

PROF. DR. MUQQADAS REHMAN

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QUALIFICATION

2014	<p><i>Doctor of Philosophy (Marketing)</i> The University of Newcastle, Australia, New South Wales</p> <p><i>Awards</i></p> <ul style="list-style-type: none">✚ Certificate awarded by the Faculty of Business & Law for: Finalist in the Annual “Three Minute Thesis” Competition (2013) at the University of Newcastle, Australia.✚ Certificate Awarded by the Vice Chancellor Research for: Finalist in the Annual “Three Minute Thesis” Competition (2013) by the University of Newcastle, Australia.
2018 - 2019	<ul style="list-style-type: none">✚ Thematic Grant received from Higher Education Commission Pakistan under the project title “Role of Student Participation in Value Co-Creation: The Provision of Educational Support Services to The Higher Education Students in Pakistan Involving Service-Dominant Logic” for the year 2018-2019.
1998	<p><i>Masters in Business Administration (MBA)</i> University of the Punjab, Pakistan</p>
1996	<p><i>Bachelors in Commerce</i> Hailey College of Commerce, University of the Punjab, Quaid-e-Azam Campus, Lahore.</p> <p><i>Awards:</i></p> <ul style="list-style-type: none">✚ Roll of Honor for the year 1995
1992	<p><i>Higher Secondary School</i> Kinnaird College for Women, Lahore, Pakistan</p> <p><i>Awards:</i></p> <ul style="list-style-type: none">✚ Scholarship granted from Board of Intermediary & Secondary Education (BESI)
1990	<p><i>Primary & Secondary school</i> Convent of Jesus & Mary (CJM) Lahore, Pakistan</p>


	<p>Awards</p> <ul style="list-style-type: none"> ✚ Scholarship granted from Board of Intermediary & Secondary Education (BESI) ✚ Blue-card holder - issued by CJM authorities for best academic performance
	<p>EMPLOYMENT EXPERIENCE</p>
	<p><i>Designation</i></p>
2020- to date	<ul style="list-style-type: none"> ✚ Director Institute of Business Administration (I.B.A) Lahore University of the Punjab, Pakistan
2020 – to date	<ul style="list-style-type: none"> ✚ Professor Institute of Business Administration (I.B.A) Lahore University of the Punjab, Pakistan
2019 -2020	<ul style="list-style-type: none"> ✚ Associate Professor Hailey College of Commerce University of the Punjab, Pakistan
2014 - 2019	<ul style="list-style-type: none"> ✚ Assistant Professor Hailey College of Commerce University of the Punjab, Pakistan
2001 - 2014	<ul style="list-style-type: none"> ✚ Lecturer Hailey College of Commerce University of the Punjab, Pakistan
	<p><i>Memberships</i></p>
2020 – To date	<ul style="list-style-type: none"> ✚ Convener, Board of Studies in Business Administration
2020-to date	<ul style="list-style-type: none"> ✚ Member, Board of Faculty in Business, Economics and Administrative Sciences
2020- to date	<ul style="list-style-type: none"> ✚ Member, Academic Council, University of the Punjab
2010 – to date	<ul style="list-style-type: none"> ✚ Member, Admission Committee, University of the Punjab
2020 – To date	<ul style="list-style-type: none"> ✚ Member, Doctoral Program Committee Institute of Business Administration, PU, Pakistan

<p>2013- to date</p> <p>2014 – 2020</p> <p>2001-2006</p> <p>2001 -2006</p>	<ul style="list-style-type: none"> ✚ Project Management Consultant Oasis School of Autism, Pakistan (School for Special Need Children) ✚ Member, Doctoral Program Committee Hailey College of Commerce, PU, Pakistan ✚ Member, Board of Studies in Commerce ✚ Member, Board of Faculty in Commerce <p>Main Tasks</p> <ul style="list-style-type: none"> ✚ Delivering lectures for the courses of Marketing and Research to under graduate and Post-graduate classes. ✚ Providing feedback on students' assignments and presentations ✚ Talking tutorials ✚ Supervising PhD students & guiding students in project preparation ✚ Conducting research and presenting findings ✚ Preparing quality assurance research-based reports ✚ Providing Planning and controlling research policies for Public and private research centers and monitoring execution ✚ Actively working for Autistic children in Pakistan because of lack of awareness among the population ✚ Assist day-care oncology patients by providing consultancies to improve their Quality of life
	<p style="text-align: center;">RESEARCH EXPERIENCE</p>
<p>2006</p> <p>2012</p> <p>2012</p>	<p>Research Publications</p> <ol style="list-style-type: none"> 1. Rehman, M. (2006). Culture Matters Impact on the Effectiveness of TV Advertising. <i>The Journal of Commerce</i>, 1(1), 69. 2. Rehman, M., Dean, A. M., & Pires, G. D. (2012). A research framework for examining customer participation in value co-creation: Applying the service dominant logic to the provision of living support services to oncology day-care patients. <i>International Journal of Behavioural and Healthcare Research</i>, 3(3-4), 226-243. 3. Rehman, M., Pires, G. & Dean, A. (2012) “Towards a Conceptual Model of Customer Participation in Exchange: Considering the Service Logic of Marketing”, in <i>Proceedings of the 2012 Royal Bank Research Seminar, June, Shanghai, RPC.</i>

2014	4. Irem, K., Rehman, M. and Ilyas, M., (2014). Social Media: A Prospective or a Dilemma The case of Pakistan. <i>International Journal of Management Research and Emerging Sciences</i> . 4(1) 47-68
2014	5. Khan, A.A, Rehman, M. & Rehman, C.A (2014). Role of Company's Own career portals in recruitment: A suggestion for IT companies operating in Pakistan. <i>International Journal of Management Research and Emerging Sciences</i> . 4 (1), 87.
2014	6. Tariq, H., Rehman, M. and Rehman, C.A., (2014). Exploring Managerial Competencies & Employee Well-being in Public & Private Organizations under Competency Management Approach: An Evidence from Pakistan. <i>International Journal of Management Research and Emerging Sciences</i> , 4(1), 1-26.
2015	7. Khaliq, A., Rehman, M. , Shaukat,S., Aslam, N., & Amin, M. (2015). Gender Differences of Social Networking in SME's: An Exploratory Study of Pakistan. <i>MAGNT Research Report</i> , 3(9).325-335.
2015	8. Aftab, M. R., Rehman, M. , Abdul, C., & Faheem, M. (2015). Food Prices and its Impact on Poverty in Pakistan. <i>Pakistan Journal of Social Sciences (PJSS)</i> , 35(2).
2015	9. Ali, M., Rehman, M. , & Abdul Rehman, C. (2015). Exploring the Dimensions of Country of Origin and Its Leverage on Consumer Buying Preferences: A Qualitative Study of Pakistani Consumer Market. <i>Singaporean Journal of Business, Economics and Management Studies</i> , 51(2479), 1-26.
2015	10. Khan, M. Z. U., Ilyas, M., Rehman, M. , & Rahman, C. A. (2015). Money, Monetization and Economic Growth in Pakistan. <i>International Journal of Economics and Empirical Research (IJEER)</i> , 3(3), 95-104.
2015	11. Pires, G. D., Dean, A., & Rehman, M. (2015). Using service logic to redefine exchange in terms of customer and supplier participation. <i>Journal of Business Research</i> , 68(5), 925-932.
2016	12. Ul Hassan, S. Q., Rehman, M. , & Rehman, C. A. (2016). Demographic Psychological Factors and Bottled Water Buying Behavior of Consumers: A Case Study of Lahore. <i>Arabian Journal of Business and Management Review (Oman Chapter)</i> , 5(12):1-13.
2016	13. Chaudhary, N. A. B. Rehman, M. & Rehman, A. (2016). Issues and Challenges faced by internal auditors of Private Sector Organizations. <i>Social Science Learning Education Journal</i> , 1(1):11-19.
2016	14. Mirza, M., Rehman, M. , R., Chaudhary, A. R., & Nisar, A. B. (2016). Public awareness about e-tagging device on security Check posts & toll-plazas for the smooth traffic management and reduction in terrorist

	activities in Pakistan. <i>International Journal of Academic Research in Management and Business</i> , 1(1), 52-74.
2016	15. Aslam, U., Rehman, M. , Imran, M. K., & Muqqadas, F. (2016). The Impact of Teacher Qualifications and Experience on Student Satisfaction: A Mediating and Moderating Research Model. <i>Pakistan Journal of Commerce & Social Sciences</i> , 10(3):505-524.
2016	16. Mian, R., Rehman, M. , & Rehman, C. A. (2016). Gender Discrimination at Work Place: A Case Study on Education Sector of Pakistan. <i>International Journal of Management Sciences and Business Research</i> 5(12):104-113
2016	17. Irem, K., Rehman, M. , & Rehman, C. A. (2016). Strategies to overcome work barriers: An exploratory study of women executives in Pakistan. <i>FWU Journal of Social Sciences</i> , 10(1):21-30.
2016	18. Mahmood, K., Rehman, C. A., Rehman, M. , Ali, F. (2016), Impact of Knowledge based HR Practices on Innovation with the Mediating Effect on Employee's Creativity. <i>International Journal of Management Research and Emerging Sciences</i> . 5(1). 64-86
2017	19. Nasir, N., Khaliq, C. A., & Rehman, M. (2017). An Empirical Study on the Resilience of Emotionally Intelligent Teachers to Ostracism and Counterproductive Work Behaviors in Context of the Higher Educational Sector of Pakistan. <i>Global Management Journal for Academic & Corporate Studies</i> , 7(1), 130-139.
2017	20. Arfat, Y., Mehmood, K., Rehman, M. , & Saleem, R. (2017). The Role of Leadership in Work Engagement: The Moderating Role of a Bureaucratic and Supportive Culture. <i>Pakistan Business Review</i> , 19(3), 688-705.
2017	21. Muqadas, F., Rehman, M. , Aslam, U., & Ur-Rahman, U. (2017). Exploring the challenges, trends and issues for knowledge sharing: A study on employees in public sector universities. <i>VINE Journal of Information and Knowledge Management Systems</i> , 47(1), 2-15.
2017	22. Arfat, Y., Rehman, M. , Ilyas, M., & Saqib, A. (2017). Role of Rewards to Foster Knowledge Sharing Practices: Mediating Role of Psychological Commitment. <i>Pakistan Business Review</i> , 19(2), 465-480.
2017	23. Ur Rehman, U., Rehman, M. , & Imran, K. (2017). Exploring the Determinants of Institutional Insurance and Their Impact on Behavioral Intentions: A Mixed Method Approach. <i>Pakistan Business Review</i> , 18(4), 1010-1030.
2018	24. Saboor, A., Rehman, M. , & Rehman, S. (2018). Organizational Justice and Employee Contextual Performance: The Moderating Effect of Organizational Respect. <i>Pakistan Business Review</i> , 19(4), 995-1011.

2018	25. Chaudary, J. A., Rehman, M. , Mehar, M. R., & Nazeer, M. (2018). The effect of stock markets of major developed countries on Pakistan stock market. <i>International Journal of Management Research and Emerging Sciences</i> , 8(1), 18-28.
2018	26. Rehman, M. , Mahmood, K., Cheema, M. S., & Wajahat, M. (2018). HRM practices and innovation capabilities in the hotel industry: Mediating role of human and social capital. <i>International Journal of Management Research and Emerging Sciences</i> , 8(1), 08-18.
2018	27. Ali, S. A., & Rehman, M. (2018). The Talent Management Practices for Employee Job Retention; A Phenomenological investigation of Private Sector Banking Organizations in Pakistan. <i>Orient Research Journal of Social Sciences</i> , Vol 3 (1) 155-176.
2018	28. Ali, M., Rehman, M. , Dost, M. K. B., & Akram, M. W. (2018). Significance of country of origin on consumer buying behaviour with mediation model of religiosity, among the students of higher education institutes in Lahore. <i>Abasyan Journal of Social Sciences</i> . Special issue: IG CETMA 2018, pp 74-95
2018	29. Zafar, M., Kousar, S., C. A., Rehman & Rehman, M. (2018) Problems faced by international students in private higher education institutions: an exploratory study. <i>Pakistan Journal of Social and Clinical Psychology</i> Vol: 16(2):53-56.
2018	30. Qudsia, Y. H. & Rehman, M. (2018) Explore the Factors Affecting Behavioral and Psychological Changes On Obstetricians/ Gynecologists in Maternal Health Care Center. <i>Clinical Social Work and Health Intervention</i> . Vol: 9(3):24-35.
2020	31. Mahmood, K., C. A., Rehman & Rehman, M. (2020). Improving Supply Chain Performance through Supplier Relationship Management: A Moderating Model of Knowledge Management Practices in Automobile Sector of Pakistan. <i>Orient Research Journal of Social Sciences</i> , Vol 5 (2) 129-150.
2020	32. Tariq, H. & Rehman, M. (2020). An Empirical Analysis of Organizational Performance of Construction Companies in Pakistan through Mediating Role of Conflict Management Effectiveness. <i>Review of Economics and Development Studies</i> . Vol. 6(2):471-484.
2020	33. Sabir, M. R., Rehman, M. & Asghar, W. (2020). Assessing the Mediating Role of Organization Learning Capability between the Relationship of Green Intellectual Capital and Business Sustainability. <i>Journal of Business and Social Review in Emerging Economies</i> . Vol. 6(4):1289-1300.
2021	34. Khan, S. M., Rehman, M. , & Rehman, C. A. Work Experience and Entrepreneurship: Evidence from Various Industries of (Lahore) Pakistan. <i>Science International (Lahore)</i> . Vol. 28(1), 571-583.

2021	35. Shabbir, S., Danish, R. Q., Rehman, M. , Hasnain, M., & Asad, H. (2021). An Empirical Investigation of Environmental Turbulence and Fear in Predicting Entrepreneurial Improvisation. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> . Vol. 7(2), 157.
2021	36. Baig, W., Danish, R. Q., Rehman, M. , Hasnain, M., & Ali, H. F. (2021). Ethical Climate and Behavioral Integrity: A Study of the Determinants of Ethical Leadership under Political Mentoring. <i>Humanities & Social Sciences Reviews</i> , 9(3), 247-258.
2021	37. Rehman, M. , Mahmood, A., Danish, R., & Shahid, M.K. (2021). Examining Impact of Time Pressure and Hedonic Consumption on Impulse Buying Behaviour: Expectation Disconfirmation Theory Perspective. <i>Journal of ISOSS</i> , 7(2), 163-175.
Supervision Status	 HEC approved Supervisor
No. of Ph.D. Candidates Supervised	
<ol style="list-style-type: none"> 1) Name: Muhammad Ali Student ID: PDBA-15114 Supervision Status: Principal Supervisor PhD. Status of the Candidate: Completed Title: “<i>Significance of country of origin on consumer buying behavior among the students of Higher Education institute of Punjab (Pakistan): Mediation model of religious beliefs</i>” (2019) 2) Name: Muhammad Ali Yab Student ID: PDBA-14202 Supervision Status: Co-Supervisor PhD. Status of the Candidate: Completed Title: “<i>The impact of brand elements and brand assets on customer-based brand equity of UHT milk brands in Pakistan</i>” (2020) 3) Name: Haleema Tariq Student ID: PDBA-15118 Supervision Status: Principal Supervisor PhD. Status of the Candidate: Completed Title: “<i>Social Impact of Government Reforms on Performance Measurement of Public Institutions in Pakistan: An Empirical Analysis.</i>” (2021) 4) Name: Uzma Kashif Student ID: PHBA-S15-024 Supervision Status: Principal Supervisor 	

	<p>PhD. Status of the Candidate: Completed Title: <i>“Setting Quality Guidelines for Student Support Services: A Case of Virtual University of Pakistan.”</i>(2021)</p> <p>5) Name: Kashif Mehmood Student ID: PDBA-14207 Supervision Status: Principal Supervisor PhD. Status of the Candidate: Completed Title: <i>“Managing Knowledge at Different Stages in Supply Chains During the Transition Phase of Changing SMEs from Traditional Mode of Working to Formal Supply Chains. A Case of Automobile Sector of Pakistan.”</i> (2021)</p> <p>6) Name: Shahan Mehmood Cheema Student ID: PDBA-S15-025 Supervision Status: Co-Supervisor PhD. Status of the Candidate: Completed Title: <i>“Investigating the impact of ethical ideologies on tax-payer’s behavior: a systematic approach to develop behavioral intention under the perspective of theory of planned behavior”</i> (2020)</p> <p>7) Name: Mahtab Ali Student ID: PH15-07 Supervision Status: Principal Supervisor PhD. Status of the Candidate: 80% work completed Title: <i>“Exploring Stakeholders’ Experiences of Value Co-creation, Facilitated by Digital Content Marketing Practices in Pakistan”</i></p> <p>8) Name: Nighat Naeem Student ID: PH15 –12 Supervision Status: Principal Supervisor PhD. Status of the Candidate: 70% work completed Title: <i>“Exploring Social Entrepreneur’s Adoption to Frugal Innovation: A Study of Incubation Centers in Pakistan”</i></p> <p>9) Name: Khawaja Hisham-ul- Hassan Student ID: PDCF 14201 Supervision Status: Principal Supervisor PhD. Status of the Candidate: Under Internal Review Title: <i>“Impact of Macro-Economic, Bank Specific and Social Factors on Non-Performing Loans: A Study of Pakistani Banking Sector.”</i></p> <p>10) Name: Yasser Arfat Student ID: PHBA-S15-015 Supervision Status: Principal Supervisor PhD Status of the Candidate: Under Process Title: <i>“A Mixed Method Study for Examining the Role of Social Media Marketing by Two-way Communication for Customer Attraction and Retention: Evidence from Banking Sector in Pakistan.”</i> (2020)</p>
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11) **Name: Nadia Nasir**

Student ID: PDBA-14208

Supervision Status: Co-supervisor

PhD. Status of the Candidate – Completed

Title: *“Interpersonal mistreatment and counterproductive work behavior in Job Holder (White and Blue Collar): Testing a mediation and moderation model in the context of Higher Institutions in Pakistan” (2019)*

Number of M. Phil Students Supervised

✚ *Number of M. Phil Students Supervised: 155+ (2006 – 2021)*

Distinctions and Awards

1. Organized 1st International Conference of Business Administration (**ICBA**), **2021** at IBA Punjab University in the capacity of **Chief Organizer/ Director-IBA**.
2. Inauguration of Business Incubation Centre (**BIC**), **2021** 1st at University of the Punjab Lahore in the capacity of **Chief Organizer/ Director-IBA**.
3. Got NOC and started PhD program at IBA Punjab University as Director-IBA.

✚ Research paper presented at the International Research Symposium on Service Management, in Mauritius in August 2010.

✚ Research paper presented at the Business and Economics Society International (B&ESI) Conference in New Zealand in January 2012.

✚ Presented at the annual “Three Minute Thesis” Competition (2013) at the University of Newcastle, Australia.

✚ “Orientation Program” HRD (13th Aug 2002 – 23rd August 2002).

✚ Doha Bank Limited. Training 02/07/1998 – 02/09/1998.

✚ “International Business Strategy”-Workshop by CMD & Stockholm University march 2004.

✚ “Advance Strategic Marketing” LITE (Jan-April 2006).

✚ “A joint certificate workshop on Entrepreneurship” SMEDA and CHD (17 April 2004).

✚ “Leadership Skills” Workshop by CHD.

✚ “Insight into Research Methods” Superior Group of Colleges (24

	<p>November 2006).</p> <ul style="list-style-type: none"> ✚ “Training Course on Executive Management Seminar for SMEs” (The Association for Overseas Technical Scholarship) (17-21 May 2004). ✚ “Selling & negotiation Skills” CMD (27th & 28th Feb 2004). ✚ “Being the Best”, Training by Golden Blue, February 2004. ✚ Paper presented in Mauritius “International Symposium on Service Management” 2010. ✚ Attended International Conference on Management Research at The Superior College, University Campus Lahore, A Chartered Institute 2010. ✚ Attended NVivo training at Queensland University, Brisbane, Australia 2012. ✚ Paper presented at B&ESI in New Zealand 2012. ✚ Presented at annual ‘3-minute Thesis Competition’ as finalist at the University Of Newcastle, Australia. ✚ Attend NVivo training in Brisbane, Australia 2012. ✚ NVivo training conducted at Hailey College of Commerce 2015 as Trainer. ✚ NVivo training conducted at The Superior College Lahore, University Campus, Lahore 2014 and 2015 as Trainer. ✚ Seminar conducted on NVivo at Lahore School of Economics 2016 as Trainer ✚ Conducted International Conference on Management Research at The Superior College, University Campus Lahore, A Chartered Institute 2016. ✚ Conducted ICMR (International Conference on Management Research) at The Superior College, University Campus Lahore, A Chartered Institute 2017. ✚ Conducted ICEET (International Conference on Electronics Engineering and Technology) at The Superior College Lahore, University Campus 2017. ✚ Conducted ICEET (International Conference on Electronics Engineering and Technology) at The Superior College Lahore, University Campus 2018.
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	<ul style="list-style-type: none"> ✚ Attended International Conference on Business and Commerce organized by Hailey College of Commerce, University of the Punjab, Lahore on November 24-25, 2020. ✚ Attended International Conference on Banking, Insurance and Business Management organized by Hailey College of Banking and Finance, University of the Punjab, Lahore on December 17-18, 2020. ✚ Attended online zoom workshop on “Business Schools: Nurturing the New Normal” organized by NBEAC Training and Development Wing (TDW), Islamabad on March 11, 2021. ✚ Attended the 8th Deans & Directors Conference (DDC) 2021 on “Business Education in a Time of Change: Towards a New Normal for Business Schools in Pakistan” organized by National Business Education Accreditation Council (NBEAC) of Higher Education Commission (HEC), Islamabad on April 6-7, 2021 via zoom. ✚ Successfully hold 2 days Project Management Workshop at IBA Punjab University. <p>COMPUTER SKILLS</p> <p>QSR NVivo 11, SPSS, MS Office</p> <p>DEMOGRAPHIC INFORMATION</p> <p>Country of Birth & Citizenship: Pakistan Gender: Female Date of Birth: 06/02/1976</p>	
Referees:		
<p>Prof. Dr. Alison Dean Principal Supervisor & Ex-Head of Newcastle Business School Newcastle Business School Faculty of Business & Law The University of Newcastle Australia 2308 Alison.dean@newcastle.edu.au +Ph +61 2 4921 7393</p>	<p>Prof Dr. Guilherme Pires Co - Supervisor & Head of Marketing, Newcastle Business School Faculty of Business & Law The University of Newcastle Australia 2308 Guilherme.pires@newcastle.edu.au +Ph +61 2 4921 8698</p>	<p>Prof. Dr. Mubbasher Munawar Khan Principal Hailey College of Banking & Finance University of the Punjab, Pakistan Principal@hcbf.edu.pk</p>