

Oct 21-to date: **Focal Person**, AUSOM Web Page & Social Media Networking, Air University Islamabad
 Oct 21-to date: **Team Member**, AUSOM Advisory Committee, Air University Islamabad
 2020 - to date: **Team Leader _Strategic Pillar # 1**, NBEAC, AUSOM, Air University Islamabad
 2020 - 2021: **Acting Dean**, Air University School of Management (AUSOM), Air university, Islamabad
 2020 - 2021: **Editor**, *'Journal of Business & Economics'*, HJRS-Y' Category Journal, Air University, Islamabad
 2018 - 2020: **Head of Cluster (Marketing & Economics)**, AUSOM, Air University, Islamabad
 2018 - 2020: **Managing Editor**, *'Journal of Business & Economics'* HEC 'X' Category, Air University, Islamabad
 2018 - 2019: **Team Leader**, 'Self-Assessment Reports' _ BBA, AUSOM, , Air University, Islamabad
 2018 - 2019: **Program Manager**, 'MBA 2-Years Program', AUSOM, Air University, Islamabad
 2018 - 2019: **Program Manager**, '4-Years-BS Tourism & Hospitality', AUSOM, Air University, Islamabad
 2017 - 2018: **Editor-in-Chief**, 'University of Wah Journal of Management Sciences', University of Wah, Wah Cantt
 2016 - 2019: **Session Chair 'Marketing'** in Conferences at National Level i.e. SZABIST, UOL, UCP & UW
 2016 - 2018: **Team Leader_'National Business Education Academic Council'**, University of Wah, Wah Cantt
 2015 - 2015 **Head of Department (Marketing & General Subjects)**, FMS, IIU, Islamabad
 2013 - 2018: **Trainer_Faculty Development Academy**, COMSATS University, Islamabad
 2013 - 2018: **Deliver Trainings as 'Resource Person' For** Statistical Analysis (SPSS, SEM/AMOS & SMART PLS) Faculty Development Academy (COMSATS), NDU, SZABIST, PIDE, IIUI & UOW

ACHIEVEMENTS

2021 - to date **Reviewer, HEC Research Grant Management System**, HEC Islamabad
 2021 - to date **Member of National Journals' Evaluation Expert Committee**, HJRS, Islamabad.
 2021 - to date: **Member of Editorial Board**, 'South Asian Review of Business & Administrative Studies, Bahawalpur
 2021 - to date: **Member of Editorial Board**, 'South Asian Review of Business & Administrative Studies, Bahawalpur
 2020 - to date: **In-charge, AUSOM Research Center (ARC)** , AUSOM, Air University, Islamabad
 2020 - to date: **Member of Master Thesis Review Committee**. Western Sydney University, Australia
 2020 - to date: **Member of TTS Evaluation Committee & Selection Board**, FJW University, Rawalpindi.
 2020 - to date: **Member of Board of PJPR Consulting Editor**, Quaid-e-Azam, Islamabad
 2020 - to date: **Member of Editorial Board**, *'Sukkur IBA Journal of Management and Business'*, Islamabad
 2020 - to date: **Member of Editorial Board**, *'Journal of Business Review'*, CUST, Islamabad
 2020 - to date: **Member of Board of Studies**, University of Haripur, Haripur
 2020 - to date: **Member of Board of Studies**, GIK Institute of Engineering Sciences & Technology, Swat
 2020 - to date: **Member of Board of Studies**, National University of Modern Languages, Islamabad
 2020 - to date: **Member of Institutional Scholarship Award Committee for EHSAAS UG**, PMAS Arid Agriculture University, Rawalpindi
 2018 - to date: **Membership with 'National Testing Services (NTS)'**, HEC Pakistan, MCQs Developer & Reviewer

COURSES TAUGHT

MS/PhD Level	Advanced Research Techniques, Seminar in Marketing, Global Marketing, Strategic Services Marketing, Integrated Marketing Communication, Topics in Consumer Behavior
BS/MBA Level	Strategic Brand Management, Principles of Marketing, Marketing Management, Strategic Marketing, Consumer behavior, Advance Advertising & Media Planning, Marketing Research, Business Mathematics & Statistics, Business Research Methods, Consumer Behavior

RESEARCH INTEREST

Consumer Waste Reduction Behaviors, Consumer Buying Behaviors, Social Media Marketing Activities, F-Commerce, Technology Acceptance Models, Brand Hate etc.

THESIS SUPERVISION

	<u>PhDs</u>	<u>MS / MBA</u>
Supervised	8	13
Supervising	5	---

RESEARCH PUBLICATIONS

❖ **33 Published Articles in HEC Recognized Journals****2021**

- 33 Attiq, S., Chau, K. Y., Azam, R. I., Mumtaz, S., & Wong, W. K. (2021). Antecedents of consumer waste reduction behavior: Psychological and financial concerns through the lens of TIB. *International Journal of Environmental Research and Public Health*, 18, W (IF 3.13)
- 32 Bashir, R., Sajjad, A., Bashir, S., Latif, K. F., Attiq, S., (2021). Project managers' competencies in international development projects: A Delphi study. *SAGE Open*, 11(4), 1-16 W (IF 1.35)
- 31 Attiq, S., Habib, M. D., Kaur, P., Hasni, M. J. S., & Dhir, A. (2021). Drivers of food waste reduction behaviour in the household context. *Food Quality and Preference*, 94, 104300 W (IF 5.56)
- 30 Attiq, S., Chau, K. Y., Bashir, S., Habib, M. D., Azam, R. I., & Wong, W. K. (2021). Sustainability of household food waste reduction: A fresh insight on youth's emotional and cognitive behaviors. *International Journal of Environmental Research and Public Health*, 18(13), 1-23. W (IF 3.13)
- 29 Attiq, S., Rajput, A. A., Umer, M., Afzal, H., & Sufyan, M. (2021). The deeper the well the colder the water: The role of brand coolness and love in the formation of consumer's engagement with the lens of S-O-R approach. *International Journal of Innovation, Creativity and Change*, 15(5), 1173-1195. W

2020

- 28 Ali, S., Attiq, S., & Talib, N. (2020). Antecedents of brand hate: Mediating role of customer dissatisfaction and moderating role of narcissism. *Pakistan Journal of Commerce and Social Sciences*, 14(3), 603-628. Y
- 27 Zafar, M.Z., Hashim, NA., Halim, F. B., & Attiq, S. (2020). Factors affecting on healthy package food selection: The impact of personality traits. *Abasyn Journal of Social Sciences*, 13(1), 169-193. X
- 26 Tanveer, M., Altaf, M., Mustafa, F., & Attiq, S. (2020). Evaluation of advertising effectiveness and advertising expenditures in banking: A time series analysis. *Paradigms*. 14(1), 34-38. Y
- 25 Munir, M., Attiq, S., & Afzal, H. (2020). Can incidence of workplace bullying really be reduced? Application of the transtheoretical model as tertiary stage anti-bullying intervention. *Pakistan Business Review*. 21(4), 762-777. X
- 24 Habib, D. & Attiq, S. (2020). A model and empirical examination of influencing factors of customer satisfaction and service performance through interactional quality. *Business & Economic Review*. 12(1), 119-138. X

2019

- 23 Islam, T., Attiq, S., Hameed, Z., Khokhar, M. N., & Sheikh, Z. (2019). The Impact of Self-incongruity (Symbolic & Functional) on Brand Hate. *British Food Journal*, 121(1), 71-88. W (IF 2.518)
- 22 Kirmani, S. S., Attiq, S., Bakari, H., & Irfan, M. (2019). Role of Core Self Evaluation and Acquired Motivations in Employee Task Performance. *Pakistan Journal of Psychological Research*, 34(2), 401-418. X
- 21 Bakri, H., Attiq, S., Khosro, I., & Somro, M. (2019). How innovation as Job requirement will contribute to innovative work behaviour: Evidence from Higher education sector of Pakistan. *NUML International Journal of Business & Management*, 14(1), 29-43. Y

2018

- 20 Umer, M. & Attiq, S. (2018). Determinants of SNSs' Consumers Compulsive Buying Behavior: An SOR Approach in the context of Social Capital Theory. *Journal of Business and Economic*, 10 (2), 105-132. X
- 19 Attiq, S., Ahmed, A., Ilyas, A., Kulsoom, K., & Ahmad, W. (2018). Investigating the impact of Consumer's Involvement, Risk, Self-Efficacy, Life style and privacy concern on online purchase intention and shopping adoption. *Pakistan Business Review*, 20(3), 582-599. X
- 18 Moon, M. A., & Attiq, S. (2018). Psychometric Validation and Prevalence of Compulsive Buying Behavior in an Emerging Economy. *Sukkur IBA Journal of Management and Business*, 5(2), 92-113. Y

17 Moon, M. A., & Attiq, S. (2018). Compulsive Buying Behavior: Antecedents, Consequences & Prevalence in Shopping mall Consumers of an Emerging Economy. *Pakistan Journal of Commerce & Social Sciences*, 12 (2), 548-570. Y

2017

16 Habib, D., Qayyum, A. & Attiq, S (2017). An analysis of the relationship among norms, attitude and behavioral intention: A case of electrical power industry. *Abasyn Journal of Social Sciences*, 10 (Sp. Issue), 48-56. X

15 Bakari, H., Hunjra, A.I., & Attiq, S., (2017). Measuring access to higher education: development and validation of scale. *Pakistan Business Review*, 19(3), 717-733. X

14 Attiq, S., Wahid, S., Javaid, N., Kanwal, M., & Jalil, H. (2017). The Impact of Employees' Core Self-Evaluation Personality Trait, Management Support, Co-worker Support on Job Satisfaction and Innovative Work Behavior. *Pakistan. Journal of Psychological Research*, 32(1), 249-273. X

13 Bakari, H., Hunjra, A.I., Attiq, S., Rashid, A., Khan, A.S., & Kausar, R., (2017). Authentic Leadership in the Context of Organizational Change; Insights from Pakistani Health Sector Organizations. *Asian Journal of Scientific Research*, 10(4), 372-379. X / ISI

12 Hussain, N. & Attiq, S. (2017). Relationship among Ethical Leadership, Ethical Climate, Corporate Social Responsibility and Performance Outcomes. *Journal of Managerial Science*, 11(3) /Special Issue, 245-264. Y

11 Attiq, S., Rasool, H. & Iqbal, S. (2017). The Impact of Supportive Work Environment, Trust and Self-Efficacy on Organizational Learning and Its Effectiveness: A Stimulus-Organism-Response Approach. *Business and Economic Review*, 9(1), 73-100. Y

10 Jalil, H. & Attiq, S., (2017). Role of E-Learning in National Development. *Journal of Managerial Sciences*, 11(1), 145-156. Y

2016

9 Jalil, H., Khattak, Q. A., & Attiq, S. (2016). Soft Power and its Efficacy: A Case Study of Pakistan. *Islamabad Policy Research Institute Journal*, 16(2), 119-139. X

8 Jalil, H. & Attiq, S. (2016). Impact of Technology quality, Perceived ease of use and Perceived usefulness in the formation of consumer's Satisfaction in the context of E-learning. *Abasyn Journal of Social Sciences*, 9(1), 124-140. X

7 Jalil, H., & Attiq, S. (2016). The human resource development: A key to economic development of Pakistan. *Gomal University Journal of Research*, 3, 117-129. Y

2015

6 Attiq, S. & Azam, R. I. (2015). Attention to Social Comparison Information and Compulsive Buying Behavior: An S-O-R Analysis. *Journal of Behavioral Sciences*, 25(1), 39-58. X

5 Moon, M. A., Habib, D., & Attiq, S. (2015). Analyzing the Sustainable Behavioral Intentions: Role of Norms, Beliefs, and Values on Behavioral Intentions. *Pakistan Journal of Commerce and Social Sciences*, 9(2), 524-539. Y

2014

4 Mahmood, S., Attiq, S., & Azam, R. I. (2014). Motivational Needs, Core-Self-Evaluations and their Link with Job Satisfaction: Evidence from Telecom Sector of Pakistan. *Pakistan Journal of Commerce and Social Sciences*, 8(1), 149-169. Y

3 Attiq, S., & Azam, R. I. (2014). Materialism Derives: An Analysis of Direct and Indirect Impact of Materialistic Attitude in the Development of Compulsive Buying Behavior. *Pakistan Journal of Social Sciences*, 34(2), 663-682. Y

2 Gulzar, S., Moon, M. A., Attiq, S., & Azam, R. I. (2014). The Darker Side of High Performance Work Systems: Examining Employee Psychological Outcomes and Counterproductive Work Behavior. *Pakistan Journal of Commerce and Social Sciences*, 8(3), 715-732. Y

2012

- 1 Attiq, S., & Azam, R. I. (2012). How individual social values stimulate consumer purchase decision involvement and compulsive behavior: A path-by-path multigroups analysis. *Actual Problem of Economics*, (7), 300-308. (Thomson Reuters) W
IF 0.03

❖ 07 Published Articles in Non-HEC Recognized Journals

2019

- 7 Hashmi, H., Attiq, S., & Rasheed, F. (2019). Factors affecting online impulsive buying behavior: A Stimulus Organism Response model approach. *Market Forces*, 14(1), 19-42.
- 6 Xinmin, W., Hui, P., Akram, U., Mengling, Y., & Attiq, S. (2019). The effect of successful borrowing times on behavior of investors: An empirical investigation of the P2P online lending market. *Human Systems Management*, 38(4), 385-393.

2018

- 5 Mehmood, N., Norulkamar, U., Attiq, S., & Irum, S. (2018). Relationship Between Distributive Justice, Ethical Leadership, and Turnover Intention with the Mediating Effects of Ethical Climate. *International Journal of Engineering & Technology*, 7(2.29), 429-435.
- 4 Yaqoob, A., Attiq, S., & Mehmood, N. (2018). Impact of Store Environmental Characteristics on Customers' Impulse Buying Behavior: Mediating effect of Customers' Positive Emotional Responses. *University of Wah Journal of Management*, 2(2), 136-157

2017

- 3 Moon, M. A. Khalid, J. Awan, H. M., Attiq, S., Rasool, H., & Kiran. M. (2017). Consumer's perceptions of website's utilitarian and hedonic attributes and online purchase intentions: A Cognito-Affective Attitude Approach. *Spanish Journal of Marketing-ESCIC*, 21, 73-88

2015

- 2 Moon, M. A., Rasool, H., & Attiq, S. (2015). An analysis of compulsive buying behavior: Questioning the role of marketing campaigns. *Journal of Marketing and Consumer Research*.16, 97-101
- 1 Moon, M. A., Rasool, H., & Attiq, S. (2015). Personality and Irregular Buying Behavior: Adaptation and Validation of Core Self-Evaluation Personality Trait Model in Consumer Impulsive and Compulsive Buying Behavior. *Journal of Marketing and Consumer Research*, 15, 121-131

JOURNAL REVIEWER (International & National Journals)

1. International Journal "British Food Journal" (Impact Factor_ JCR)
2. International Journal "Current Psychology" (Impact Factor_ JCR)
3. Journal of Retailing and Consumer Services (Impact Factor_ JCR)
4. Cogent Psychology (International Journal_ United Kingdom)
5. Journal of Organizational Behavior Research' (International Journal_ Turkey)
6. FWU Journal of Social Sciences ('X' category)
7. Pakistan Business Review ('Y' category)
8. NUML International Journal of Business & Management ('Y' category)
9. Journal of Islamic Business and Management ('Y' category)
10. The Discourse Journal ('Y' category)

THESIS EXAMINAR (MS & PhD Thesis)

1. IoBM Karachi
2. NUST Islamabad
3. NDU Islamabad
4. IIUI Islamabad
5. SZABIST Islamabad
6. BAHRIA University Islamabad
7. NUML Islamabad
8. FEDERAL URDU University Islamabad
9. RIPHAH International University, Islamabad
10. PMAS _ Arid Agriculture University Rawalpindi
11. IM Sciences Peshawar
12. IQRA National University Peshawar
13. CUST Islamabad
14. PIDE Islamabad
15. COMSATS Islamabad
16. UOG, Gujrat
17. QURTUBA University Peshawar

PHDs SUPERVISION

Sr.	Student Name (University)	Title (Year)	Supervision	Status
1	Hassan Jalil (NDU)	Psychological Construct as Core Determinants of Effective E-Learning Process (2016)	Supervisor	Degree Awarded
2	Moin Ahmad Moon (SZABIST)	The Construct of Compulsive Buying: A New Perspective (2019)	Supervisor	Degree Awarded
3	Nasir Hussain (NDU)	Determinants of Corporate Social Responsibility for Sustainable Development (2019)	Supervisor	Degree Awarded
4	Muhammad Umer (NDU)	Antecedents of Consumer Compulsive Consumption Behavior (2021)	Supervisor	Degree Awarded
5	Rauza Waheed (NUML)	Role of Corporate Visual Identity in Building Brand Personality: Mediating Role of Brand Communication and Moderating Role of Brand Equity (2021)	Co-supervisor	Degree Awarded
6	Shoukat Ali (NUML)	Antecedents and Consequences of Brand Hate: Services, User and Firms CSR Perspective in Cellular Service Industry of Pakistan (2021)	Co-supervisor	Degree Awaited
7	Hannan Afzal (Arid-Agriculture University)	Towards an Understanding of the Impediments that Hamper Popularization of Packaged Milk in Pakistan	Supervisory Committee Member	Sent to Foreign Reviewers
8	Muhammad Haroon (University of Sindh)	Innovative Work Behavior in Higher Education Institutes: The Effects of Contextual Characteristics and Intervening Psychological Processes	Co-supervisor	Sent to Foreign Reviewers
9	Sumia Mumtaz (AUSOM)	Determinants of Consumer Food Waste Reduction Behavior: Psychological and Social Media Marketing Perspectives of Young Consumers	Supervisor	1 st Draft of Thesis Submitted
10	Muhammad Alam (AUSOM)	Reasons, Antecedents and Consequences of Brand Hate: Holistic view of self-incongruity and Service Failure	Supervisor	Data Collection Phase
11	Taskeen-ud-Din (AUSOM)	Tourist Engagement and Destination Loyalty formation	Supervisor	Data Collection Phase
12	Waqas (AUSOM)	Supervisor	Developing Proposal
13	Ehsan Iftikhar (AUSOM)	Working on "Brand Love Formation"	Supervisor	Course work Stage

CONFERENCES (as “Session Chair”)

1. 21st International Research Conference (IRC), April 23-24, 2019, SZABIST Islamabad, Pakistan
2. 3rd International Conference on Business and Management Perspectives in the Asian Context, October 25-27, 2018, UOL, Lahore, Pakistan
3. 2nd International Conference on Business and Management Perspectives in the Asian Context, October 19-21, 2017, UOL, Lahore, Pakistan
4. 2nd National Conference of Multidiscipline Research (2018) on Social Sciences and Management, University of Wah, Wah Cantt, Pakistan

CONFERENCE PAPERS

International Conferences

1. Habib, D., Khokhar, M. N., & Attiq, S. (2018), A model and empirical examination of influencing factors of customer satisfaction and service performance through interactional quality, paper presented at International Conference on Contemporary Issues in Business & Economics (ICCIBE), Tokat-Turkey, July 14-15, Gaziosmanpasa University, Tokat, Turkey.
2. Umer, M., & Attiq, S. (2018). Impulsive and compulsive buying behaviour in online context, paper presented at International Conference on Contemporary Issues in Business & Economics (ICCIBE), Tokat-Turkey, July 14-15, Gaziosmanpasa University, Tokat, Turkey.
3. Mehmood, N., Rasool, I & Attiq S. (2018). Role of affective commitment and ethical leadership in procedural fairness to determine employee turnover intention, presented at 4th Asia International Conference (AIC), UTM, Johor Bahru, Malaysia.
4. Attiq S., Mehmood, N., Jalil, H., Umer, M. (2018), Impulsive buying tendency in social learning perspective: S-O-R model and empirical investigation presented at 4th Asia International Conference, (AIC), UTM, Johor Bahru, Malaysia.
5. Bakari, H., Hunjra, A. I., Attiq, S., Khuhro, R. A., Khan, A. S., & Kouser, R. (2016). Authentic leadership in the context of organizational change; insights from Pakistani health sector organizations. Paper presented at the International conference Engineering Technology & Social Science (ETSS) Management @ Malaysia.

National Conferences

1. Bakari, H., Khoso, I., Attiq, S., & Soomro, M. (2021). Fostering innovative work behavior in higher education faculty: Role of authentic leadership. Paper presented at the 3rd international conference on business, economics and Management (ICQAA) 2020-2021, ILMA University, Karachi.
2. Habib, D., & Attiq, S. (2019). “Sustainable consumption”: an analysis of definitions, theoretical perspectives, interrelationship among key variables and research methodologies through a systematic review of the literature, presented at 21st International Research Conference (IRC), SZABIST Islamabad.
3. Bakari, H., Khoso, I., Soomro, M. & Attiq, S., (2019). Job Demands Resources (JD-R) theory and innovative work behavior: Systematic literature review, paper presented at 2nd International Conference of Commerce, Business Economics and Management, Sukkur IBA University, Sukkur.
4. Habib, D., & Attiq, S. (2018). “Sustainable consumption”: an analysis of definitions, theoretical perspectives, interrelationship among key variables and research methodologies through a systematic review of the literature, presented at 3rd International Conference on Business and Management Perspectives in the Asian Context, University of Lahore, Lahore, Pakistan.
5. Habib, D., & Attiq, S. (2018). A model and empirical examination of influencing factors of customer satisfaction and service performance: mediating role of interactional quality, presented at 6th CUST International Business Research Conference, Capital University of Science and Technology Islamabad, Pakistan.
6. Habib, D., Qayyum, A. & Attiq, S. (2017). An analysis of the relationship among norms, attitude and behavioral intentions in energy crisis: a case of electric power industry, presented at 4th International Water Conference, PCRWR, Islamabad, Pakistan.
7. Habib, D., Qayyum, A. & Attiq, S. (2017). A model and empirical examination of influencing factors of brand equity

and willingness to buy: A case of second hand automobiles, presented at 2nd International Conference on Business and Management Perspectives in the Asian Context, October 19-21, UOL, Lahore, Pakistan.