

PERSONAL INFORMATION

Dr Zubair Nawaz



📍 **Current Address:** House no. 86, Street no. 3, Muradabad Colony, Sargodha (40100), Punjab, Pakistan

📍 **Permanent Address:** House no. P-207, Street no. 9, Saraj Park, Sargodha (40100), Punjab, Pakistan

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

TEACHING EXPERIENCE

April, 2016- Sep, 2017

Lecturer

Department of Management Sciences
NCBA&E, Sargodha Campus, Punjab Pakistan

April, 2016- Sep, 2017

Visiting Lecturer

Business Administration
ITM College, Sargodha, Punjab Pakistan

EDUCATION

2017- 2020

PhD Business Administration Grade: A+

School of Management, Huazhong University of Science and Technology, China

- **Research Interests:** Sharing Economy, Employer Branding, Gig workers, Consumer Behaviour

2013- 2015

MS Management Sciences (Marketing) CGPA: 3.57/4.00

Noon Business School, University of Sargodha, Pakistan

- **Major Courses:** Consumer Behaviour, Service Marketing and International Marketing

2009- 2013

BBA (Management) CGPA: 3.38/4.00

Noon Business School, University of Sargodha, Pakistan

- **Major Courses:** Management, Strategic Management, Marketing Management, Operational Management, Financial Management, Marketing, Advertisement and Sales Management

RESEARCH EXPERIENCE

Sep, 2017- July, 2020

PhD Research Scholar

School of Management, Huazhong University of Science and Technology

Sep, 2013- Sep, 2015

M. Phil Research Scholar

Department of Business Administration, University of Sargodha

- 1) **Nawaz, Z.**, Zhao, C., Nawaz, F., Safeer, A. A., & Irshad, W. (2021). 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=3.04 (HEC recognized W category)**
 - 2) Safeer, A. A., He, Y., Lin, Y., Abrar, M., & **Nawaz, Z.** (2021). Impact of perceived brand authenticity on consumer behavior: an evidence from generation Y in Asian perspective. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-09-2020-1128> **SSCI IF= 2.5 (HEC recognized X category)**
 - 3) Ilmudeen, A., Bao, Y., Alharbi, I.M. and Zubair, N. (2021), "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=4.69 (HEC recognized W category)**
 - 4) **Nawaz, Z.**, Zhang, J., Mansoor, R., Hafeez, S., & Ilmudeen, A. (2020). 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> **(HEC recognized Y category)**
 - 5) **Nawaz, Z.**, Ahmad, M., Piracha, S., & Raza, M. (2017). Customer equity of Pakistani fast food restaurant: A study of attitudinal customer equity. *Management Science Letters*, 7(2), 87-96. **(HEC recognized X category)**
 - 6) Mansoor, R., Zhang, J., Hafeez, I., **Nawaz, Z.**, & Naz, S. (2018). 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)**
 - 7) Nawaz, F., Shakeel, S., **Nawaz, Z.**, & Hamza, M. A. (2017). Acceptance of social fellow groups for learning: extension of Technology Assessment Model (TAM). *LogForum*, 13. **(HEC recognized Y category)**
 - 8) **Nawaz, Z.**, Zhang, J., Mansoor, R., & Ilmudeen, A. (2019). Gig workers in sharing economy: Conceptualizing Freelancer Value Proposition (FVP) in e-lancing platforms. *Advances in Management and Applied Economics*, 9(6), 51-75.
 - 9) **Nawaz, Z.**, Zhang, J., Mansoor, R., Ahmed, A., & Bangash, I. A. (2019). 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.
 - 10) Hashmi, S. H., Salahudin, M., & **Nawaz, Z.** (2019). 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>
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PUBLICATIONS IN PROGRESS

- 1) First Author in paper, "Relationship with gig workers to develop sustainable workforce: A study of freelancer value proposition and its impact on behavioural intentions". South Asian Journal of Human Resource Management. **ESCI (1st round review)**
- 2) Co-Author in paper "Influences of location-based advertisement on consumer purchase intension via consumer emotion: An empirical study on gender". Revista Brasileira de Gestão de Negócios. **SSCI (2nd round review)**

CONFERENCE PAPERS

- 1) "A Moderated-Mediation Model of Emotional Intelligence, Job Performance, Organizational Commitment and Supervisor Support: Empirical Evidence from Pharmaceutical Industry" presented by in 2nd International Conference on Business and Entrepreneurship Research (2020), held in Islamia University Bahawalpur (**Best Paper Award**).
- 2) "Emotional Intelligence and Job Performance: Analysing the mediating role of Organizational Commitment" presented in 13th international Conference of New Challenges in Management and Business held in Dubai (2019)
- 3) "Customer Satisfaction and Loyalty in Mobile Telecommunication" Presented in 4th International Applied Business Research Conference (IABRC) held in Islamabad (2011)

JOURNAL REVIEWER

- South Asian Journal of Human Resources Management
- UCP Management Review

ACHIEVEMENTS

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 st 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

Softwares	Have expertise in following analysis softwares <ul style="list-style-type: none">▪ SPSS▪ NVIVO▪ AMOS▪ SMARTPLS
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