services Sector: An Evidence from Pakistan a Developing Economy, European Journal of Social Sciences, Vol. 20 Issue 1, p123, March 2011. (Recognized “Y” Category by HEC)

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