

# Dr Zubair Nawaz (HEC Approved Supervisor)



📍 **Current Address:** House no. 95/B, Street no. 6, Garden Town, Sargodha (40100), Punjab, Pakistan

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| **Sex:** Male | **Date of birth:** 26/12/1992 | **Nationality:** Pakistani

## CAREER SUMMARY

**Dr. Zubair Nawaz** is marketing professional, consultant and researcher. Currently working as Assistant Professor at Department of Leadership and Management Studies, National Defence University Islamabad. He earned PhD in Business Administration (Marketing) from Huazhong University of Science and Technology. Research interest includes areas of employer branding, consumer behaviour, advertising and brand management. He has published research papers in well-reputed databases and journals at national and international level.

## TEACHING EXPERIENCE

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|------------------------|---|
| Sep, 2021- Present     | <b>Assistant Professor</b><br>Leadership and Management Studies<br>National Defense University, Islamabad, Pakistan |
| April, 2016- Sep, 2017 | <b>Lecturer</b><br>Department of Management Sciences<br>NCBA&E, Sargodha Campus, Punjab Pakistan                    |
| April, 2016- Sep, 2017 | <b>Visiting Lecturer</b><br>Business Administration<br>ITM College, Sargodha, Punjab Pakistan                       |

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## EDUCATION

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|------------|---|
| 2017- 2020 | <b>PhD Business Administration Grade: A+</b><br>School of Management, Huazhong University of Science and Technology, China <ul style="list-style-type: none"><li>▪ <b>Research Interests:</b> Employer Branding, Consumer Behaviour, Corporate Social Responsibility</li></ul>  |
| 2013- 2015 | <b>MS Management Sciences (Marketing) CGPA: 3.57/4.00</b><br>Noon Business School, University of Sargodha, Pakistan <ul style="list-style-type: none"><li>▪ <b>Major Courses:</b> Consumer Behaviour, Service Marketing and International Marketing</li></ul>   |
| 2009- 2013 | <b>BBA (Management) CGPA: 3.38/4.00</b><br>Noon Business School, University of Sargodha, Pakistan <ul style="list-style-type: none"><li>▪ <b>Major Courses:</b> Management, Strategic Management, Marketing Management, Operational Management, Financial Management, Marketing, Advertisement and Sales Management</li></ul> |

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## RESEARCH EXPERIENCE

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| Sep, 2017- July, 2020 | <b>PhD Research Scholar</b><br>School of Management, Huazhong University of Science and Technology |
| Sep, 2013- Sep, 2015  | <b>M. Phil Research Scholar</b><br>Department of Business Administration, University of Sargodha   |

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## RESEARCH PUBLICATIONS

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**2024**

- 1) Corporate Social Responsibility and Brand Community Engagement: Dual Mediating Role of Brand and Community Identifications in the Chinese Decor Industry. *Fudan Journal of the Humanities and Social Sciences*. <https://doi.org/10.1007/s40647-023-00390-0> **ESCI IF=2.8 (HEC recognized W category)**

**2023**

- 2) Impact of perceived brand authenticity on consumer behavior: An evidence from generation Y in Asian perspective. *International Journal of Emerging Markets*, 18(3), 685–704. <https://doi.org/10.1108/IJOEM-09-2020-1128> **SSCI IF=3.42 (HEC recognized W category)**
- 3) The power of social media fitness influencers on supplements: How they affect buyer's purchase decision? *International Journal of Pharmaceutical and Healthcare Marketing*. <https://doi.org/10.1108/IJPHM-04-2022-0037> **ESCI IF= 1.2 (HEC recognized X category)**
- 4) Internal corporate social responsibility a strategic tool for employee engagement in public organizations: Role of empathy and organizational pride. *Human Systems Management*, 1–16. <https://doi.org/10.3233/HSM-230118> **ESCI IF= 2.3 (HEC recognized X category)**.
- 5) Past Trends and Future Directions in Green Human Resource Management and Green Innovation: A Bibliometric Analysis. *Sustainability*, 16(1), 133. <https://doi.org/10.3390/su16010133> **SSCI IF=3.88 (HEC recognized W category)**

**2021**

- 6) Role of Artificial Neural Networks Techniques in Development of Market Intelligence: A Study of Sentiment Analysis of eWOM of a Women's Clothing Company. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1862-1876. **SSCI IF=5.6 (HEC recognized W category)**
- 7) Revisiting dynamic capability for organizations' innovation types: Does it matter for organizational performance in China?," *European Journal of Innovation Management*, Vol. 24 No. 2, pp. 507-532. <https://doi.org/10.1108/EJIM-06-2019-0144> **SSCI IF=4.75 (HEC recognized W category)**

**2020**

- 8) Freelancers as Part-time Employees: Dimensions of FVP and FJS in E- Lancing Platforms. *South Asian Journal of Human Resources Management*, 7(1), 1–27. <https://doi.org/DOI:10.1177/2322093720908453> **ESCI (HEC recognized Y category)**

**2019**

- 9) Gig workers in sharing economy: Conceptualizing Freelancer Value Proposition (FVP) in e-lancing platforms. *Advances in Management and Applied Economics*, 9(6), 51-75.
- 10) DECISION MAKING STYLES OF YOUNG PAKISTANI CONSUMERS: A STUDY OF CONSUMER STYLE INVENTORY (CSI). *International Journal of Information, Business and Management*, 11(4), 51-61.
- 11) Corporate Governance and Financial Reporting Quality: Evidence from Pakistan. *UCP Management Review (UCPMR)*, 3(2), 45-64. <https://doi.org/10.24312/ucpmr.v3i2.49>

**2018**

- 12) CONSUMER ATTITUDE TOWARDS DIFFERENT LOCATION BASED ADVERTISEMENTS TYPES AND THEIR IMPACT ON PURCHASE INTENTION. *Journal of Management Information and Decision Sciences*, 21(1), 1-19. **(HEC recognized Y category)**.
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2017

- 13) Customer equity of Pakistani fast food restaurant: A study of attitudinal customer equity. *Management Science Letters*, 7(2), 87-96. **(HEC recognized X category)**
  - 14) Acceptance of social fellow groups for learning: extension of Technology Assessment Model (TAM). *LogForum*, 13. **(HEC recognized Y category)**
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#### Policy Papers

- 1) *Capitalizing Blue Economy and CPEC to Leverage Sustainable Development in Baluchistan and Sindh*. Published in Insight ISSRA think tank <https://www.ndu.edu.pk/issra/pub/insight/2023/Sustainable-Development-in-Balochustan-and-Sindh/Sustainable-Development-in-Balochustan-and-Sindh.html>
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#### PUBLICATIONS IN PROGRESS

- 1) First Author in paper, “GIG WORKERS AS SUSTAINABLE HUMAN RESOURCE: A STUDY OF FREELANCER VALUE PROPOSITION AND ITS IMPACT ON PLATFORM USAGE INTENTIONS”. Submitted in **Human Systems Management (Minor Revision Submitted)**.
  - 2) Co-author in paper, “Employer Branding a Strategic Tool for Talent Retention in Higher Education Institutions: Role of Employee Engagement and Organizational Transparency” Submitted in *Interdisciplinary Journal of Management Studies* (**1<sup>st</sup> Revision Submitted**).
  - 3) First Author in paper, “Internal Corporate Social Responsibility and Employer Branding Outcomes; Mediating Role of Employer Knowledge in the Banking Sector of Pakistan” submitted in **International Journal of Bank Marketing (Submitted)**
  - 4) Co-author in paper, “Brand Innovativeness and Customer Engagement in Social Media: Investigating the Underlying Mechanisms”. Submitted in **European Journal of Innovation Management (Under Review)**
  - 5) Co-Author in paper “Impact of Corporate Social Responsibility (CSR) on Consumer-to-Consumer (C2C) Helping Intention and Consumer-Company Identification (CCI): Moderating Role of Collectivism and Self-Efficacy”. **Submitted in Business and Society Review (Under Review)**
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#### CONFERENCE PAPERS

- 1) “Impact of Terrorism on Economic Development of South Asian Economies” Published in Proceedings of The Sixteenth International Conference on Management Science and Engineering Management held in Ankara **Turkey (2022)**.
  - 2) “Impact of COVID-19 on selected SGDs of Pakistan” presented in the 8<sup>th</sup> global conference on business management and social sciences held in University of Central Punjab, Lahore (2022)
  - 3) “A Moderated-Mediation Model of Emotional Intelligence, Job Performance, Organizational Commitment and Supervisor Support: Empirical Evidence from Pharmaceutical Industry” presented by in 2<sup>nd</sup> International Conference on Business and Entrepreneurship Research (2020), held in Islamia University Bahawalpur (**Best Paper Award**).
  - 4) “Emotional Intelligence and Job Performance: Analysing the mediating role of Organizational Commitment” presented in 13<sup>th</sup> international Conference of New Challenges in Management and Business held in **Dubai (2019)**
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## JOURNAL REVIEWER

- Journal of Islamic Accounting and Business
  - FIIB Business Review
  - Sage open
  - South Asian Journal of Human Resources Management
  - UCP Management Review
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## SUPERVISION

### PhD Level

1. **Novira Ejaz**, “IMPACT OF SOCIAL MEDIA INFLUENCER’S PERCEIVED CREDIBILITY ON PURCHASE INTENTION OF CONSUMERS; MODERATED BY THE DISCLOSURE OF SPONSORSHIP”
2. **Co-supervisor of Haider Raza Abid**, “DETERMINANTS AND CONSEQUENCES OF GREEN HUMAN RESOURCE MANAGEMENT: INSIGHT FROM CORPORATE SECTOR”

### MPHIL Level

1. **Asra Faheem**, “EFFECT OF GREEN HUMAN RESOURCE MANAGEMENT ON GREEN INNOVATION THROUGH PSYCHOLOGICAL CLIMATE AND SELF EFFICACY: MODERATING ROLE OF GREEN TRANSFORMATIONAL LEADERSHIP”
2. **Hannah Hussain**. “ANTECEDENTS AND CONSEQUENCES OF KNOWLEDGE HIDING BEHAVIOR IN PUBLIC ORGANIZATION”
3. **Arveena Huma**, “IMPACT OF GREEN TRANSFORMATIONAL LEADERSHIP ON GREEN INNOVATION AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR: EVIDENCE FROM PHARMACEUTICAL INDUSTRY”
4. **Faraz Ahmed**, “INTERNAL CORPORATE SOCIAL RESPONSIBILITIES (CSR) AND EMPLOYEE ENGAGEMENT: ROLE OF EMPATHY AND SOCIAL PRIDE”
5. **Zain Saghir Malik**, “ROLE OF EMPLOYER BRANDING IN TALENT RETENTION: MODERATING EFFECT OF ORGANIZATIONAL TRANSPARENCY IN HIGHER EDUCATION INSTITUTIONS.”

## Major Trainings Attended

- **New Faculty Development Program (NFDP)**; Organized by Higher Education Commission of Pakistan
- **MS Project Management**; Organized by Pakistan Planning and Management Institute

## Major Trainings Conducted as Resource Person

- **Data Analysis with SPSS**: Delivered to provincial civil services officers at Pakistan Planning and Management Institute
- **Quantitative Analysis with SPSS in Research Methodology**: Delivered to graduates and master students of faculty of contemporary studies, National Defence University.

## ACHIEVEMENTS

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|--------------------------|---|
| IPC AWARD                | Won Ministry of Inter-Provincial Coordination (IPC Scholarship AWARD) Pakistan and later awarded by Chinese Government Scholarship                    |
| ESTEEMERS                | Successfully launched a new brand “ESTEEMERS” in marketing gala held at University of Sargodha, and got 1 <sup>st</sup> Position in the competition.  |
| Marketing Gala Organizer | Successfully organized Marketing Gala in University of Sargodha in 2012 and received a certificate of appreciation for organizing a successful event. |

## SKILLS

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|----------------------|---|
| Softwares            | Have expertise in following analysis softwares <ul style="list-style-type: none"> <li>▪ SPSS</li> <li>▪ NVIVO</li> <li>▪ Canva</li> <li>▪ AMOS</li> <li>▪ SMARTPLS</li> </ul> |
| Special Skill        | People Management   |
| Communication Skills | ▪ Good communication skills in English, Urdu, Hindi and Punjabi languages, and also have sufficient knowledge of Chinese language   |

## REFERENCES

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**Dr. Tahir Saeed**  
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National Defence University  
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**Dr. Zhang Jing**  
Professor,  
Huazhong University of Science and Technology  
Email: [jingzhang@mail.hust.edu.cn](mailto:jingzhang@mail.hust.edu.cn)