

Faculty Member Name: Dr. Amir Ikram

S. No.	Name of author(s)	Title of Research Publication	Name of Journal	ISSN Number Journal	Year and Month of Publication	Category of the journal according to HJRS	Impact Factor of the Journal
1.	Fizah, Amir Ikram, Raheel Muntaz, Muhammad Farooq Rehan	Emerging Economies in Focus: Entrepreneurial Contributions to Economic Rankings in Developing Countries	Center for Management Science Research	3006-5291	December 2024	Y	-
2.	Amir Ikram, Farah Samreen, Farooq Rehan, Nadir Ali	Impact of Climate, Cynicism and Culture on Organizational Citizenship Behavior with Intervening Impact of Job Embeddedness	Bulletin of Business and Economics	2414-1771	May 2024	Y	-
3.							

Faculty Member Name: Dr. Asma Abdul Rehman

S. No	Name of author(s)	Title of Research Publication	Name of Journal	ISSN Number Journal	Year and Month of Publication	Category of the journal according to HJRS	Impact Factor of the Journal
1.	Farwa Abbas, Muhammad Shahnawaz Adil, and Asma Abdul Rehman	Best HRM Practices or Context-Specific HRM Practices: Evidence from the Telecommunications Sector of Pakistan	Journal of Management and Research (JMR)	2218-2705, 2519-7924	Volume 11 Issue 1, Spring 2024	Y	
2.	Aasim Munir Dad, Asma Abdul Rehman*(corresponding author), Professor Barry Davies, Muhammad Sohaib Haleem, Dr Andrew Kear	The Effect of 3 Dimensional Virtual Reality Retail (VRR) Store Ambiance on Avatar's Emotions and Behaviour: A Mediation Analysis	Global Management Journal for Academic & Corporate Studies (GMJACS)	2219-6145, 2305-0756	Vol. 14 No. 02 (2024)	Y	

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Faculty Member Name: Dr. Hina Munir

S. No.	Name of author(s)	Title of Research Publication	Name of Journal	ISSN Number Journal	Year and Month of Publication	Category of the journal according to HJRS	Impact Factor of the Journal
1.	Hina Munir, Shazia Nauman, Farough Ali Shah, Umair Zahid	Attitude towards entrepreneurship education and entrepreneurial intentions among generation Z: unleashing the roles of entrepreneurial self-efficacy and social norms in Pakistani context	Journal of Entrepreneurship and Public Policy	2045-2101	02-2024	X	1.5

Faculty Member Name: Dr. Naeem Akhtar

Sr. No.	Name of author(s)	Title of Research Publication	Name of Journal	ISSN Number Journal	Year and Month of Publication	Category of the journal according to HJRS	Impact Factor of the Journal
1.	Akhtar, N, Sharma, A, Ghaffar, A, Islam, T	Unveiling mechanism of SNSs addiction on wellbeing: The moderating role of loneliness and social anxiety	<i>Behaviour & Information Technology</i>	ISSN : 0144-929X	10 October 2024	W	2.9
2.	Saeed, N, Akhtar, N, Attri, R, Yaqub, M. Z	How violation of consumers' expectations causes perceived betrayal and related behaviors: Theoretical perspectives from expectancy violation theory	<i>Journal of Retailing and Consumer Services</i>	eISSN: 1873-1384	11 June 2024	W	11
3.	Asif, R, Asghar, A, Akhtar, N, Sharma, A, Islam, T	Extending factors of brand attachment in developing consumers' purchase intentions: a multi-wave consumer perspective	<i>Current Psychology</i>	eISSN: 1936-4733	27 May 2024	W	2.5
4.	Akhtar, N, Siddiqi, U. I, Gugnani, R, Islam, T, Arrti, R	The potency of audiovisual attractiveness and influencer marketing: The road to customer behavioral engagement	<i>Journal of Retailing and Consumer Services</i>	Online 1873-1384	8 March 2024	W	11
5.	Hameed, R, Akhtar, N, Sharma,	Examining tourists' risk related hesitation and confidence	<i>Kybernetes</i>	eISSN: 1758-7883	10 February 2024	W	2.4

Faculty Member Name: Dr. Naeem Akhtar

	A	effects on developing distress and associated behavioral responses during COVID-19					
6.	Akhtar, N, Hameed, Z, Islam, T, Pant, M.K, Sharma, A, N, Kuzior, K	Avatars of influence: Understanding how virtual influencers trigger consumer engagement on online booking platforms	<i>Journal of Retailing and Consumer Services</i>	Online 1873-1384	24 January 2024	W	11
7.	Akhtar, N, Ittefaq, H, Siddiqi, U.I, Islam, T, Kuzior, K	Zero-COVID and retail: Using multi-wave data to examine the role of perceived risk and psychological factors in shopping abandonment	<i>Journal of Retailing and Consumer Services</i>	Online 1873-1384	19 January 2024	W	11
8.	Razzaq, S, Akhtar, N	The role of emotional solidarity driven tourists' nostalgia in shaping advocacy intentions	<i>Journal of Hospitality and Tourism Insights</i>	eISSN: 2514-9806	21 January 2024	X	4.8

Faculty Member Name: Dr. Muhammad Nasir Malik

S. No.	Name of author(s)	Title of Research Publication	Name of Journal	ISSN Number Journal	Year and Month of Publication	Category of the journal according to HJRS	Impact Factor of the Journal
1.	Mehmood, J., Shahbaz, M., Wang, J., & Malik, M.N.	Unveiling the dynamics of agriculture greenhouse gas emissions: The role of energy consumptions and natural resources.	Applied Energy	0306-2619	December 2024	W	10.100
2.	Raghutla, C., Malik, M.N., Hameed, A., & Chittedi, K.R.	Impact of public-private partnerships investment and FDI on CO2 emissions: A study of six global investment countries.	Journal of Environmental Management	0301-4797	2024	W	8.000
3.	Azhar, A., Malik, M.N., & Ullah, S.S.	Impact of war on terror on conspiracy theory beliefs: implications for polio vaccination in Pakistan.	Journal of Public Health		2024	Y	
4.	Majid, S., Abbas, F., & Malik, M.N.	Nexus between corporate innovation and investor sentiment: empirical evidence from the US.	Kybernetes	0368-492X	2024	X	2.400

Faculty Member Name: Dr. Farman Afzal

Sr. no.	Name of author(s)	Title of Research Publication	Name of Journal	ISSN Number Journal	Year and Month of Publication	Category of the journal according to HJRS	
1.	Fahim Afzal, Haiying Pan, Farman Afzal	Analyzing risk contagion and volatility spillover across multi-market capital flow using EVT theory and C-vine Copula	Heliyon	2405-8440	15 November 2024	W	3.4
2.	Faiz Rasool, S., Almas, T., Afzal, Farman (Corresponding author)	Inclusion of JD-R Theory Perspective to Enhance Employee Engagement	Sage Open	2158-2440	January 10, 20	W	2.3

Faculty Member Name: Dr. Rizwana Hameed

S. No.	Name of author(s)	Title of Research Publication	Name of Journal	ISSN Number Journal	Year and Month of Publication	Category of the journal according to HJRS	Impact Factor of the Journal
1.	Rizwana Hameed Naeem Akhtar Anshuman Sharma	Examining tourists' risk-related hesitation and confidence effects on developing distress and associated behavioral responses during COVID-19	Kybernetes	ISSN: 0368-492X	2024 19 th March	W	2.40

Faculty Member Name: Sadaf Razzaq

S. No.	Name of author(s)	Title of Research Publication	Name of Journal	ISSN Number Journal	Year and Month of Publication	Category of the journal according to HJRS	Impact Factor of the Journal
1.	Sadaf Razzaq & Naeem Akhtar	Bridging perceived psychological and social risks with shared beliefs: unveiling tourists' behavioral intentions through nostalgia	Journal of Hospitality and Tourism Insights	2514-9792	Jan, 2024	X-Category Q1	4.8
2.	Sadaf Razzaq & Naeem Akhtar	The role of emotional solidarity driven tourists nostalgia in shaping advocacy intentions	Journal of Hospitality and Tourism Insights	2514-9792	Feb, 2024	X-Category Q1	4.8