

DR NISAR AHMAD

(Assistant Professor)

Hailey College of Commerce

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Research & Teaching Interests:

My research interest is corporate financial policies, investment strategies, financial performance analysis, working capital management, capital structure theory and dividend policy issues, corporate governance and sustainability and various economic and financial problems faced by firms and the Society at large. My research passion is to contribute to the development of society in general and particularly corporate sector by highlighting the genuine reasons behind the contemporary problems being faced in financial markets, and recent financial problems of corporations; and by suggesting remedies and managerial implications based on my research work influenced by research ethics, and quality standards. Till now, I have more than 30 research articles published in national and international journals recognized by HEC and also indexed in Scopus and Web of Sciences. I have supervised more than 60 students for their MS/MPhil research. Besides above, my **teaching** interests include *Accounting, Corporate Finance, Investment and Portfolio Management, Risk Management and Insurance, and Financial Institutions and Financial Markets.*

Academic Qualifications

- 2019 **PhD** (Management Sciences (Finance), COMSATS University, Islamabad, Lahore Campus Pakistan
- 2010 **MS.** (Banking and Financial Economics) GC University Lahore
- 1999 **M. Com** Bahauddin Zakariya University Multan
- 1996 **B. Com** Bahauddin Zakariya University Multan
- 1993 **F.Sc.** (Pre-Medical), Board of Intermediate & Secondary Education, Multan
- 1991 **Matric** Science Group, Board of Intermediate & Secondary Education, Multan

Academic and Professional Experience (19 years)

- | | |
|--------------------|---|
| 2014-Onward | Assistant Professor BPS 19 (Commerce)
Hailey College of Commerce, University of The Punjab, Lahore.
Along with teaching and supervising research, I have worked as a Coordinator of Examinations & College Maintenance Committee; Member of DDPC in Hailey College of Commerce. |
| 2006-2014 | Lecturer BPS 18 (Accounting and Finance) <ul style="list-style-type: none">• Department of Economics, GC University, Lahore• In addition to teaching and supervising research, I have looked after the academic affairs as a Coordinator Examinations, Program Coordinator of B.Sc. (Business Accounting and Finance) MS Banking & Financial Economics. I have also contributed as a Member of Board of Studies and as a Member of Academic and Research Committee. |
| 2005-2006 | Instructor Commerce (BPS 17)
Government College of Commerce, Sahiwal |

Publications

	Azeem, M., Ahmad, N., Hussain, S., Khurshid, M., & Majid, S. (2021). Impact of IMF lending announcements on the performance of stock market: Empirical evidence from Pakistan. <i>Humanities & Social Sciences Reviews</i> 9(3),467-476. eISSN 2395-6518	X
	Naeem, M., Ahmad, N., Hussain, S., Nafees, B., & Hamid, A. (2021). Impact of lean manufacturing on the operational performance: Evidence from textile sector. <i>Humanities & Social Sciences Reviews</i> 9(3),951-961. eISSN 2395-6518.	X
	Fatima, S., Ahmad, N. , & Fatima, S. (2021). Impact of covid-19 and coping policies implemented by higher education institutions in South-Asian countries: Systematic review. <i>Global Economics Review</i> 6(1), 11-23. ISSN. 2521-2974.	Y
	Hussain, F., Khan, M.I., Hussain, S., Nawaz, S., & Ahmad, N. (2021). Dynamics of regional geographic and challenges to CPEC: the afghan and Iranian perspectives. <i>Elementary Education Online</i> , 20(5), 3235-3243. ISSN. 1305-3515.	X
	Azeem, M., Ahmad, N. , Hussain, S., & Nafees, B. (2021). Higher education in Pakistan: A case of business schools. <i>Elementary Education Online</i> , 20(5), 3244-3253. ISSN. 1305-3515	X
	Hussain, A., Majid, A., Ahmad, N. , Khan, M.M., & Qaiser R.D.M. (2021). An empirical investigation of service quality, usage and mobile banking in predicting adaptive performance: serial mediation model. <i>Journal of Contemporary Issues in Business and Government</i> 27(2), 1089-1100. ISSN- 2204-1990.	Y
	Ahmad, N. , Ahmad, A., & Ashfaq, B. (2021). Islamic work ethics and employees' turnover intention: modeling the intrinsic motivation as a mediator. <i>Pakistan Social Science Review</i> , 5(1), 650-666. ISSN. 2664-0422.	Y
	Ahmad, N. , Nafees, B., & Majid, S. (2020). Role of personality and psychological attributes of financial managers in capital budgeting decisions: case of spinning industry of Pakistan. <i>Global Social Sciences Review</i> , 5(4), 160-168. ISSN. 2520-0348.	Y
	Ahmad, A., Ahmad, N. , & Malik, N. (2020). Impact of risk determinants on the perceived performance of software projects in emerging economies. <i>Global Management Sciences Review</i> , 5(4), 48-59. ISSN. 2708-2474.	Y
	Ahmad, N. , Rashid, H.A. & Chaudary, M. (2020). Impact of demographic, psychological attributes and financial consciousness of households on their energy conservation behavior: testing the mediating role of behavioral intention. <i>Global Management Sciences Review</i> , 5(3), 49-59, ISSN. 2708-2474.	Y
	Ahmad, N. , Nafees, B., & Rasheed, A. (2020). Credit redistribution by listed manufacturing firms in Pakistan and the moderating role of financial depth. <i>Business & Economic Review</i> , 12(4), 1-20. ISSN. 2074-1693, 2519-1233	Y
	Hussain, F. (2021). China-Pak Strategic entente with respect to search for reciprocated security through Gwadar port. <i>Psychology and Education Journal</i> , 58(1), 3320-3333. ISSN-2204-1990	Y
	Hussain, S., Rafiq, M., Quddus, A., Ahmad, N. , & Pham, T. P. (2021). China-Pakistan economic corridor: Cooperate investment development and economic modernization encouragement. <i>Journal of Contemporary Issues in Business and Government</i> , 27(1), 96-108. ISSN-2204-1990	Y
	Hussain, S., Rafiq, M., Quddus, A., Ahmad, N. , & Pham, T. P. (2021). Pak rupee as a currency and currency war. <i>Journal of Contemporary Issues in Business and Government</i> , 27(1), 88-95. ISSN-2204-1990.	Y
	Hamid, A., Mehmood, B., & Ahmad, N. (2018) Profitability paradox: Evidence from commercial banks in Pakistan. <i>Sukkur IBA Journal of Management and Business</i> 5(2) 1-15. ISSN 2313-1217.	Y
	Ahmad, N. , & Afza T. (2018). Determinants of trade credit financing by manufacturing firms listed in Pakistan. <i>Pakistan Business Review</i> , 20(1), 109-121. HEC recognized X category.	X
	Ahmad, N. , Nazir, M. S., & Nafees, B. (2018). Impact of financial development and credit information sharing on the use of trade credit: empirical evidence from Pakistan. <i>Cogent Economics & Finance</i> , 6(1), 1-17.	Y
	Fatima, H., Nafees, B., & Ahmad, N. (2018). Value relevance of reported accounting information and corporate governance practices: A case of Pakistan stock exchange. <i>Paradigms</i> , 12(1). ISSN. 1996-2800,2410-0854	Y
	Tahir, M., Hayat K., & Ahmad, N. (2018). investigating the influence of financial development indicators on economic growth: evidence from south asia. <i>Accounting and Finance Research</i> ,	

	7(3), 9-17. ISSN. 1927-5986 E-ISSN 1927-5994	
	Nafees, B., Qammar, M. A. J., & Ahmad, N. (2018). Lucrativeness of islamic vs. conventional mutual funds in Pakistan. <i>Pakistan Business Review</i> , 19(4), 861-877.	X
	Ahmad, N. , Afza T., & Nafees, B. (2017). Determinants of trade credit extended by manufacturing firms listed in Pakistan. <i>Business & Economic Review</i> , 9(4), 289-316. ISSN. 2074-1693, 2519-1233.	X
	Nafees, B., Ahmad, N. & Rasheed A. (2017). The determinants of cash holdings: evidence from SMEs in Pakistan. <i>Paradigms: A Research Journal of Commerce, Economics, and Social Sciences</i> . 11(1), 111-116. ISSN. 1996-2800,2410-0854.	Y
	Chaudhry, A. & Ahmad, N. (2015). Does corporate governance affect working capital management efficiency? evidence from manufacturing sector of Pakistan. <i>Science International Lahore</i> , 27 (6), 6255-6260. ISSN. 1013-5316	Y
	Ahmad, N. & Naz, N. (2015). Impact of dividend and retained earnings decision on stock prices: a comparative study of growth and mature firms listed in Pakistan. <i>Science International Lahore</i> , 27 (6), 6353-6359. ISSN. 1013-5316.	Y
	Khalil, S., Mehmood, M. and Ahmad, N. (2015). Cost efficiency of Pakistani banking sector: a stochastic frontier analysis. <i>The Journal of Commerce</i> , 7(3): 110-126. ISSN:2220-6043	
	Iqbal, F., Mehmood, M. and Ahmad, N. (2015). Inquiring the existence of solow's paradox in Pakistan's banking sector: fixed effect with driscoll and kraay standard errors technique. <i>The Journal of Commerce</i> , 7(2): 42-52. ISSN:2220-6043	
	Ismail, A., Hanif, R., Choudhary, S., and Ahmad, N. (2015). Income-diversification in banking sector of Pakistan: a 'Blessing' or 'Curse'? <i>The Journal of Commerce</i> , 7(1): 11-22. ISSN:2220-6043.	
	Hannan, A., Haider, F., Ahmad, N. , and Ishaq, T. (2015). Impact of economic, social and environmental variables on competitiveness of automotive industry: Evidence from panel data. <i>International Journal of Economic Behavior and Organization</i> , 3(1): 10-17.	
	Ismail, A., Cuong, N. T., Ahmad, N. , and Hanif, R. (2014). Threshold- effect of leverage on firms- value: evidence from textile sector of Pakistan. <i>International Journal of Multidisciplinary Consortium</i> , 1 (3), 1-21. ISSN 2349-073X	
	Mahmood, B., Younus, Z. I. and Ahmad, N. (2013). Macroeconomic and bank specific covariates of non-performing loans (NPLS) in Pakistani commercial banks: panel data evidence. <i>Journal of Emerging Economies and Islamic Research</i> , 1(3), 1-15. ISSN 2289-2559	
	Ahmad, N. , Rehman, J. and Azim, P (2013). Does working capital management affect the operational liquidity position: a case of Pakistani manufacturing firms? <i>Journal of Global Economy</i> , 9 (1), 52-67. ISSN Print-0975-3931	
	Ahmad, N. , Rehman, J. and Azim, P (2012). Does working capital management affect the profitability: a case of Pakistani manufacturing firms. <i>Journal of Global Economy</i> , 8 (4), 327-352. ISSN Print-0975-3931.	

My Dissertations

MS Thesis: Does working capital management affect firms' profitability and operational liquidity position?

PhD Thesis: Determinants of Trade Credit in Pakistan and the role of Financial Development and Credit Information Sharing

Review Paper Presented in Conferences

2021	Rauf, M., & Ahmad, N. (2021). Impact of heuristic factors on individual investor's investment decision: Moderating effect of risk tolerance. International Conference on Business Administration-ICBA-2021. 11-12 June, 2021 Organized by Institute of Business Administration, University of the Punjab, Lahore, Pakistan.
2021	Bilal, M., & Ahmad, N. (2021). The direct and moderating effect of corporate social responsibility on firm valuation: Theoretical and empirical evidence from global financial crises. Research Symposium held University of Sahiwal on March 13, 2021.
2020	Khaliq.R., Majeed, A., Ahmad, N., & Danish, R. Q. (2020). Determinants for the implementation of activity-based costing system in manufacturing SMEs of Lahore 5th international conference on banking, insurance & business management held 17 – 18 December 2020 Hailey College of Banking & Finance University of The Punjab, Lahore. Pakistan
2020	Rehman, A., Majeed, A., Ahmad, N., & Danish, R.Q. (2020). Utaut model and green banking

	behavior nexus: mediating effect of behavioral intention in Pakistan 5th international conference on banking, insurance & business management held 17 – 18 December 2020 Hailey College of Banking & Finance University of The Punjab, Lahore. Pakistan
2021	Bilal, M. & Ahmad, N. (2021). The direct and moderating effects of endogenous corporate social responsibility on firm valuation: theoretical and empirical evidence from the global financial crises. research symposium in business and economics, February 25, 2021. Department of Economics, University of Sahiwal, Pakistan.
2020	M. Naeem Bhangu, M.N., Ahmad, Z., Ahmad, N. (2020) Impact of selected lean manufacturing practices on the operational performance: case of textile sector of Pakistan. ICBC- 24-25 Nov. 2020 international conference on business and commerce Hailey College of Commerce, University of The Punjab, Lahore
2020	Rehman. A. Majeed, A., Ahmad, N. (2020) Investigating the influencing factors on consumer's using behavior for adopting green banking practices in Pakistan: applying the Utaut model. ICBC- 24-25 nov.2020 international conference on business and commerce Hailey College of Commerce, University of The Punjab, Lahore
2020	Majeed, A. H. Majeed, A. Ahmad, N. (2020) Transformational leadership and job performance nexus: moderating effect of perceived learning demand in Punjab police ICBC- 24-25 nov.2020 international conference on business and Commerce Hailey College of Commerce, University of The Punjab, Lahore
2020	Sarwar, M. T., Ahmad, N. And Hussain, S.(2020). Board governance attributes and financial performs of non-financial firms: moderating role of insiders' ownership ICBC- 24-25 Nov. 2020 international conference on business and commerce Hailey college of commerce, University of The Punjab, Lahore
2020	Chaudary, M., & Ahmad, N. (2020). Impact of psychological attributes and financial consciousness of households on their energy conservation behavior: mediating role of behavioral intension 11th international virtual conference on management research (ICMR-2020) Nov 28, 2020
2017	Faiqa, S. And Ahmad, N. (2017). The role of governance attributes and corporate characteristics in voluntary disclosure: evidence from Pakistan. corporate power and corporate governance: balancing value creation with stakeholder accountability. third conference of international corporate governance society. Luiss Business School, Italy.
2016	Khalid, U. And Ahmad, N (2017). Do the behavioral biases affect the investment decisions of individual equity investors in Pakistan? international conference on business and management perspectives in the Asian context: challenges and prospects. 20-22 October, 2016. The University of Lahore, Pakistan
2013	Ahmad, N. (2013). Determinants of trade credit practices of non-financial firms listed on KSE Pakistan. An inquiry into the economic consequences of digital divide in Asian countries. International conference institutions, growth and development organized by the department of economics Gc University Lahore, Pakistan On May 2 & 3, 2013.

Professional Trainings, Workshops and Seminar Courses

2021	2 Days Training of Finance for Non- Finance Executives (3-4 February 2021) at HCC PU Lahore.
2019	One day seminar on inventing finance for Digital World (18/04/2019) HCC PU Lahore
2018	5-Day's workshop (September 3 to September 7, 2018) Train the Trainers on the subject "Fixed Income Securities Market" Organized by Institute of Financial Markets and US Aid in PC Hotel Lahore.
2018	4-Day's training (July 3 to July 6, 2018) on the subject "Mutual Fund Distributors Certification" organized by Institute of Financial Markets of Pakistan at Hailey College of Commerce Lahore.
2018	One day workshop on "International Trade Shipping Documents, Discrepancies and Mitigating Risk" June 9, 2018.
2018	One day workshop Zetero Referencing Software, Hailey College of Commerce
2018	One day workshop on Teaching Methods ICAP
2017	Two Day Training "Financial Planning and Investment" Organized by the SECP from May 10-11, 2017 at PC Lahore.
2017	Managing Emerging Risks Today for Tomorrow; Conference Organized by MARSH Limited CERM Pakistan on 21 st March 2017 at PC Hotel Lahore Pakistan.
2017	Managing Complex & Contentious Claims Workshop Organized by MARSH Limited CERM Pakistan on 22 nd March 2017 at PC Hotel Lahore Pakistan.
2013	One Day Training of Presiding Officers Training, Organized by Election Commission of Pakistan on April 18, 2013 in Lahore.

- 2012** One Day Training Workshop on the use of Turnitin plagiarism services from Quality Enhancement Cell GCU, Lahore.
- 2011** Three Days Workshop on Use the Presentation and Communication Skills in a Class Room, from Quality Enhancement Cell GCU, Lahore
- 2010** Case Method Teaching: Bringing the Real World into the Class Rooms Department of Economics Under GCU-Strathclyde University, UK Link
- 2009** One Day Workshop “Questionnaire Design, Conduct and Analysis of Primary Data from Department of Statistics Under GCU-Strathclyde University, UK Link
- 2008** One Month Teacher Training (Communication and Presentation Skills) Department of English, GCU Lahore
- 2008** One Day Training Workshop “Case Writing Techniques” in Department of Economics Under GCU-Strathclyde University, UK Link
- 2008** One Day Workshop “How to Teach Cases” in Department of Economics Under GCU-Strathclyde University, UK Link
- 2007** One Day Workshop “How to Advise Entrepreneurs about Strategy” in Department of Economics Under GCU- Cranfield University, UK Link

MS/MPhil Theses Supervised:

- 1** Relationship between firms’ pattern of ownership and distribution to shareholders: evidence from Pakistan
- 2** Predicted listed companies’ failure in Pakistan using Altman model: a case study on textile sector of Pakistan
- 3** Do the behavioral biases affect the investment decisions of individual equity investors in Pakistan?
- 4** The relative and incremental information contents of accounting variables in explaining stock returns: empirical evidence from Pakistan.
- 5** Relationship between leverage and firm value: empirical evidence from Pakistan.
- 6** Impact of leverage on investment decisions: empirical study of firms listed in Pakistan.
- 7** Impact of dividend and retained earnings decision on stock price: a comparative study of growth and mature firm listed in Pakistan.
- 8** Relationship between trade credit and cash holding and modernity effect of financial deepening.
- 9** Impact of intellectual capital on firm’s financial performance an empirical study of the selected companies listed at Karachi stock exchange.
- 10** A comparative analysis of bankruptcy prediction models of non-financial firms in Pakistan.
- 11** Governance attributes and the extent of corporate voluntary disclosure in Pakistan.
- 12** Empirical evidence of relationship between stock prices and economic growth in Pakistan: a chicken and egg paradox.
- 13** Impact of mergers on wages and shareholder’s wealth: empirical evidence from Pakistan.
- 14** Relationship between firm’s CSR and its financial performance.
- 15** Impact of financial development on economic growth: evidence from Asia.
- 16** Financial behavior in the existence of financial constrains: a study of PSE- listed companies in Pakistan.
- 17** Determinants of lending behavior of banks: empirical evidence from Pakistan.
- 18** Does corporate governance affect working capital management efficiency of firms? Evidence from manufacturing sector of Pakistan.
- 19** Relationship of self-efficiency with the job performance (task and contextual performance): empirical evidence from banking sector of Pakistan.
- 20** The impact of celebrity endorsement on consumer buying behavior.
- 21** Impact of company branding on consumers product preference in automobile industry: an empirical study of Pakistan.
- 22** Does market timing affect capital structure? Evidence from non-financial sector of Pakistan.
- 23** Does trust mediate the relationship between service quality satisfaction and customers bank loyalty
- 24** An investigation of the effects of self-image congruence, customer satisfaction, brand quality and packaging.
- 25** The impact of consumer personal traits and culture on impulsive and compulsive buying behavior.
- 26** Customers behavior toward smart phone purchasing: a comparison of public and private

- sector.
- 27 Customer satisfaction and loyalty in Islamic bank of Lahore: a Pakserv investigation.
- 28 The factors that have impact on the firm financing decision: an empirical evidence from the textile sector of Pakistan.
- 29 Impact of financial development indicators on economic growth a supply-leading phenomenon.
- 30 How frontline employees' actions influence on customer engagement: a study on banking sector.
- 31 Business model characteristics and reporting patterns of companies listed at Pakistan stock exchange.
- 32 The impact of financial development indicators on the economic growth in south Asia
- 33 Comparative study of relationship between intellectual capital efficiency on financial performance of banking and non-banking financial institutions
- 34 Impact of related party transaction on firms' performance: the study of food and personal care industry in Pakistan.
- 35 Impact of market volatility, personal characteristics, and risk perception on risk tolerance behavior of individual investor
- 37 The effect of self-control and non-cognitive factors on financial behavior through financial self-financing.
- 38 The effects of government borrowing on corporate financing: evidence from Pakistan.
- 39 The effect of financial leverage on firm performance in the presence of ownership structure of listed firm of cement sector in Pakistan stock exchange.
- 40 Impact of risk management on performance of banks in Pakistan.
- 41 Firm specific determinants of financial performance of non-financial firms of Pakistan: a sector wise study.
- 42 Export performance under EU GSP plus status and degree of utilization by Pakistan.
- 43 Do the enterprise risk management practices enhance the firm performance: evidence from Pakistan
- 44 Corporate tax avoidance, earning management and audit quality: a case study of cement sector on Pakistan.
- 45 Effect of strategic planning, government practices and financial stability on the performance of NPOS: a case study of Lahore
- 46 Assessing the performance and risk among asset management companies in Pakistan: an emerging markets z-score model
- 47 Determinants of implementation and non-adoption of activity-based costing in SMEs of Lahore
- 48 An explanatory study for inclusion of IRFS in accounting curriculum of Pakistani universities: academic perception and need analysis
- 49 Assessing the determinants of capital structure, liquidity, risk, and credit empirical evidence from Pakistan
- 50 Relationship between Islamic finance literacy and investment behavior.
- 51 Effect of board effectiveness, audit quality, and ownership concentration on voluntary disclosure: a case study of Pakistan.
- 52 Assessing the contribution of conventional and Islamic banking and finance towards economy growth: an empirical study of Pakistan.
- 53 Women in boardroom and firm's financial performance: evidence from Pakistan stock exchange.
- 54 Working capital management and profitability: a case of banking sector in Pakistan.
- 55 Determinants of tax evasion in Pakistan and the role of tax education.
- 56 Impact of Islamic modes of financing on the profitability of commercial banks in Pakistan.
- 57 Impact of revenue diversification on banks performance and stability: evidence from Pakistan banks.
- 58 The factors affecting the investor's financial decision: a case of Pakistan stock exchange.
- 59 Customer's intention to adopt internet banking and its determinants.
- 60 Political regimes and government quality as determinants of stock market performance in Asian developing countries.

Personal Details:

Date of Birth:

05 June 1974

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Domicile Punjab (Sahiwal)
Address: House #4/C, Street #24, Near Ghani Masjid, Sant Nagar, Lahore