



# Muzaffar Asad

Assistant Professor

Main department: Management and Marketing

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Nationality: Pakistan

## BIOGRAPHY

Dr. Muzaffar Asad is an Assistant Professor at College of Business, University of Bahrain. He has completed his Doctorate from University Utara Malaysia (AACSB Accredited University). He is an HEC Pakistan approved PhD Supervisor. He is the certified trainer of IBA Karachi, Punjab Education Endowment Fund (PEEF), Akhuwat Institute of Social Entrepreneurship and Management (AISEM), and International Islamic University Islamabad (IIUI). He has conducted several trainings in the areas of Leadership, Entrepreneurship, and Research. He has published several articles in national and international journals in the area of Small and Medium Enterprises (SMEs), Micro and Small Enterprises (MSEs), Governance, and Finance. He is also the Member of Editorial Board of Chinese Management Review, Journal of Business (European Journal), and Paradigms. He is also a member of Review Board for International Conferences conducted in collaboration with Emeralds. He has achieved Certificate of Merit from UCP. He has conducted workshops on CV Writing, Negotiation and Communication Skills, SPSS, and Smart PLS at University of Central Punjab, International Islamic University Islamabad, and Capital University of Science and Technology.

## TEACHING DOMAINS

- Economics and Finance
- Management and Marketing

## EDUCATION

Highest degree :

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| 2017 | PhD, Business administration, Management, University Utara Malaysia, Malaysia       |
| 2018 | Bachelor, Other, Law, Punjab University, Pakistan                                   |
| 2010 | Master, Business Administration, Accounting, University of Central Punjab, Pakistan |
| 2006 | Bachelor, Business administration, Finance, University of Central Punjab, Pakistan  |
| 2002 | Bachelor, Business administration, Finance, Punjab University, Pakistan             |

## CERTIFICATES

- 2017 - 2018 Member Institute of Public Accountants, Institute of Public Accountants, Australia
- 2018 Associate Financial Accountant, Institute of Financial Accountants, Great Britain

## PROFESSIONAL EXPERIENCE

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### Academic experience

- Since 2020 Assistant Professor, University of Bahrain, Bahrain
- 2019 - 2020 Associate Professor, Foundation University Islamabad, Pakistan
- 2018 - 2019 Assistant Professor, Capital University of Science and Technology, Pakistan
- 2010 - 2018 Assistant Professor, University of Central Punjab, Pakistan
- 2006 - 2010 Lecturer, University of Central Punjab, Pakistan

## GRANTS AND HONORS

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- 2018 Certificate of Achievement, Capital University of Science and Technology, Pakistan
- 2016 Certificate of Merit, Punjab University, Pakistan
- 2015 Post-graduate Scholarship, Universiti Utara Malaysia, Malaysia

## INTELLECTUAL CONTRIBUTIONS

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### Peer-reviewed Articles

- SHEIKH, U. A., M. ASAD, Z. AHMED, U. MUKHTAR, D. MCMILLAN, "Asymmetrical relationship between oil prices, gold prices, exchange rate, and stock prices during global financial crisis 2008: Evidence from Pakistan", *Cogent Economics and Finance*, 2020, vol. 8, no. 1, pp. 1757802
- ASAD, M., U. A. SHEIKH, "Market miracles: Resilience of Karachi stock exchange index against terrorism in Pakistan", *Cogent Economics and Finance*, 2020, vol. 8, no. 1
- ASAD, M., S. SARALAH DEVI, "Total Quality Management, Entrepreneurial Orientation, and Market Orientation: Moderating Effect of Environment on Performance of SMEs", *Paradigms*, 2020, vol. 14, pp. 102-108
- ASAD, M., "Human Resource Practices and Employee Turnover Intentions: Do Organizational Commitment Mediates and Social Support Moderates the Relationship?", *International Journal of Psychosocial Rehabilitation*, 2020, vol. 24, pp. 5685-5695
- ASAD, M., A. ABRAR UL HAQ, V. VINODH NATARAJAN, J. JAYENDIRA P SANKAR, "MICROFINANCE AND EMPOWERMENT: A CASE STUDY ON BENEFICIARIES OF A COMMUNITY DEVELOPMENT PROGRAM", *Enterprise Development and Microfinance*, 2020
- ASAD, M., A. AQEEL ISRAEL, N. NAVEED ALTAF, S. SURJIT VICTOR, "TRAINING EFFECTIVENESS AND PERFORMANCE OF MICRO, SMALL AND MEDIUM SIZED ENTERPRISES", *Hamdard Islamicus*, 2020, vol. 43, pp. 349-358

- ASAD, M., R. MUHAMMAD, N. NIGHAT RASHEED, S. SARALAH DEVI MARIAMDARAN CHETHIYAR, A. AHSAN ALI, "Unveiling Antecedents of Organizational Politics: An Exploratory Study on Science and Technology Universities of Pakistan", *International Journal of Advanced Science and Technology*, 2020, vol. 29, pp. 2057-2066
- ASAD, M., M. S. MUHAMMAD SALMAN SHABBIR, M. MUHAMMAD FAISAL, R. SALMAN, "The Relationship between Product Nature and Supply Chain Strategy: An Empirical Evidence", *International Journal of Supply Chain Management*, 2019, vol. 8, pp. 654-658
- ASAD, M., I. AHMAD, S. HUSSAIN HAIDER, R. SALMAN, "A Critical Review of Islamic and Conventional Banking in Digital Era: A Case of Pakistan", *International Journal of Engineering & Technology*, 2018, vol. 7, no. 4.7, pp. 57-59
- ASAD, M., M. SHABBIR, R. SALMAN, S. H. HAIDER, I. AHMAD, "Do entrepreneurial orientation and size of enterprise influence the performance of micro and small enterprises? A study on mediating role of innovation", *Management Science Letters*, 2018, pp. 1015-1026
- AMIR, A., M. ASAD, "Consumer's Purchase Intentions towards Automobiles in Pakistan", *Open Journal of Business and Management*, 2018, vol. 06, no. 01, pp. 202-213
- FATIMA, S. Z., M. ASAD, "Disposal of hospital wastage in Pakistan: A qualitative research", *Advances in Social Sciences Research Journal*, 2018, vol. 5, no. 3
- ASAD, M., S. HUSSAIN HAIDER, M. MINAA FATIMA, "CORPORATE SOCIAL RESPONSIBILITY, BUSINESS ETHICS, AND LABOR LAWS: A QUALITATIVE STUDY ON SMES IN SIALKOT", *Journal of Legal, Ethical and Regulatory Issues*, 2018
- ASAD, M., A. S. H. ABBAS SAAD HAMADA ALKHUZAIE, "OPERATING CASH FLOW, CORPORATE GOVERNANCE, AND SUSTAINABLE DIVIDEND PAYOUTS", *International Journal of Entrepreneurship*, 2018, vol. 22, pp. 1-9
- ASAD, M., M. S. MUHAMMAD SALMAN SHABBIR, M. N. MOHD SHARIFF, R. SALMAN, I. AHMAD, "Time-frequency Relationship between Innovation and Energy Demand in Pakistan: Evidence from Wavelet Coherence Analysis", *International Journal of Energy Economics and Policy*, 2018, vol. 8, pp. 251-258
- HUSSAIN HAIDER, S., M. ASAD, "Entrepreneurial Orientation and Business Performance of Manufacturing Sector Small and Medium Scale Enterprises of Punjab Pakistan", *European Business & Management*, 2017, vol. 3, no. 2, pp. 21
- ASAD, M., S. H. HAIDER, M. FATIMA, R. ZAIN UL ABIDIN, "Microfinance and Performance of Micro and Small Enterprises: Does Training have an Impact", *Journal of Entrepreneurship and Business Innovation*, 2017, vol. 4, no. 1, pp. 1-13
- ASAD, M., M. N. MOHD SHARIFF, M. H. HAFEEZ, "MODERATING EFFECT OF NETWORK TIES ON THE RELATIONSHIP BETWEEN ENTREPRENEURIAL ORIENTATION, MARKET ORIENTATION, AND PERFORMANCE OF MSES", *Paradigms*, 2016, vol. 10, no. 02, pp. 74-81
- ASAD, M., D. M. N. MOHD. SHARIF, J. M. ESMAIL ALEKAM, "MODERATING EFFECT OF ENTREPRENEURIAL NETWORKING ON THE RELATIONSHIP BETWEEN ACCESS TO FINANCE AND PERFORMANCE OF MICRO AND SMALL ENTERPRISES", *Paradigms*, 2016, vol. 10, no. 1, pp. 01-13

HAIDER, S. H., M. FATIMA, A. Z. A. ALMANSOUR, "A STUDY ON THE ISSUES OF EMPLOYMENT CONTRACTS AND PRACTICES OF EMPLOYMENT CONTRACTS IN UAE", *Paradigms*, 2016, vol. 10, no. 1, pp. 58-64

HAIDER, S. H., A. AZIZ, "A Survey on the Determinants of Entrepreneurial Training Effectiveness among Micro Finance Institutions of Malaysia", *Mediterranean Journal of Social Sciences*, 2015

HAIDER, S. H., A. Z. AHMAD ALMANSOUR, "FACTORS INFLUENCING GROWTH OF COTTAGE INDUSTRY IN PUNJAB, PAKISTAN: COTTAGE INDUSTRY OWNERS' PERSPECTIVE", *Paradigms*, 2015, vol. 9, no. 1, pp. 78-87

HAIDER, S. H., M. ASAD, A. AZIZ, "A Survey on the Determinants of Entrepreneurial Training Effectiveness among Micro Finance Institutions of Malaysia", *Mediterranean Journal of Social Sciences*, 2015

ASAD, M., H. QADEER, "COMPONENTS OF WORKING CAPITAL AND PROFITABILITY: A CASE OF FUEL AND ENERGY SECTOR OF PAKISTAN", *Paradigms*, 2014, vol. 8, no. 1, pp. 41-51

ZAHRA, K., K. MAJEED, A. MAHMOOD, M. ASAD, "Impact Assessment of Community Participation in Solid Waste Management Projects in Selected Areas of Faisalabad City", *JOURNAL OF URBAN PLANNING AND DEVELOPMENT*, 2012, vol. 138, no. 4, pp. 319-327

ASAD, M., "WORKING CAPITAL MANAGEMENT AND CORPORATE PERFORMANCE OF TEXTILE SECTOR IN PAKISTAN", *Paradigms*, 2012, vol. 6, no. 1, pp. 100-114

ASAD, M., "PERCEPTION OF TRADER TOWARDS INTERNATIONAL TRADE: A DIAGNOSTIC STUDY", *Paradigms*, 2010, vol. 4, no. 1, pp. 48-63

### **Non-Peer Reviewed Articles**

SHEIKH, U. A., M. ASAD, Z. AHMED, U. MUKHTAR, "Asymmetrical relationship between oil prices, gold prices, exchange rate, and stock prices during global financial crisis 2008: Evidence from Pakistan", *Cogent Economics and Finance*, 2020, vol. 8, no. 1

SHEIKH, U. A., M. I. TABASH, M. ASAD, "Global Financial Crisis in Effecting Asymmetrical Co-integration between Exchange Rate and Stock Indexes of South Asian Region: Application of Panel Data NARDL and ARDL Modelling Approach with Asymmetrical Granger Causality", *Cogent Business and Management*, 2020, vol. 7, no. 1

SHEIKH, U. A., M. ASAD, A. ISRAR, M. I. TABASH, Z. AHMED, "Symmetrical cointegrating relationship between money supply, interest rates, consumer price index, terroristic disruptions, and Karachi stock exchange: Does global financial crisis matter?", *Cogent Economics and Finance*, 2020, vol. 8, no. 1