

Research Publications

1. 'The Forgotten Sector': An Integrative Framework for Future Research on Low- and Medium-Technology Innovation
Sustainability, MDPI, vol. 14(6), pages 1-19, March.2022
2. Transitioning from a Mindset to Realization: An Exploration of the Triggers of Online Entrepreneurship
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Vol 21 No.1 ISSN 0972-5784 (X) Jan-June 2022
3. Role of High-Performance Work Systems in Employees' Performance and Turnover Intentions in a Mediation Framework of Psychological Contract Breach
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ISSN 2201-1323 Vol 14, issue 11 HEC category (W) 429-452, 2020
4. Investigating Pension Choice Diversity within a Dynamic Institutional Environment of Public Sector Universities in Pakistan
International journal of innovation, creativity and change (HJRS 2020-2021)
ISSN 2201-1323 Vol 14 issue 10 HEC category (W) November 339-361, 2020
5. The Entrepreneurial Intention of Business Students in Pakistan: The Role of Self-Efficacy, Business Education and Perceived Social Norms
Journal of Business & Economics, ISSN: 2075-6909 HEC Category (X)
June 55-71, 2019
6. Small Firms, Institutions and Interactions: Low-Technology Innovations from the Perspective of Critical Realism, Abasyn journal of social sciences. (bi annual)
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7. A Stakeholder Approach to Social Entrepreneurship: The Case of Fascino Couture
Abasyn journal of social sciences. October 2018, ISSN: 1998-152X,
EISSN: 2221-6782, 1-15, 2019
8. Internally Oriented High-performance Work Systems and Organizational Performance: Empirical Evidence from Banking Sector in Pakistan
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9. Creating Distinctiveness & Vividness in Ads Using Isolation Effect: A Case of Cellular Network Providers
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10. High Performance Work Systems and Organizational Performance: A Case of Banking Sector of Pakistan
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11. Determinants of rapid growth in Islamic banking in Pakistan
PENSEE journal, Vol:75, Issue 9, 2013
12. Pharmaceutical Personal selling: Problems prospects and importance of Strategic Relationship Marketing,
Business and Economic Review, ISSN:2074-1693 Vol 3, No. 2
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13. Effect Of Compensation on Motivating employees in Public and Private banks of Peshawar (BOK and UBL)
Journal of Basic and Applied Scientific Research, ISSN 2090-4304 2(5). 2012, 2012
14. Occupational stress! A comprehensive analysis of Higher Education Universities of Khyber Pakhtunkhwa, Pakistan
Journal of Basic and Applied Scientific Research, ISSN 2090-4304 2(5). 2012, 2012
15. Impact of rational and Emotional Factors in creating consumer Motivating, a study of Policy Holders of State Life Insurance Corporation In KP, Pakistan
European Journal of Social Sciences, ISSN:1450-2267, Vol: 24-4, 2011, 546-552, 2011
16. Relationship between HR Practices and perceived employees Performance of Bankers In NWFP, Pakistan (An empirical evidence)
European Journal of Social Sciences, ISSN:1450-2267, Vol: 18-2, 2010, 210-214, 2010
17. The Quality of Accounting Education: A Malaysian Perspective
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18. Differences and the Factors of Convergence of Management Accounting Systems in Developed and Less Developed Countries
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19. The Hot history and Cold future of brands
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