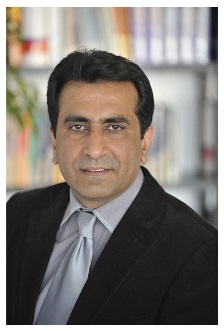
**CURRICULUM VITAE**

**PROF. DR. MUBBSHER MUNAWAR KHAN**

**Permanent Address: 414-XX, DHA, Phase III, Lahore, Pakistan**

**Present Address: 414-XX, DHA, Phase III, Lahore, Pakistan**

**Phone: +92-42-99213790, Fax: +92-42-99213796**

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**Positions**

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| --- | --- |
| **June 2018 to date** | Dean, Faculty of Commerce, University of the Punjab, Lahore, Pakistan |
| **August 2014 to date** | Principal, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan. |
| **November 2013 to date** | Professor, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan. |
| **October 2011 to November 2013** | Associate Professor, Institute of Business Administration, University of the Punjab, Lahore, Pakistan. |
| **October 2010 to date** | Adjunct Faculty, Vienna University of Economics and Business, Vienna, Austria. |
| **December 2000 to October 2011** | Assistant Professor, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan. |
| **April 1993 to December 2000** | Lecturer, Hailey College of Commerce, University of the Punjab, Lahore, Pakistan |
| **April 2007 to April 2011** | Research Associate, Institute for International Marketing Management, Vienna University of Economics and Business, Augasse 2-6, 1090 Vienna, Austria. |
| **April 1988 to April 1993** | Worked as Marketing Manager in a domestic appliances company named Cool Industries (Pvt.) Ltd.  Worked in the family business of fast moving consumer goods named as Messrs. M. Munawar Khan  Various practical trainings in big companies like:   * Shezan International Limited. * Millat Tractors Limited. |

**Education**

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| **2007- 2011** | Doctoral Studies, Graduation in March 2011 with Distinction  Institute for International Marketing Management (IMM), Vienna University of Economics and Business (WU), Vienna, Austria  PhD Supervisors: Prof. Bodo B. Schlegelmilch, PhD, D.Litt |
| **1985-1988** | Masters of Commerce with Distinction and 1st Position in Marketing Specialization  Hailey College of Commerce, University of the Punjab, Lahore, Pakistan |
| **1982-1985** | Bachelors of Commerce with Distinction Winning Merit Scholarship  Hailey College of Commerce, University of the Punjab, Lahore, Pakistan |

**Awards and Distinctions**

* Emerald Literati Outstanding Paper Award 2017 for the research paper “The Role of Organizational Learning Culture and Psychological Empowerment in Reducing Turnover Intention and Enhancing Citizenship Behavior”
* Bodo B. Schlegelmilch’s latest book titled “Global Marketing Strategy: An Executive Digest”, by Springer Publishers, includes my endorsement along with other significant academicians worldwide
* First Best Research Paper Award worth USD 4000 in 5th Global Islamic Marketing Conference (GIMAC5) – Asia Leads the World, 2014
* Emerald/EFMD Outstanding Doctoral Research Award 2011 for the Doctoral Thesis “Conceptualizing Consumer Animosity: In-Group Reactions to Out-Group Focused Endorsements”
* Mobility Grant worth €3000 from WU for PhD Research
* Travel Grant worth $500 from AMS for doctoral consortium in Academy of Marketing Science, The 14th Biennial World Marketing Congress, Oslo, Norway, July 21-25, 2009
* Distinction in PhD with Excellent (best possible) Grade
* *OEAD-*HEC Overseas Scholarship worth €46560 + Return Tickets, from Higher Education Commission of Pakistan, for PhD studies in Austria for four years
* Performance Evaluation Award 2013, University of the Punjab, Lahore, Pakistan
* Performance Evaluation Award 2012, University of the Punjab, Lahore, Pakistan
* First Position in M.Com Marketing
* Merit Scholarship in B.Com

**Past and Present Memberships of Learned Societies**

1. Associate Editor, International Journal of Islamic Marketing and Branding, Inderscience Publishers Ltd.
2. Member of Standing Committee Senate, University of the Punjab, Lahore, Pakistan
3. Member British Academy of Management, London, UK
4. Member Conference Committee (Pakistan) and Session Chair, 10th Global Islamic Marketing Conference (GIMAC10), Alanya, Turkey
5. Member Editorial Board of the Academy of Business and Retail Management, London, UK
6. Membership of Academy of Marketing Sciences, New York, US
7. Member European Marketing Academy, Brussels, Belgium
8. Member International Business Association, Australia / New Zealand Chapter
9. Member Germany, France, and Austria Marketing Association
10. Session Chair, 8th Global Islamic Marketing Conference (GIMAC8) – Advances in Islamic Business, Alanya, Turkey, May 3-5, 2017
11. Session Chair, 6th Global Islamic Marketing Conference (GIMAC6), Istanbul, Turkey, May 6-8, 2015
12. Session Chair, 5th Global Islamic Marketing Conference (GIMAC5) – Asia Leads the World, Kuala Lumpur, Malaysia, April 22-24, 2014
13. Session Chair, 4th German French Austrian Conference on Quantitative Marketing,New Directions - New Insights, 2010, University of Vienna, Vienna, Austria
14. Member Standing Committee on Finance and Taxation, Lahore Chamber of Commerce and Industry, Lahore, Pakistan
15. Elected Member Academic Staff Association, University of the Punjab, Lahore, Pakistan
16. Elected Member Senate, University of the Punjab, Lahore, Pakistan

**Administrative Experience**

* Member Syndicate, University of the Punjab, Lahore, Pakistan
* Member Appellate Committee (Standing Committee of Syndicate), University of the Punjab, Lahore, Pakistan
* Dean, Faculty of Commerce, University of the Punjab, Lahore, Pakistan
* Principal, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan

**Chairman/Member of Various Bodies**

* Chairman Board of Faculty of Commerce, University of the Punjab, Lahore, Pakistan
* Chairman Board of Studies in Banking and Finance, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan
* Chairman Main Purchase & Indent Committee, University of the Punjab, Lahore, Pakistan
* Chairman Equivalence Committee, University of the Punjab, Lahore, Pakistan
* Chairman Committee for Implementation of HEC Revised Business Education Roadmap, University of the Punjab, Lahore, Pakistan
* Convener Punjab University Affiliated BBA (Hons.) and MBA Degrees awarding Colleges/ Institutions, University of the Punjab, Lahore, Pakistan
* Convener Convocation Coordination Committee, University of the Punjab, Lahore, Pakistan
* Chairman Board of Studies, Department of Management Sciences, Virtual University of Pakistan, Pakistan
* Chairman Committee to Assess the Mobility Requirement of the Applicants of University of the Punjab for Prime Minister’s Wheelchair Scheme - Higher Education Commission Pakistan
* Member Doctoral Program Coordination Committee (DPCC), University of the Punjab, Lahore, Pakistan
* Member Departmental Doctoral Program Committee (DDPC), Hailey College of Commerce, University of the Punjab, Lahore, Pakistan
* Member Board of Faculty of Economics and Management Sciences, University of the Punjab, Lahore, Pakistan
* Member Quality Steering Committee, Quality Enhancement Cell, University of the Punjab, Lahore, Pakistan
* Member Board of Advanced Studies and Research, The Superior College, Lahore, Pakistan
* Member Advisory Board of Office of Innovation and Commercialization (ORIC), University of the Punjab, Lahore, Pakistan
* Member Committee on Grant of Advance/Annual Increment and Performance Based Increment/Honorarium to the Faculty Members Working Under Tenure Track System, University of the Punjab, Lahore, Pakistan
* Member Selection Committee to Interview and Make Selection of Suitable Candidates for the Posts of BS-01 to BS-16, University of the Punjab, Lahore, Pakistan
* Member (Financial/Economic Analysis) of Technical Assistance Team to Provide Support Services in the Development Projects of Capacity Building of Government Departments, University of the Punjab, Lahore, Pakistan
* Member of Committee for Rationalization of Existing Teaching & Non-Teaching Posts, University of the Punjab, Lahore, Pakistan
* Member Committee to Resolve Issues Pertaining of Restructuring of Several Faculties/Departments, University of the Punjab, Lahore, Pakistan
* Member Committee to Oversee Audit Reports Issued by Resident Auditor, University of the Punjab, Lahore, Pakistan
* Member Committee for Consideration of Cases of Reward against maximum Publications by PhD Scholars of University of the Punjab, Lahore, Pakistan
* Member Adhoc Committee for the Appointment of Wardens and Superintendents of the Hostels, University of the Punjab, Lahore, Pakistan
* Member Committee to Conduct the Elections of B, C & D Category of Administrative and Technical Staff Association of University of the Punjab, Lahore, Pakistan
* Member Punjab Higher Education Commission’s Sub-Committee of Accreditation Committee for University of Sialkot, Sialkot, Pakistan
* Member Punjab Higher Education Commission’s Sub-Committee of Accreditation Committee for Independent University, Faisalabad, Pakistan
* Member Core Committee to Develop/Strengthen the University Industry Linkages, University of the Punjab, Lahore, Pakistan
* Member/Secretary Sub-Committee of Finance and Planning Committee, University of the Punjab, Lahore, Pakistan
* Member Business Plan Committee, University of the Punjab, Lahore, Pakistan
* Member of Committee for Preparation of Annual Report, University of the Punjab, Lahore, Pakistan
* Member Management Committee University of the Punjab Annual Book Fair, Lahore, Pakistan
* Expert Member Punjab University Affiliation Committee, Lahore, Pakistan
* Member Institutional Doctoral Program Committee (IDPC), Institute of Business Administration, University of the Punjab, Lahore, Pakistan
* In-charge Evening Programs, Institute of Business Administration, University of the Punjab, Lahore, Pakistan
* Many times worked as an acting Director of Institute of Business Administration, University of the Punjab, Lahore, Pakistan
* Student Adviser, Institute of Business Administration, University of the Punjab, Lahore, Pakistan
* Member Board of Studies in Business Administration, University of the Punjab, Lahore, Pakistan
* Member Board of Studies in Commerce, University of the Punjab, Lahore, Pakistan
* External Examiner Punjab University Affiliated BBA (Hons.) and MBA Degrees awarding Colleges/ Institutions, University of the Punjab, Lahore, Pakistan
* Member Board of Studies in the Department of Commerce, Fatima Jinnah Women University, Rawalpindi
* Expert Member Departmental Tenure Review Committee (DTRC), Institute of Business and Management (IB&M), University of Engineering and Technology, Lahore, Pakistan
* Expert Member Selection Board, Government College University, Lahore, Pakistan
* Expert Member Selection Board (Marketing), University of Management and Technology, Lahore, Pakistan
* Expert Member Selection Board, University of Jhang, Pakistan
* Expert Member Selection Board, University of Okara, Pakistan
* Adviser to Selection Board for Faculty of Management at Islamia University of Bahalwalpur, Pakistan
* Member Appointment Committee, Board of Intermediate and Secondary Education, Gujranwala, Pakistan
* Member Board of Faculty, UCP Business School, University of Central Punjab, Lahore, Pakistan
* Member Board of Studies in Business Administration Government College Women University, Sialkot, Pakistan
* Member Board of Studies for the Faculty of Management Sciences, Lahore College for Women University, Lahore, Pakistan
* Member Board of Studies, Department of Business Administration, Virtual University of Pakistan, Pakistan
* Member General Council, Anjuman Himayat-i-Islam, Lahore, Pakistan
* Member Education Committee, Anjuman Himayat-i-Islam, Lahore, Pakistan
* Member Finance Committee (Purchase), Anjuman Himayat-i-Islam, Lahore, Pakistan

**Teaching**

* Teaching Graduate classes at Institute for International Marketing Management (IMM), Vienna University of Economics and Business, Vienna, Austria.
* Teaching and Supervising PhD students at Hailey College of Commerce and Institute of Business Administration, University of the Punjab, Lahore, Pakistan
* Teaching and Supervising MPhil students at Hailey College of Commerce and Institute of Business Administration, University of the Punjab, Lahore, Pakistan
* Teaching MBA students at Hailey College of Banking and Finance and Institute of Business Administration, University of the Punjab, Lahore, Pakistan
* Teaching M.Com classes at Hailey College of Commerce, University of the Punjab, Lahore, Pakistan
* Recorded lectures as Faculty Member of Virtual University of Pakistan (<https://bit.ly/2Mhku4n>) for Online Course titled, “Export Marketing” (On-air on YouTube: <https://bit.ly/2DiGjNe>)
* Delivered a Talk on “Marketing in Emerging Markets”, as part of CEMS MIM Programme at the University of Economics in Prague (VSE Praha)

**Research Interests**

* International Marketing
* Halal Marketing
* In-Group – Out-Group Behavior and its Marketing Implications
* Consumer Animosity
* Marketing in Emerging Markets
* Global Business
* Retail Marketing
* Distribution Management
* Cross-Cultural Marketing
* Corporate Social Responsibility
* Higher Education
* Islamic Banking and Finance
* Export Marketing

**Conferences**

1. Convener, Four International Conferences on Banking, Insurance & Business Management – CBIBM 2016-2019, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan
2. Attended the 7th Deans & Directors Conference – Enhancing Quality and Inclusivity in Business Education through Engagement, organized by NBEAC – HEC, Islamabad, Pakistan, February 16-18, 2020
3. Attended the International Conference on Religion and Society: Creating Tolerance through Socio-Religious Harmony, organized by Institute of Social and Cultural Studies, University of the Punjab in collaboration with University of Leeds, United Kingdom at Lahore, Pakistan, November 12, 2019
4. British Academy of Management (BAM) 2019 Conference – Building and Sustaining High-Performance Organisations in Uncertain Times: Challenges and Opportunities, Birmingham, UK, September 3-5, 2019
5. 10th Global Islamic Marketing Conference (GIMAC10) – Celebrating a Decade of Success, Alanya, Turkey, April 23-25, 2019
6. Attended the 6th Deans & Directors Conference – The Evolving Landscape of Business Education across the Globe, organized by NBEAC – HEC, Lahore, Pakistan, April 7-9, 2018
7. Attended The Exchange Mechanism Conference of CPEC Consortium of Universities, Zhejiang University, Hangzhou, Zhejiang, China, November 1-2, 2018
8. Attended the Conference on Impact of Insurance on Pakistan’s Economy, organized by Lahore Insurance Institute, Lahore, Pakistan, October 16, 2018
9. British Academy of Management (BAM) 2018 Conference – Driving Productivity in Uncertain and Challenging Times, Bristol, UK, September 4-6, 2018
10. 9th Global Islamic Marketing Conference (GIMAC9) – The Future Starts Now: Technology, Innovation, Social Media, Online Education and the Road Ahead for Global Islamic Marketing, Tunis, Tunisia, April 25-27, 2018
11. 7th Asian Management Research & Case Study Conference 2018 – Convergence or Divergence: Emerging Trends in Management Research and Cases in Asia, organized by LUMS, Bhurban, Murree, Pakistan, March 23-24, 2018
12. Attended Islamic Banking and Finance Conference, organized by State Bank of Pakistan, Lahore, Pakistan, February 16, 2018
13. Attended the 5th Deans & Directors Conference – Business Education: Creating Impact with CPEC, organized by NBEAC – HEC, Karachi, Pakistan, February 4-6, 2018
14. International Conference on “SMEs, A Source of Socio-Economic Development: Prospects and Challenges” (ICSMEs-17), organized by Bahria University, Karachi, Pakistan, November 22-23, 2017
15. 2nd International Conference on Business and Management Perspectives in the Asian Context, 2017, organized by The University of Lahore, Lahore, Pakistan, October 19-21, 2017
16. 8th Global Islamic Marketing Conference (GIMAC8) – Advances in Islamic Business, Alanya, Turkey, May 3-5, 2017
17. 5th Annual Business Research Conference on Managing Business in Pakistan, organized by Lahore School of Economics, Lahore, Pakistan, April 21-22, 2017
18. 2017 ANZIBA Conference, Adelaide, South Australia, February 15-17, 2017
19. International Congress on Banking, Economics, Finance and Business, 2016, Sapporo, Japan, June 24-26, 2016
20. Islamic Finance, Banking & Business Ethics Global Conference 2016, LUMS, Lahore, Pakistan, March 26-27, 2016
21. UQU 1st International Conference on Islamic Banking and Finance (ICIBF) – Efficiency and Financial Stability, Makkah Al-Mukarama, Saudi Arabia, March 6-8, 2016
22. Attended 4th International Conference on Islamic Business, 2016, Riphah International University, Islamabad, Pakistan, February 20-22, 2016
23. 6th Global Islamic Marketing Conference (GIMAC6), Istanbul, Turkey, May 6-8, 2015
24. 5th Global Islamic Marketing Conference (GIMAC5) – Asia Leads the World, Kuala Lumpur, Malaysia, April 22-24, 2014 **(Won the 1st Best Research Paper Award)**
25. International Trade & Academic Research Conference (ITARC) London, UK, November 4-5, 2013 (Winter)
26. Conference on Bio-Physicochemical Basis for Technopreneurship, University of the Punjab, Lahore, Pakistan, April 2-3, 2013
27. Attended Lahore School of Economics - First Annual Business Research Conference on Managing Business in Pakistan, Lahore, Pakistan, December 1, 2012
28. Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA, USA, May 16-19, 2012
29. GFA2010, Fourth German-French-Austrian Conference on Quantitative Marketing, University of Vienna, Austria, September 16-18, 2010
30. The European Marketing Academy 39th Conference (EMAC), Copenhagen, Denmark, June 1-4, 2010
31. Academy of Marketing Science (AMS) Annual Conference, Oregon Portland, USA, May 26-29, 2010
32. ANZIBA Conference 2010 - Global Business and Sustainable Development, Sydney, Australia, April 15-17, 2010
33. Guest Speaker, "WHASIB-ANUGA 2009" World of Halal Science Industry and Business-ANUGA International Conference 2009, Cologne, Germany, October 11, 2009
34. Presented paper and attended Doctoral Consortium in Academy of Marketing Science (AMS), The 14th Biennial World Marketing Congress, Oslo, Norway, July 21-25, 2009
35. The European Marketing Academy 38th Conference (EMAC), Audencia Nantes France, May 26-29, 2009
36. Participated in The 2nd European Colloquia, Vienna, Austria, November 29, 2007

**Workshops/Seminars/Forums/Symposium**

1. Attended a Workshop on Financial Models of Business School, organized by NBEAC – HEC, Online, September 8, 2020
2. Attended The Ningbo Forum, Pan Pacific Hotel Ningbo, Zhejiang, China, November 3-4 2018
3. Attended a Workshop on Deans on Deaning at the 5th Deans & Directors Conference – Business Education: Creating Impact with CPEC, organized by NBEAC – HEC, Karachi, Pakistan, February 6, 2018
4. Attended a Seminar on National Macroeconomic Management and Role of Provinces organized by Punjab Economic Research Institute, Planning and Development Department, Government of the Punjab, Lahore, Pakistan, September 26, 2017
5. Attended Punjab Economic Forum, organized by Punjab Economic Research Institute, Planning and Development Department, in collaboration with the Urban Unit, Government of the Punjab, Lahore, Pakistan, April 3-4, 2017
6. Hamdard Thinkers’ Forum: (National Budget Year 2017-2018 – Determination of Priorities),

قومی بجٹ 18-2017 – ترجیحات کا تعین organized by Hamdard Laboratories (Waqf) Pakistan, Lahore, April 5, 2017

1. Attended a Provincial Workshop on Prioritization of Sustainable Development Goals (SDGs) for Punjab, organized by Planning & Development Department, Government of the Punjab, Lahore, Pakistan, December 19, 2016
2. Attended a Talk on Halal Food Industry – Management and Opportunities, at Center for Applied Policy Research in Livestock (CAPRIL), UVAS Business School, University of Veterinary and Animal Sciences (UVAS), Lahore, Pakistan, September 28, 2016
3. Hamdard Thinkers’ Forum: (Preparation of National Budget Year 2016-2017)

قومی بجٹ 2016-2017 کی تیاری, organized by Hamdard Laboratories (Waqf) Pakistan, Lahore, March 30, 2016

1. Attended a Symposium on Improving the Economic Relations between Turkey & Pakistan, Lahore, Pakistan, December 7, 2015
2. Participated in a Seminar on Freedom of Information & Whistleblower Protection organized by Transparency International Pakistan (TI Pakistan) in collaboration with National Accountability Bureau (NAB) Lahore, Pakistan, March 25, 2015
3. Participated in Global Forum on Islamic Finance – Islamic Finance: A Viable Financial Alternative organized by COMSATS Institute of Information Technology, Lahore, Pakistan, March 10-11, 2015
4. Hamdard Thinkers’ Forum: (Significant Decline in Petroleum Prices: Household Goods Overpriced Up Till Now) پٹرولیم مصنوعات لی قیمتوں میں نمایاں کمی: اشیاء صَرف بدستور مہنگی , organized by Hamdard Laboratories (Waqf) Pakistan, Lahore, February 4, 2015
5. Participated as a Judge in the Annual Presentation Skills Competition, 2014, organized by Institute of Chartered Accountants of Pakistan (ICAP), Lahore, Pakistan, November 27, 2014
6. Participated in a Workshop on International Financial Reporting Standards, organized by ACCA Pakistan, Lahore, Pakistan, September 30, 2014
7. Indigenous On-Campus Training Program organized by University of the Punjab in collaboration with Higher Education Commission, Lahore, Pakistan, October 27-31, 2014
8. Organized and Presented at a Workshop on SPSS at Institute of Business Administration, University of the Punjab, Lahore, Pakistan, May 9-10, 2014
9. Training Workshop on Preparation of Business Plan organized under Tertiary Education Support Project (TESP) by Higher Education Commission of Pakistan (Monitoring and Evaluation Division), Islamabad, Pakistan, April 18, 2013
10. Workshop on Advanced Multivariate Data Analysis and Structural Equation Modeling, Institute for International Marketing Management (IMM), Vienna University of Economics and Business, Vienna, Austria, March 10-15, 2011
11. Participated in a Seminar on Statistical Quality Control at Lahore Chamber of Commerce and Industry, TQM Bureau, Lahore, Pakistan, October 22, 1998

**Research and Projects**

* PhD Thesis titled “Discovering In-Group Reactions to Out-Group Focused Endorsements: An Empirical Analysis”. PhD Supervisor: o. Univ. Prof. Bodo B. Schlegelmilch
* Supervised PhD Dissertation titled “Relation of Emotional and Functional Positioning Strategies with Brand Attitude in Pakistan”
* HEC Approved Supervisor for PhD Studies
* Supervising Four PhD Scholars
* Co-supervised two Master theses, Institute of International Marketing Management, Vienna University of Economics and Business, Supervisor: o. Univ. Prof. Bodo B. Schlegelmilch
* Supervising MPhil and Masters Theses at Hailey College of Banking and Finance, Hailey College of Commerce and Institute of Business Administration, University of the Punjab, Lahore, Pakistan
* Research Project titled “Antecedents and Consequences of Internal Brand Equity: A Case Study of Pakistan”, funded by University of the Punjab, Lahore, Pakistan, 2013.
* Project Report on the Working of ‘Shezan International’ during the course of M.Com

**Reviewer (Peer Reviewed Publications)**

* Reviewer for American Marketing Association’s 2018 AMA Winter Academic Conference
* Reviewer for Asian Journal of Management Cases
* Reviewer for Journal of Islamic Business and Management
* Reviewer for International Food and Agribusiness Management Review
* Reviewer for Australia and New Zealand International Business Academy (ANZIBA) Conference 2017
* Reviewer for International Journal of Islamic Marketing and Branding

**Research Publications (Peer Reviewed)**

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| --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Author/s** | **Year** | **Title of Research Paper** | **Name of Publishing Journal** | **Vol./No.** | **Page(s)** |
|  | **Mubbsher Munawar Khan** & Muhammad Imran | 2020 | Half a century of advertising endorsements: A literature review | *Journal of Strategic Marketing*  **(Emerging Sources Citation Index/ Scopus Indexed)** | *Out for Review* |  |
|  | **Mubbsher Munawar Khan** & Kanza Iqbal | 2020 | Evaluation of consumer purchase intention towards Halal endorsed products in Pakistan | *International Journal of Islamic Marketing and Branding* | *Accepted* | Ahead-of-Print |
|  | Talat Islam, **Mubbsher Munawar Khan,** Ishfaq Ahmed, Khalid Mahmood, & Muhammad Ali | 2020 | Promoting in-role and extra-role green behavior through ethical leadership: Mediating role of green HRM and moderating role of individual green values | *International Journal of Manpower*  **(Impact Factor: 0.953/ Scopus Indexed)** | *EarlyCite* | Ahead-of-Print |
|  | Samar Rahi, **Mubbsher Munawar Khan,** & Mahmoud Alghizzawi | 2020 | Factors influencing the adoption of Telemedicine health services during COVID-19 pandemic crisis | *Enterprise Information Systems*  **(Impact Factor: 2.145/ Scopus Indexed)** | *EarlyCite* | Ahead-of-Print |
|  | Samar Rahi, **Mubbsher Munawar Khan,** & Mahmoud Alghizzawi | 2020 | Extension of technology continuance theory (TCT) with Task technology fit (TTF) in the context of internet banking user continuance intention | *International Journal of Quality & Reliability Management*  **(Emerging Sources Citation Index/ Scopus Indexed)** | *EarlyCite* | Ahead-of-Print |
|  | Irsa Mehboob & **Mubbsher Munawar Khan** | 2020 | Effectiveness of social media platform: A perspective of customer purchase intention through social networking in the Pakistani context | *International Review of Management and Marketing* | *10*(5) | 85-91 |
|  | Talat Islam, **Mubbsher Munawar Khan,** Ishfaq Ahmed, Ahmad Usman, & Muhammad Ali | 2020 | Work-family conflict and job dissatisfaction among police officers: Mediation of threat to family role and moderation of role segmentation enhancement | *Policing: An International Journal*  **(Impact Factor: 1.350/ Scopus Indexed)** | *43*(2) | 403-415 |
|  | Talat Islam & **Mubbsher Munawar Khan** | 2020 | Engaging police workforce through leadership: Explanatory role of four-dimensional commitment | *Journal of the Research Society of Pakistan*  **(X - Category)** | *57*(1) | 293-304 |
|  | **Mubbsher Munawar Khan,** Kashif Imran, Bilal Mahmood, & Hiba Saeed | 2019 | Impact of perceived risks and benefits of social networking sites on behavioral intention of users: Mediating role of users’ satisfaction | *Pakistan Economic and Social Review*  **(X - Category)** | *57*(2) | 241-258 |
|  | **Mubbsher Munawar Khan,** Nida Hameed & Hina Shabbir | 2019 | Factors influencing word of mouth behaviour of restaurant industry in Pakistan (<https://www.bam.ac.uk/sites/bam.ac.uk/files/contribution798.pdf>) | *Proceedings of the British Academy of Management (BAM) 2019 Conference – Building and Sustaining High-Performance Organisations in Uncertain Times: Challenges and Opportunities (ISBN: 978-0-9956413-2-7), Birmingham, UK, September 3-5, 2019* | *2019* | Online |
|  | Muhammad Ali, SHEN Lei, Susan Freeman, & **Mubbsher Munawar Khan** | 2019 | Implemented and perceived high-performance work system and its effect on branch performance: A 2-1-2 mediational multilevel approach | *Employee Relations*  **(Impact Factor: 1.641/ Scopus Indexed)** | *41*(4) | 793-810 |
|  | **Mubbsher Munawar Khan,** Moeeza Nisar& Maheen Tufail | 2019 | Product packaging innovation and consumer purchase intentions: An empirical study on packaged food products  (<http://www.iimassociation.com/journals/wp-content/uploads/2020/03/GIMAC10-Proceedings-Advances-in-Islamic-Business.pdf>) | *Abstract Proceedings of the 10th Global Islamic Marketing Conference (GIMAC 10) – Celebrating a Decade of Success (ISSN: 2617-5916), Alanya, Turkey, April 23-25, 2019* | *2019* | 124 |
|  | Usamah Iyyaz Billah & **Mubbsher Munawar Khan** | 2018 | Exploring emotional and functional positioning strategies – A case study of multi-national brands operating in Pakistan | *Paradigms*  **(Y - Category)** | *12*(2) | 161-166 |
|  | **Mubbsher Munawar Khan** & Muhammad Iqbal Rana | 2018 | Corporate branding and consumer’ product evaluation: A strategic marketing approach (<http://conference.bam.ac.uk/BAM2018/htdocs/conference_papers.php?track_name=Marketing%20and%20Retail#Full%20Papers>) | *Proceedings of the British Academy of Management (BAM) 2018 Conference – Driving Productivity in Uncertain and Challenging Times (ISBN: 978-0-9956413-1-0), Bristol, UK, September 4-6, 2018* | *2018* | Online |
|  | **Mubbsher Munawar Khan** & Kanza Iqbal | 2018 | Measurement of consumers’ purchase intention towards Halal endorsed products in Pakistan | *Abstract Proceedings of the 9th Global Islamic Marketing Conference (GIMAC 9) – The Future Starts Now: Technology, Innovation, Social Media, Online Education and the Road Ahead for Global Islamic Marketing (ISBN: 978-1-5272-2311-0), Tunis, Tunisia, April 25-27, 2018* | *2018* | 62 |
|  | **Mubbsher Munawar Khan** & Muhammad Ilyas | 2018 | From monopoly to free market: A case of PTCL | *Abstract Proceedings of the 7th Asian Management Research & Case Study Conference 2018 – Convergence or Divergence: Emerging Trends in Management Research and Cases in Asia, organized by LUMS, Bhurban, Murree, Pakistan, March 23-24, 2018* | *2018* | 62 |
|  | **Mubbsher Munawar Khan,** Humaira Asad & Irsa Mehboob | 2017 | Investigating the consumer behavior for Halal endorsed products: Case of an emerging Muslim market | *Journal of Islamic Marketing*  **(Emerging Sources Citation Index/ Scopus Indexed)** | *8*(4) | 625-641 |
|  | **Mubbsher Munawar Khan** & Waqas Nazir | 2017 | Customer satisfaction of Islamic banking customers - Empirical evidence from Islamic banks in Pakistan | *Proceedings of the 8th Global Islamic Marketing Conference (GIMAC 8) – Advances in Islamic Business (ISBN: 978-1-5272-0250-4), Alanya, Turkey, May 3-5, 2017* | *2017* | 262-269 |
|  | Talat Islam, **Mubbsher Munawar Khan,** Fauzia Naheed Khawaja & Zulfiqar Ahmad | 2017 | Nurses’ reciprocation of perceived organizational support: The moderating role of psychological contract breach | *International Journal of Human Rights in Healthcare*  **(Emerging Sources Citation Index/ Scopus Indexed)** | *10(2)* | 123-131 |
|  | **Mubbsher Munawar Khan** & Mahrukh Mansoor | 2017 | Impact of Indian celebrity endorsements on Pakistani consumers’ perception | *Abstract Proceedings of Australia and New Zealand International Business Academy (ANZIBA) Conference 2017, Adelaide, South Australia, February 15-17, 2017* | *2017* | 27 |
|  | Bodo B. Schlegelmilch, **Mubbsher Munawar Khan,** & Joseph F. Hair, Jr | 2016 | Halal endorsements: Stirring controversy or gaining new customers? | *International Marketing Review*  **(Impact Factor: 2.907/ Scopus Indexed)** | *33*(1) | 156-174 |
|  | **Mubbsher Munawar Khan** & Tehmina Latif | 2016 | Why all Innovations are not a breakthrough? | *Journal of Quality and Technology Management*  **(X - Category)** | *12*(2) | 129-149 |
|  | **Mubbsher Munawar Khan** & Muhammad Usman | 2016 | Corporate social responsibility: An illusion or reality - A case study of Islamic banks in Pakistan | *Journal of Islamic Business & Management*  **(Y - Category)** | *6*(2) | 179-190 |
|  | Tehmina Latif & **Mubbsher Munawar Khan** | 2016 | Consumers’ purchase intentions towards global brands: Psychological underpinnings | *Abasyn Journal of Social Sciences*  **(X - Category)** | *9*(2) | 309-328 |
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