



University of Central Punjab, Lahore

Faculty of Management Sciences (FOMS) - 2024

▪ Journal Publications (January-December, 2024)

Sr. No.	Faculty Member's Name	Publication Title	Journal	Category	Impact Factor	Year
1.	Asma Tariq	Advancing customer experience through service design in mega shopping malls	International Journal of Retail and Distribution Management	W	5.5	2024
2.	Syed Amjad Hussain & Dr. Abdul Karim	Exploring Emotion Challenges in Family Businesses: Adaptation or Mastery with Green Innovativeness? A Resource-Based View Perspective	Review in Business and Economics	Y	Non-Impact Factor	2024
3.	Dr. Abdul Karim	Impact of Structural OD Interventions on Organizational Performance in Pakistan: A Mixed Methods Explanatory Sequential Research Approach	Journal of Asian Development Studies	Y	Non-Impact Factor	2024

4.	Nida Zaheer	Impact of Brand Activism on Brand Personality and Brand Loyalty	Sustainable Business and Society in Emerging Economies	Y	Non-Impact Factor	2024
5.	Dr Kanwal Zahra	Board independence, women directors and firm performance in Malaysian small-cap firms	Journal of Social Economics Research	Y	Non-Impact Factor	2024
6.	Dr. Muhammad Shehzad Hanif	GAIR-U-Net: 3D guided attention inception residual u-net for brain tumor segmentation using multimodal MRI images	Journal of King Saud University - Computer and Information Sciences (1319-1578)	W	5.2	2024
7.	Dr Shahid Nadeem	ILLUMINATING THE IMPACT OF PERSONALITY FACTORS AND SELF EFFICACY ON COLLEGE EDUCATORS' JOB SATISFACTION: A CORRELATION STUDY	Socium (3006-7197)	Non-Recognized	Non-Impact Factor	2024
8.	Dr Shahid Nadeem	INFLUENCE OF EMOTIONAL INTELLIGENCE ON TEENAGERS' CONTENTMENT: INVESTIGATING THE MEDIATING INFLUENCE OF SELF-ESTEEM	Socium (3006-7197)	Non-Recognized	Non-Impact Factor	2024
9.	Dr Muhammad Faheem Jan & Dr Arshia Hashmi	Customer Personality And Brand Personality In Service Brand Evangelism: Mediating Role Of Brand Satisfaction	Educational Administration: Theory and Practice (2148-2403)	Y	Non-Impact Factor	2024

10.	Dr Muhammad Faheem Jan & Dr Arshia Hashmi	Does Green Product Knowledge Really Affect Customer Purchase Decision: An Empirical Insight of Textile Sector of Pakistan	International Journal of Business and Management Sciences	Y	Non-Impact Factor	2024
11.	Dr Shabana Naveed	FinTech adoption in achieving ecologically sustainable mineral management in Asian OBOR countries – A cross-section and time autoregressive robust analysis	Resources Policy	W	10.2	2024
12.	Dr. Shabana Naveed	A bibliometric review on sustainable human resource management (1982–2023)	Journal of Organizational Effectiveness	W	3	2024
13.	Dr Amina Rizwan, Dr Shabana Naveed, Dr Muhammad Shehzad Hanif, Aitzaz Khurshid & Dr Talha Zubair Ahmad Khan	Prospects for institutionalization of crowdfunding: a developing country perspective	Journal of Entrepreneurship and Public Policy	W	1.5	2024
14.	Dr. Waqar Ahmed	The impact of diversity experiences and innovative learning environments on the personal development of international students studying in China	European Journal of Education	W	2.4	2024

15.	Dr Waqar Ahmed	Exploring the impact of team psychological capital on employee green innovation within the ecosystem-oriented business models in China	Asia Pacific Business Review	X	2	2024
16.	Dr. Waqar Ahmed	Enhancing organizational sustainable innovation performance through organizational readiness for big data analytics	Humanities and Social Sciences Communications	W	3.7	2024
17.	Dr Ata Ul Musawir	Revisiting the Principal–Agent Framework in the Context of Projects: Drawing Parallels with Corporate Governance	Project Management Journal	W	5.1	2024
18.	Dr Imran Shahzad	Impact of ESG on Firm Performance: Moderating Role of Brand Value	Remittances Review	X	Non-Impact Factor	2024
19.	Dr. Jawad Abbas	Investment in renewable energy and green financing and their role in achieving carbon-neutrality and economic sustainability: Insights from Asian region	Renewable Energy	W	8.7	2024
20.	Dr. Jawad Abbas	Impact of financial inclusion, economic growth, natural resource rents, and natural energy use on carbon emissions: the MMQR approach	Environment, Development and Sustainability	W	4.9	2024

21.	Dr. Jawad Abbas	Role of environmental decentralization, green human capital, and digital finance in firm green technological innovation for a sustainable society.	Environment, Development and Sustainability	W	4.9	2024
22.	Dr Jawad Abbas	Green supply chain management and firm sustainable performance: unlocking the role of transactional and transformational leadership in firm sustainable operations	Environment, Development and Sustainability	W	4.9	2024
23.	Dr. Jawad Abbas	Role of environment-driven CSR, green servant leadership, and green dynamic capabilities in firm green innovation: Evidence from manufacturing industry	Environment, Development and Sustainability	W	4.7	2024
24.	Dr. Jawad Abbas	Does the nexus of corporate social responsibility and green dynamic capabilities drive firms toward green technological innovation? The moderating role of green transformational leadership	Technological Forecasting and Social Change	W	12.9	2024
25.	Shafaq Aftab	How and when does witnessing incivility lead to psychological distress in family-owned bank employees?	Asia-Pacific Journal of Business Administration	W	3.3	2024
26.	Dr Imran Ramzan & Dr Kashif Ali	Going green, growing strong: how climate policy boosts US companies performance	Climate Policy	W	5.3	2024

27.	Dr Imran Ramzan & Dr Muhammad Mazhar	Price bubbles and Co-bubbles in the green economy market	Journal of Environmental Management	W	8	2024
28.	Dr Kashif Ali	New ways of working: a comparative empirical analysis appertaining to health and well-being and psychosocial hazards	Technology Analysis and Strategic Management	W	3.4	2024
29.	Dr Kashif Ali	From theory to practice: An integrated TTF-UTAUT study on electric vehicle adoption behavior	PLoS ONE	W	3.7	2024
30.	Dr. Kashif Ali	Blockchain-Based Security Factors on Sustainable Supply Chain Management in UK Manufacturing Firms: A Hybrid SEM-ANN Approach	Systems	X	2.3	2024
31.	Dr. Kashif Ali & Dr Abdul Waheed	Synergistic role of TQM 4.0 toward industry 4.0 readiness: a sociotechnical perspective of selected industries	TQM Journal	X	3.8	2024
32.	Dr. Kashif Ali	Driving sustainability in industry 5.0 through sociotechnical approach of quality management	Total Quality Management and Business Excellence	W	3.9	2024

33.	Dr. Kashif Ali	Total quality management in manufacturing firms: current and future trends	Foresight	X	2.3	2024
34.	Dr. Kashif Ali	Systematic literature review and retrospective bibliometric analysis on ESG research	International Journal of Productivity and Performance Management	W	5.9	2024
35.	Dr. Kashif Ali	Green servitization, circular economy, and sustainability a winning combination analysis through hybrid SEM-ANN approach	Business Strategy and the Environment	W	12.5	2024
36.	Dr Rubeena Tashfeen, Dr. Amina Rizwan & Dr. Talha Zubair Ahmad Khan	Organizational Dynamics: Evidence Of Audit Quality, Stock Price Crash Risk, And Board of Directors In An Emerging Market	Kurdish Studies	W	Non-Impact Factor	2024
37.	Dr. Talha Zubair Ahmad Khan	WeChat gamification: mobile payment impact on word of mouth and customer loyalty	Spanish Journal of Marketing - ESIC	X	Non-Impact Factor	2024
38.	Dr Ramsha Naeem	An Integrative Framework of Ethical Leadership	Systemic Practice and Action Research	X	1	2024

39.	Dr. Raja Irfan Sabir	Adoption of environmental technologies in the hotel industry: development of sustainable intelligence and pro-environmental behavior	Discover Sustainability	Y	2.6	2024
40.	Dr. Raja Irfan Sabir	Impact of pro-environmental values on sustainable green apparel buying behavior in Pakistan	Cleaner and Responsible Consumption	X	3.7	2024
41.	Dr. Raja Irfan Sabir	To Gain Sustainable Competitive Advantages (SCA) Using Artificial Intelligence (AI) Over Competitors	Bulletin of Business and Economics (BBE)	Y	Non-Impact Factor	2024
42.	Dr. Raja Irfan Sabir	A conceptual framework of service quality on patient's behavioral assessment: Insight from Pakistan	Journal of Infrastructure, Policy and Development	X	Non-Impact Factor	2024
43.	Dr. Raja Irfan Sabir	Systematic Literature Review: Impact of Post-Traumatic Stress Disorder on Entrepreneurial Intentions	Journal of Applied Research and Multidisciplinary Studies	Non-Recognized	Non-Impact Factor	2024
44.	Dr. Raja Irfan Sabir	How do Social Media Platforms Shape the Public Perception and Support of Policy Issues and Initiatives in Climate Change?	Bulletin of Business and Economics (BBE)	Y	Non-Impact Factor	2024

45.	Dr Amina Rizwan & Aitzaz Khurshid	From Friends to Feedback: Effect of Social Influence on Mobile Shopping in the Post-COVID Era	Sustainability	W	3.3	2024
46.	Aitzaz Khurshid & Kanwal Zahra	The nexus of green innovation, cleaner production, and eco-efficiency and their role in environmental sustainability	Gondwana Research	W	7.2	2024
47.	Dr Aqeel Ahmad	Green threads of change: Unravelling the gendered and experienced moderators in the sustainable symphony of green HR practices and environmental responsibility.	International Journal of Innovative Research and Scientific Studies	X	Non-Impact Factor	2024
48.	Dr. Aqeel Ahmad & Dr. Irfan Siddique	Beyond self-interest: how altruistic values and human emotions drive brand advocacy in hospitality consumers through corporate social responsibility	Corporate Social Responsibility and Environmental Management	W	9.8	2024
49.	Dr. Aqeel Ahmad	From screen to service: how corporate social responsibility messages on social media shape hotel consumer advocacy	Journal of Hospitality Marketing and Management	W	12.5	2024
50.	Dr. Aqeel Ahmad	Sowing the seeds of sustainability: A sociological exploration of environmental sustainability within SME sector	Climate Services	X	4	2024

51.	Dr. Aqeel Ahmad	Healing the healers: The interplay of corporate social responsibility and leadership in the healthcare burnout epidemic	Social Behavior and Personality	X	1	2024
52.	Dr Amina Rizwan	Crowdfunding, Industry 4.0, and Entrepreneurial Success: A Theory of Planned Behavior Approach in Emerging Markets	Bulletin of Management Review	Non-Recognized	Non-Impact Factor	2024
53.	Dr Rubeena Tashfeen , Dr Talha Zubair Ahmad Khan & Dr Amina Rizwan	Stock Market Reaction To Environmental Regulations: Evidence From Pakistan	Migration Letters	X	Non-Impact Factor	2024
54.	Dr. Sami Ullah	Abusive supervisor triggers counterproductive work behaviors in nursing staff: role of psychological contract breach and Islamic work ethics	Leadership and Organization Development Journal	W	4.9	2024
55.	Dr. Sami Ullah	How organizational readiness for green innovation, green innovation performance and knowledge integration affects sustainability performance of exporting firms	Journal of Asia Business Studies	W	2.9	2024
56.	Dr Sami Ullah	Seeding Brand Love through CSR and Consumer Commitment	Remittances Review	X	Non-Impact Factor	2024

57.	Dr Sami Ullah	Navigating Post-Covid Consumer Behavior: The Role of Company CSR Practices in Shaping Purchase Intention across Different Demographic Profiles	Remittances Review	X	Non-Impact Factor	2024
58.	Dr Sami Ullah	Improving green innovation performance: the role of integrating green customers and suppliers, government regulations, green knowledge integration capability	Environment, Development and Sustainability	W	4.7	2024
59.	Dr Sami Ullah	Leveraging technological readiness and green dynamic capability to enhance sustainability performance in manufacturing firms	Journal of Manufacturing Technology Management	W	7.3	2024
60.	Dr Sami Ullah	From Bystander to Protector: Reducing Impact of Cyberbullying on Employee Innovation Behavior Through Bystander Intervention	International Journal of Bullying Prevention	X	Non-Impact Factor	2024
61.	Dr Sami Ullah, Dr Salman Iqbal, Dr Amina Rizwan & Dr Ahmad Faisal Imtiaz	The impact of organizational culture on knowledge sharing and absorptive capacity: a study of the microfinance institutions in Pakistan	South Asian Journal of Business Studies	W	2.1	2024
62.	Dr Sami Ullah	A mediated moderation model of eco-guilt, personal and social norms and religiosity triggering pro-environmental behavior in tourists	Current Psychology	W	2.5	2024

63.	Dr. Sami Ullah	Integrating external stakeholders for improvement in green innovation performance: role of green knowledge integration capability and regulatory pressure	International Journal of Innovation Science	X	3	2024
64.	Muhammad Naeem Khan	AI-Powered Augmented Reality App Satisfies My Beauty Needs and Want	Review of Marketing Science	Y	Non-Impact Factor	2024
65.	Muhammad Naeem Khan	Role of Proactive and Reactive CSR in Consumer Purchase Intention: Moderation of Word of Mouth on Social Media	Research Journal for Societal Issues	Y	Non-Impact Factor	2024
66.	Muhammad Naeem Khan	The Influence of Augmented Reality on Consumer Attitudes and Adoption Intent: Exploring Aesthetics, Playfulness, Utility and Trust	Foundation University Journal of Business & Economics	Y	Non-Impact Factor	2024
67.	Asma Rafique	Analyzing the Mediating Roles of Attitude and Awareness in shaping the Relationship between Religiosity and the Purchase Intention of Halal Cosmetics	Journal of Islamic Thought and Civilization	Y	Non-Impact Factor	2024
68.	Dr Amina Rizwan , Talha Zubair Ahmad Khan & Rubeena Tashfeen	Assessment of Government Intervention in Microfinance Banks of Pakistan	Journal of Finance and Accounting Research	Y	Non-Impact Factor	2024

69.	Dr Rubeena Tashfeen	SUSTAINABLE RISK MANAGEMENT BY AUDIT COMMITTEES: EVIDENCE OF DERIVATIVES USAGE IN NON-FINANCIAL COMPANIES	Al-Qantara	W	0.4	2024
70.	Dr Muhammad Nadeem Dogar	Sustainability of Change and Deep Organizational Structures: A Conceptual Framework	Remittances Review	X	Non-Impact Factor	2024
71.	Dr Muhammad Nadeem Dogar	Change Narratives: Theoretical Framework of Diverging Narratives Towards Organizational Change	Remittances Review	X	Non-Impact Factor	2024
72.	Dr Muhammad Nadeem Dogar	A Systematic Literature Review on Workplace Spirituality and Positive Psychology: Enhancing Organizational Spiritual Health	Leadership & Organizational Behavior Journal	Y	Non-Impact Factor	2024
73.	Dr Muhammad Nadeem Dogar	Spiritually empowered leadership and workplace spirituality at Akhuwat foundation: a qualitative case study	Qualitative Research in Financial Markets	X	1.9	2024
74.	Dr Muhammad Nadeem Dogar	Unearthing the lineage of workplace spirituality in positive psychology	International Journal of Ethics and Systems	X	1.7	2024

75.	Dr Muhammad Nadeem Dogar	Change Readiness: A Recipe for Successful Change Implementation	Leadership and Organizational Behavior Journal	Y	Non-Impact Factor	2024
76.	Dr. Zahid Ahmad	The holistic repercussions of the ongoing war and refugee crisis on the Polish travel agencies	Journal of Contingencies and Crisis Management	W	3.1	2024
77.	Dr Abdul Karim	Impact of Structural OD Interventions on Organizational Performance in Pakistan: A Mixed Methods Explanatory Sequential Research Approach	Journal of Asian Development Studies	Y	Non-Impact Factor	2024
78.	Dr Abdul Karim	Exploring Emotion Challenges in Family Businesses: Adaptation or Mastery with Green Innovativeness? A Resource-Based View Perspective	Review in Business and Economics	Y	Non-Impact Factor	2024
79.	Dr. Kanwal Zahra	Carbon footprints, dynamic capabilities, and financial inclusion in G7 and E7 nations	Sustainable Futures	W	3.3	2024
80.	Dr. Ata ul Musawir	Making sense of project governance and its role in strategy implementation: a governance-as-practice perspective	International Journal of Managing Projects in Business	W	2.7	2024

81.	Dr Kashif Ali	New ways of working: a comparative empirical analysis appertaining to health and well-being and psychosocial hazards	Technology Analysis and Strategic Management	W	3.4	2024
82.	Dr. Ata ul Musawir & Madiha Bint-e-Riaz	Leveraging Organizational Social Capital in Construction Projects to Enhance Project Success: The Enabling Role of Transformational Leadership	Project Management Journal	W	5	2024
83.	Dr Haroon Qasim	Crafting Entrepreneurial Pet Brands: Unravelling the Influence of Media Exposure on COVID-19 Anxiety through the Lens of Pet Attachment	Journal of Entrepreneurship and Business Venturing	Y	Non-Impact Factor	2024
84.	Dr Irfan Siddique	A System Dynamics Perspective on Workplace Spirituality and Employee Behavior	Administrative Sciences	W	3	2024
85.	Dr Irfan Siddique	Connecting Soft and Hard: An Integrating Role of Systems Dynamics in Tsunami Modeling and Simulation	Sci (2413-4155)	Non-Recognized	Non-Impact Factor	2024
86.	Dr Ahmad Faisal Imtiaz Siddique	Impact of Organizational Justice on Employee Satisfaction Among Punjab Police: An Empirical Investigation in the Post Model Town Incident Time	Journal of Police and Criminal Psychology	X	1.7	2024

87.	Dr Kanwal Zahra	AI-Powered Decomposition Techniques for Economic Forecasting	Global Social Sciences Review (GSSR)	Y	Non-Impact Factor	2024
88.	Dr Kanwal Zahra	COVID-19 and Seasonality in Monthly Returns: a Firm Level Analysis of PSX	Zagreb International Review of Economics and Business	Y	Non-Impact Factor	2024
89.	Dr Muhammad Saeed Shahbaz	How the green supply chain can transform the economic prosperity	International Journal of Services and Operations Management	Y	Non-Impact Factor	2024
90.	Dr Muhammad Saeed Shahbaz	The Moderating Role of Technological Orientation Between the Relationship of Blockchain Technology and Supply Chain Operational Performance	Digital Transformation for Improved Industry and Supply Chain Performance	Non-Recognized	Non-Impact Factor	2024
91.	Dr Muhammad Mazhar	Frontline Employees' Motivation towards Customers' Value Outcomes: A Context of Non-Fuel Retailing	Jurnal The Messenger	Y	0.3	2024
92.	Dr Muhammad Mazhar	The Role Of Web Store Stimuli On Customers'impulse Buying Behaviour Through Brand Perception	International Journal of Management Studies	X	1	2024

93.	Syeda Uzma Thaira	Social Media: A Catalyst to Environmental Sensing for Supply Chain Management.	Foundation University Journal of Business and Economics	Y	Non-Impact Factor	2024
94.	Asma Rafique	Analyzing the Mediating Roles of Attitude and Awareness in Shaping the Relationship between Religiosity and the Purchase Intention of Halal Cosmetics.	Journal of Islamic Thought and Civilization	Y	Non-Impact Factor	2024
95.	Shafaq Aftab	How and when does witnessing incivility lead to psychological distress in family-owned bank employees?	Asia-Pacific Journal of Business Administration	W	3.3	2024
96.	Shafaq Aftab	Levelling up or down: leader's strategies to encounter downward envy in family-owned software houses	Asia-Pacific Journal of Business Administration	W	3.3	2024
97.	Dr Bilal Sarwar	Sustainable development and mineral resource extraction in China: Exploring the role of mineral resources, energy efficiency and renewable energy	Resource Policy	Non-Recognized	Non-Impact Factor	2024

▪ Conference & Miscellaneous Publications

Sr. No.	Faculty Member's Name	Paper Title	Conference Title/BOOK	Year
1.	Syeda Uzma Tahira	Social Media: A Catalyst to Environmental Sensing for Supply Chain Management.	International Conference on Business and Technology, Foundation University Islamabad	2024
2.	Dr Kashif Ali	Enviropreneurial Orientation and Industry 4.0: Mediating the Role of Enviropreneurial Marketing in an Emerging Economy	Contemporary Issues in Entrepreneurship and Innovative Technology (Book Chapter)	2024
3.	Dr. Sami Ullah	Effect of Technological Readiness on Sustainability Performance of Food Manufacturing Firms	The Network for Education and Research on Peace and Sustainability (NERPS) Conference at the Hiroshima University, Japan, from 06-09 March 2024	2024
4.	Dr. Muhammad Nadeem Dogar	Organizational Transformation: Exploring the Role of Organizational Identity as Enabler or Barrier?	11th Asian Management Research and Case Conference	2024

5.	Dr Muhammad Shehzad Hanif	Impact of Green Marketing on Purchase Intention of Skincare products with a moderating effect of Greenwashing	International Research Conference Xplore-2024	2024
6.	Dr. Aqeel Ahmad	Unveiling the Supremacy of Digital Marketing and IA for Competitive Advantage in Pakistan's Banking Sector	International Research Conference Xplore 2024	2024
7.	Dr. Ramsha Naeem	An Examination of Costs incurred by Pak Suzuki's Administration	Entrepreneurship & Sustainability Impact Conference 2024	2024
8.	Maham Fatima	Effectiveness of Gold and Silver as Hedge or Safe Haven Against US Dollar	the International Conference on Sustainable Practices in Business and Technology (ICSPBT'2024)	2024