

Publications

1. Khayyam, M., Kamal, F. D., **Nouman, M.**, Nizami, A., Ali, J. & Salim, M. A. (2023). Agricultural markets, cropping patterns, and consumption patterns: The moderating effect of COVID-19 on mountainous communities. *Sustainability* 15(20) – *HEC W-Category IF 3.9*
2. Ovais, M., **Nouman, M.** & Khan, A. (2023). Freight transport social sustainability and operational performance: The mediating role of employees' societal behaviour. *Journal of Social Research Development* 04(1), pp. 164 - 178 – *HEC Y-Category*
3. **Nouman, M.**, Yunis, M. S., Atiq, M., Mufti, O. & Qadus, A. (2022). 'The forgotten sector': An integrative framework for future research on low- and medium-technology innovation. *Sustainability* 14(6) – *HEC W-Category IF 3.9*
4. Ovais, M., Hassan, F. S., **Nouman, M.** & Din, S. U. (2021). Does organisational commitment moderate the relationship between internal marketing and market orientation of the public sector universities in Pakistan? A structural equation modelling approach. *International Journal of Innovation, Creativity and Change* 15(2), pp. 233-253 – *HEC W-Category*
5. Ovais, M., & **Nouman, M.** (2021). Harmonising market orientation and brand orientation in the non-profit context. *International Journal of Innovation, Creativity and Change* 15(2), pp. 196-218 – *HEC W-Category*
6. **Nouman, M.**, Ali, M. & Ali, S. (2020). The sensemaking of organizational identities in a post-merger context: A case of Management Information Systems. *International Journal of Innovation, Creativity and Change* 14(12), pp. 886-903 – *HEC W-Category*
7. Shahzad, S., Habib, M. & **Nouman, M.** (2020). Parental style, celebrity endorsement and product packaging: A qualitative study of purchase intention of children and parents. *International Review of Management and Business Research* 9(1), pp. 102-112 – *HEC Y-Category*
8. Wasai, S. & **Nouman, M.** (2019). Sectoral system of social innovation: Towards an agenda for future empirical inquiries. *Business and Economic Review* 11(3), pp. 29-55 – *HEC X-Category*
9. **Nouman, M.**, Yunis, M. S. & Mufti, O. (2019). Small firms, institutions and interactions: Low-technology innovations from the perspective of critical realism. *Abasyn Journal of Social Sciences* 12(1), pp. 71-87 – *HEC X-Category*
10. Khan, A. A. & **Nouman, M.** (2019). Intellectual capital in practice in the public sector: Developing a conceptual framework for the 'third wave'. *Business and Economic Review* 11(2), pp. 1-17 – *HEC X-Category*

11. **Nouman, M.**, Anderson, A. & Abdullah, F. (2018). Conceptualizing and rationalizing opportunities: Inductive reasoning and the creation of a new enterprise. *Abasyn Journal of Social Sciences* (in press) – *HEC X-Category*
12. Saleem, G., **Nouman, M.** & Xiong, L. (2018). Entrepreneurial sense-making: An examination of socially situated cognitive mechanisms. *Abasyn Journal of Social Sciences* (in press) – *HEC X-Category*
13. **Nouman, M.**, Obaid, Z. & Taj, A. (2017). Business opportunity development by young entrepreneurs: A sensemaking perspective. *International Review of Management and Business Research* 6(4), pp. 1572-1582 – *HEC Y-Category*
14. Imran, A. & **Nouman, M.** (2017). Mediated model of defensive silence: An empirical case of the banking sector in Khyber Pakhtunkhwa Pakistan. *Abasyn Journal of Social Sciences* 10(1), pp. 178-191 – *HEC X-Category*
15. **Nouman, M.**, Taj, A., & Gul, S. (2017). The individual's influence on low-technology innovation: A critical realism based case study on north-west Pakistan's marble sector. *Business and Economic Review* 9(1), pp. 131-155 – *HEC X-Category*
16. Karatas-Ozkan, M., Nicoloupoulou, K., Vas, C. & **Nouman, M.**, (2017). An incubation perspective on social innovation: The London Hub - a social incubator, *R&D Management* 47(3), pp. 368-384. Impact Factor 5.96 – *HEC W-Category*
17. Wasai, S. & **Nouman, M.** (2016). Actors in a social innovation process: The case of mobile courts in KP. *Business and Economic Review* 8(1), pp. 1-18 – *HEC X-Category*
18. Gul, S., **Nouman, M.**, Taj, A. & Ali, S. (2015). Towards an understanding of the complexity of creative efforts: A conflict and negotiation perspective. *Business and Economic Review* 7(2), pp. 53-70 – *HEC X-Category*
19. Taj, A., **Nouman, M.** & Gul, S. (2015). The dynamics of international political economy relationships and its influence on the process of democratisation, institution building and national governance structure in Pakistan. *South Asian Studies*, 30(1), pp. 203-219 – *HEC X-Category*
20. Rehman, F. & **Nouman, M.** (2015). Calibrating HRM and marketing practices for job satisfaction: The role of internal marketing and internal market orientation. *Business and Economic Review*, 7(2), pp. 1-30 – *HEC X-Category*
21. Taj, A., **Nouman, M.** & Gul, S. (2014). Impact of authoritarianism on democratisation and local governance in Pakistan: Historical perspectives. *South Asian Studies*, 29(2), pp. 463-481 – *HEC X-Category*

22. Rasool, B. N. & **Nouman, M.** (2013). Measuring the extent of a high performance work system: A mixed methodology approach. *Pakistan Journal of Commerce and Social Sciences*, 7(3), pp. 628-645 – *HEC Y-Category*
23. **Nouman, M.** (2012). Treading conventional divides: The case for an alternative paradigmatic influence. *Business Review, Journal of IBA Karachi*, 7(2), pp. 72-83 – *HEC X-Category*
24. **Nouman, M.** (2007). Drivers & barriers to customer value creation: Issues & perspectives in marble sector SMEs of NWFP, *Business Review, Journal of IBA, Karachi*, 2(2), pp. 88-103 – *HEC X-Category*
25. Ovais, M. & **Nouman, M.** (2013). Product placement and consumer brand salience: Measuring the impact. *Business and Economic Review*, 5(1), pp. 53-64.
26. Khan, M. A. & **Nouman, M.** (2012). Women entrepreneur's leadership style: Individual-level qualitative study using the case study strategy. *Business and Economic Review*, 4(2), pp. 57-69
27. **Nouman, M.** & Ali, S. (2012). Intangible assets, innovation and value creation: Elucidating the triad for small enterprises. *African Journal of Business Management*, 6(8), pp. 2955-2965 (**Impact Factor:** 1.605)
28. Ali, S., Khan, M. M. & **Nouman, M.** (2011). An Investigation into Efficiency of Working Capital by Chemical Firms in Pakistan. *Business and Economic Review*, 3(2), pp. 198-217
29. **Nouman, M.** & Gul, S. (2011). Dynamics and determinants of innovation in the non-R&D scenario. *Business and Economic Review*, 3(1), pp. 39-53
30. **Nouman, M.** & Gul, S. (2009). Innovation in Pakistan's SMEs: making the case for coupling model and looking beyond. *Business and Economic Review*, 1(1), pp. 20-25
31. Gul, S. & **Nouman, M.** (2009). Time flux: an examination of non-temporal considerations in projects. *Business and Economic Review*, 1(1), pp. 40-46

Book Chapter

1. Taj, A. & **Nouman, M.** (2021). Decentralisation in Pakistan and India: A comparative review and policy implications. In T. Bryer (Ed.), *Handbook of theories of public administration and management* (in press). Northampton, MA: Edward Elgar Publishing

Papers at International and National Research Conferences

1. Nasir, M., Ghani, U. & **Nouman, M.** (2019). Effect of music on attitude towards an ad: An experimental study on Muslim consumers. In: Proceedings of the 10th Global Islamic Marketing Conference. 23 – 25 April, 2019, Alanya TURKEY, pp. 98-109
2. Yahya, S. & **Nouman, M.** (2017). Towards social media communication strategy: A qualitative case study of higher education institutes. In: 2nd Annual International Conference on Emerging Trends in Marketing and Management. 28 – 30 September, 2017, Bucharest University of Economic Studies. Bucharest, ROMANIA
3. Badshah, S. S. & **Nouman, M.** (2016). Non-price determinants of purchase intention of non-deceptive counterfeit products. In: International Conference on Business and Management Perspectives in the Asian Context: Challenges and Prospects. 20 – 22 October, 2016, The University of Lahore, Lahore PAKISTAN
4. Khan, A. A. & **Nouman, M.** (2015). ICM in the public sector of Pakistan: Theoretical framework for the ‘third wave’. In: 7th European Conference on Intellectual Capital (ECIC 2015). 9 – 10 April, 2015, Technical University of Cartagena, Cartagena SPAIN
5. Wazir, S., Zaheer, Z., Gul, S. & **Nouman, M.** (2015). Estimating demand for health workforce through population projection. In: 13th International Conference on Statistical Sciences, *Statistics: Future Risks, Challenges and Developments*. 16 – 18 March, 2015, Islamia College University, Peshawar PAKISTAN
6. **Nouman, M.** & Warren, L. (2013). The marble mining industry in NW Pakistan: a systemic analysis of low-tech innovation. In: Institute for Small Business and Entrepreneurship (ISBE) 36th Annual Conference. 12 – 13 November, 2013 Cardiff, UNITED KINGDOM
7. Warren, L. & **Nouman, M.** (2013). Opportunities & challenges for the marble industry in North-West Pakistan: A systemic analysis of low-tech innovation (or lack of it). In: British Academy of Management, *Managing to Make a Difference*. 10 – 12 September, 2013 Liverpool, UNITED KINGDOM
8. Warren, L., Karatas-Ozkan, M. & **Nouman, M.** (2013). INSPIRE-ing workforce skills in entrepreneurship and innovation in Peshawar. In: The British Council’s Going Global Conference 2013, *Global Education: Knowledge-based Economies for 21st Century Nations*. 04-06 March, 2013, Dubai, UNITED ARAB EMIRATES
9. **Nouman, M.** & Warren, L. (2013). Developing a research project: More than a MoU. In: The British Council’s INSPIRE Workshop 2013 at the University of Manchester, *Developing the Pakistan-UK Partnership*. 18 February, 2013, Manchester, UNITED KINGDOM
10. **Nouman, M.** & Warren, L. (2012). The individual’s influence on low-technology innovation: Explicating objects, mechanisms and causal powers from the perspective of critical realism. In: European Academy of Management (EURAM) 12th Annual

Conference, *Social Innovation for Competitiveness, Organizational Performance and Human Excellence*. 6 – 8 June, 2012 Rotterdam, the NETHERLANDS

11. **Nouman, M.**, Warren, L. & Thomas, S. R. (2011). Researching the ‘forgotten sector’: Low and medium tech (LMT) innovation – present light on future trends. The International Technology Management Conference (ITMC), IEEE International, pp. 103-113 (doi: 10.1109/ITMC.2011.5995934) UNITED STATES OF AMERICA
12. **Nouman, M.** & Warren, L. (2010). Is it paradox or sophism? Solving the ‘LT conundrum’. In: ISBE 33rd Annual Conference, *Looking to the Future: Economic & Social Regeneration through Entrepreneurial Activity*. 3–4 Nov. 2010 London, UNITED KINGDOM
13. **Nouman, M.** & Warren, L. (2010). Low-technology innovations within sectoral system: reflections and manifestations. In: British Academy of Management (BAM), *Management Research in a Changing Climate*. 14 – 16 September, 2010 Sheffield, UNITED KINGDOM
14. Nicolopoulou, K., **Nouman, M.** & Karatas-Ozkan, M. (2010). Social innovation from a social incubation perspective: what is it and why it matters? In: Institute for Small Business and Entrepreneurship (ISBE) 33rd Annual Conference, *Looking to the Future: Economic and Social Regeneration through Entrepreneurial Activity*. 3 – 4 November, 2010 London, UNITED KINGDOM
15. **Nouman, M.** & Warren, L. (2010). Zeroing in on ‘Zero R&D’: appreciating the low-tech perspectives. In: LASS (Law, Arts and Social Science) Conference 2010 University of Southampton, *Research Directions in the 21st Century*. April 28, 2010, Southampton, UNITED KINGDOM
16. **Nouman, M.** (2009). Visualizing intangibles: does linking low-technology innovation with value creation provide some answers? In: EIASM (European Institute for Advanced Studies in Management), *5th Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital*. 08-09 October 2009 Dresden, GERMANY
17. **Nouman, M.** (2009). Innovation & value creation in context: Preliminary evidences from marble SMEs of NW-Pakistan. In: European Inst. for Adv. Studies in Mgmt, *5th Workshop on Visualizing, Measuring & Managing Intangibles*. 08-09 October 2009 Dresden, GERMANY
18. Taylor, J., Karatas-Ozkan, M. & **Nouman, M.** (2009). The triple-helix of relationships between university, government and industry in the developed and developing economies. In: Mapping European Higher Education Models Project, *International Conference on Changing Universities: Governance, Relevance & Performance*. 29 Sept–01 Oct, 2009 Istanbul, TURKEY
19. **Nouman, M.** (2009). Innovation in Pakistan’s SMEs: role of technology and the coupling model. Poster presentation In: LASS (Law, Arts and Social Science) University of

Southampton, *LASS Grad Conference: Human 2.0*. 01 July, 2009 Southampton, UNITED KINGDOM