



Sobia Irum

Assistant Professor

Main department: Management and Marketing

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Nationality: Pakistan

BIOGRAPHY

Dr. Sobia Irum is serving as an Assistant Professor at University of Bahrain, Department of Management and Marketing. She has completed her Ph.D (Management) from Universiti Teknologi Malaysia in 2018, and her research was about Post Adoption of Technological Innovation. Her research Interests includes but are not limited to; Technology Management, Technological adoption and post Adoption, Human Computer Interaction, Organizational Behaviour, Consumer Behaviour, Digital Technologies and Sustainability. Dr. Sobia is a recipient of Commonwealth Scholarship and Fellowship Plan from Ministry of Higher Education Malaysia for Ph.D and she received Certificate of Excellence for her Ph.D Thesis. She has also completed her MBA with distinction and was awarded Silver Medal. She has conducted several training workshops on Mendeley software and has been in the Organizing committee of various International Conferences.

TEACHING DOMAINS

- Advertising Management
- Human Resource Management
- International Business
- Management and Marketing
- Marketing Channels
- Organizational Behaviour
- Strategic Management

EDUCATION

Highest degree :

2018 PhD, Management, Universiti Teknologi Malaysia, Malaysia

Management

2011 Master of Science, Management, COMSATS Institute of Information technology, Pakistan

2005 Master, Business administration, Management, COMSATS Institute of Information technology, Pakistan

PROFESSIONAL EXPERIENCE

Academic experience

Since 2020 Assistant Professor, University of Bahrain, Bahrain

2007 - 2013 Lecturer, University of Wah, Pakistan

Other professional experience

2015 - 2020 Head of research group, Connecting ASIA Sdn Bhd, Malaysia

RESEARCH ACTIVITIES

Editorial activities

Editor in Chief

2015 - 2020 Editor for SCOPUS indexed Journals Publication, Connecting ASIA Sdn Bhd, Malaysia

Service to professional community

International

2020 Challenges and Opportunities for Research in COVID-19 Environment, SZABIST, Pakistan

2019 How to use Mendeley Workshop, Connecting ASIA Sdn Bhd, Malaysia

2019 Managing References through Mendeley, Universiti Teknologi Malaysia, Malaysia

National

2020 - 2021 , University of Bahrain, Bahrain

GRANTS AND HONORS

2014 Commonwealth Scholarship and Fellowship Plan, Ministry of Higher Education Malaysia, Malaysia

2013 Certificate of Excellence for Ph.D Thesis, Certificate of Excellence for Ph.D Thesis, Malaysia

2003 Silver Medal in MBA, COMSATS Institute of Information technology, Pakistan

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

KHAN, N., M. I. QURESHI, I. MUSTAPHA, S. IRUM, R. N. ARSHAD, "A Systematic Literature Review Paper on Online Medical Mobile Applications in Malaysia", *International Journal of Online and Biomedical Engineering (iJOE)*, 2020, vol. 16, no. 01, pp. 63 82

ASHFAQ, M., S. IRUM, M. IMRAN QURESHI, N. MEHMOOD, H. AHMAD, "Effect of Green Logistics on Sustainability Performance in Malaysia Manufacturing Companies", *International Journal of Psychosocial Rehabilitation*, 2020, vol. 24, no. 1, pp. 784-792

ASHFAQ, M., D. MUHAMMAD IMRAN QURESHI, S. IRUM, D. FADILLAH ISMAIL, D. RABEATUL HUSNA, "Mediating Role of Psychological Contract in the Relationship between Workplace Spirituality and Affective Commitment", *International Journal of Engineering & Technology*, 2018, vol. 7, no. 3.30, pp. 369 373

IRUM, S., M. IMRAN QURESHI, M. ASHFAQ, A. SAMI, M. N. BHATTI, A. UMAR, "A Review of Green Supply Chain Management Practices in Asian Countries", *International Journal of Engineering & Technology*, 2018, vol. 7, no. 2.29, pp. 1094 1096

SAMI, A., A. JUSOH, K. MD NOR, A. IRFAN, M. IMRAN QURESHI, M. ISHFAQ, "Professionalism is the Key to Create Public Value", *International Journal of Engineering & Technology*, 2018, vol. 7, no. 3.30, pp. 583 586

ASHFAQ, M., S. IRUM, R. HUSNA, F. ISMAIL , "Effect Of Workplace Spirituality On The Affective Commitment Of Pakistani Bank Employees" in *AIMC 2017 - Asia International Multidisciplinary Conference., Cognitive-Crcs*, 2018, pp. 525-532

MEHMOOD, N., D. UNGKU NORULKAMAR, S. ATTIQ, S. IRUM, "Relationship Between Distributive Justice, Ethical Leadership, and Turnover Intention with the Mediating Effects of Ethical Climate", *International Journal of Engineering & Technology*, 2018, vol. 7, no. 2.29, pp. 429 435

IRUM, S., M. IMRAN QURESHI, M. ASHFAQ, "A Review of Green Supply Chain Management Practices in Asian Countries", *International Journal of Engineering & Technology*, 2018, vol. 7, no. 2.29, pp. 1094 1096

SAMI, A., S. IRUM, M. ISHFAQ, "Professionalism is the Key to Create Public Value", *International Journal of Engineering & Technology*, 2018, vol. 7, no. 3.30, pp. 583 586

ASHFAQ, M., D. MUHAMMAD IMRAN QURESHI, S. IRUM, D. FADILLAH ISMAIL, D. RABEATUL HUSNA, "Mediating Role of Psychological Contract in the Relationship between Workplace Spirituality and Affective Commitment", *International Journal of Engineering & Technology*, 2018, vol. 7, no. 3.30, pp. 369 373

IRUM, S., K. ISMAIL, M. ASHFAQ, "Factors Influencing Post Adoption Behaviour of Technological Innovation", *Advanced Science Letters*, 2017, vol. 23, no. 9, pp. 8939-8941

ANVARI, R., A. S. BARZAKI, L. AMIRI, S. IRUM, S. SHAPOURABADI, "The mediating effect of organizational citizenship behavior on the relationship between workplace spirituality and intention", *Intangible Capital*, 2017, vol. 13, no. 3, pp. 615 639

IRUM, S., K. ISMAIL, M. ASHFAQ, "Factors Influencing Post Adoption Behaviour of Technological Innovation", *Advanced Science Letters*, 2017, vol. 23, no. 9, pp. 8939-8941

ANVARI, R., S. IRUM, "The Relationship between Brand Personality and Consumers' Personality among Students", *Mediterranean Journal of Social Sciences*, 2015

ANVARI, R., S. IRUM, I. M. SHAH, N. MAHMOODZADEH, M. ASHFAQ, "Determinants of Information Technology Leadership Program", *Review of European Studies*, 2014, vol. 6, no. 2

ANVARI, R., S. IRUM, M. ASHFAQ, D. M. ATIYAYE, "The Impact of Leader's Cultural Intelligence on Organizational Commitment", *Asian Social Science*, 2014, vol. 10, no. 17