SYED KHURAM SHAHZAD

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PROFESSIONAL SUMMARY

Syed Khuram Shahzad is a regular faculty member (Lecturer) at the Institute of Management Sciences, Bahauddin Zakariya University (BZU), Multan, Pakistan, where he has served continuously since 2009. He holds an RHD in Business (Organizational Adaptation to Climate Change) from UQ Business School, The University of Queensland, Australia, under the supervision of Professor Martina Linnenluecke. His research focuses heavily on climate risk, corporate adaptation in developing countries, and sustainable performance.

RESEARCH METRICS

TOTAL CITATIONS	H-INDEX	I10-INDEX
1,755	16	22

ACADEMIC QUALIFICATIONS

- **RHD in Business** (2018)
  UQ Business School, The University of Queensland, Australia (2014–2018)
  Thesis: Private firms' adaptation to climate change in developing countries.
  Supervisor: Professor Martina Linnenluecke.
- **Master of Business Administration (MBA)** (2005)
  Institute of Management Sciences, Bahauddin Zakariya University (BZU), Multan, Pakistan
- **Bachelor of Business Administration (BBA)** (2002)
  Institute of Management Sciences, Bahauddin Zakariya University (BZU), Multan, Pakistan

FIELD OF SPECIALIZATION

- Organizational adaptation to climate change
- Climate-health economics and vulnerability assessment
- Sustainable performance and social sustainability
- Total quality management and service quality
- Mixed methods research (Quantitative analysis using SPSS; Qualitative analysis using NVivo)

RESEARCH GRANTS, AWARDS & SCHOLARSHIPS

- **Postgraduate Scholarship** (2014 – 2018): Fully funded doctoral research scholarship awarded by UQ Business School.
- **Australian Leadership Award** (2014): Competitive award from the Australian Government to conduct research on organizational adaptation to climate change in private power and electricity firms.
- **HEC Research Grant** (2011 – 2013): Co-Investigator (with PI Prof. Dr. Hayat Awan) on "Development of Business Excellence Model for the Manufacturing Sector of Pakistan." Total award: PKR 1.54 crore (approx. £41,600). The policy recommendations were formally adopted by the Higher Education Commission of Pakistan and relevant industries.
- **HEC Industry Linkage Program**: Co-researcher establishing formal collaboration between BZU and La Trobe University, Melbourne (alongside Prof. Hayat Awan and Dr. Ishaq Bhatti).
- **HEC Travel Grants** (2009 – 2013): Multiple grants obtained from HEC Pakistan to attend international conferences and workshops.

RESEARCH & PUBLICATIONS

Recent Climate-Focused Manuscript

1. Shahzad, S. K. (2025). *Riverine floodplain encroachment in Pakistan: Implications for flood risk and ecological integrity*. [Manuscript / under review]. Key findings: 12,450 km² (18.7%) of natural floodplains converted (1980–2020); flood peaks increased by 1.2-3.1 m; 6.2 million people reside on encroached land.

Refereed Journals

1. Bukhari, K. S., & [co-authors]. (2011). Employees' perspective of organizational service quality orientation: Evidence from Islamic banking industry. *International Journal of Islamic and Middle Eastern Finance and Management*, 4(4), 280-294.
2. Bukhari, K. S., & Awan, H. M. (2011). Service quality and customer satisfaction in the banking sector: A comparative study of conventional and Islamic banks in Pakistan. *Journal of Islamic Marketing*, 2(3), 203-224.
3. Bukhari, K. S., & Awan, H. M. (2011). Customer criteria for selecting an Islamic bank: Evidence from Pakistan. *Journal of Islamic Marketing*, 2(1), 14-27. **(Best Paper Award)**
4. Awan, H. M., & Bukhari, K. S. (2009). Critical TQM implementation factors and firm performance. *International Journal TQM & Excellence - Special Issue*, 37(3).
5. Awan, H. M., & Bukhari, K. S. (2009). Critical success factors for TQM implementation and their impact on business performance of manufacturing sector in Pakistan. *International Journal of Business and Management Science*, 1(2).

Chapters in Books

1. Bukhari, K. S., Bhati, M. I., Awan, H. M., & Wahid, A. (2012). Strengthening the 'social' in sustainable development: Finding the impact of social sustainability in business performance. In Z. Delic (Ed.), *Globalization and Responsibility*. InTech, Rijeka, Croatia. ISBN 979-953-307-819-8.
2. Awan, H. M., & Bukhari, K. (2010). Globalization and firm's quality orientation: A review of total quality management practices in manufacturing sector. In K. G. Deng (Ed.), *Globalization, Today and Tomorrow*. Sciyo, Rijeka, Croatia. ISBN 978-953-307-192-3.
3. Awan, H. M., & Bukhari, K. (2009). An empirical study of critical performance indicators (PIs) for students' course evaluation and instructional quality in higher education institutions of Pakistan. In *Quality in Higher Education: Challenges & Practices* (pp. 203-221). Punjab University Press & Publication, Lahore. ISBN 978-969-9011-054.

4. Bukhari, K. S. (co-author). (2010). Chapter in *The Rhetoric of Neo-Institutionalism and the Quality of Formal Education*. Continuity and Change. National and Global Quality Cultures.

CONFERENCE PAPERS

1. *Service Quality and Customer Satisfaction in Banking Sector of Pakistan*. 4th Global Islamic Marketing Conference (GIMC), Istanbul, Turkey, May 2014.
2. *Sustainable Business Performance and Business Initiatives: Evidence from Chemical, Fertilizer, and Oil and Gas Sector of Pakistan*. World Business Capability Congress, Auckland, New Zealand, December 2012. (Track: Social and Environmental Responsibility)
3. *An Evaluation of Corporate Governance Practices of Islamic Banks Versus Islamic Bank Windows of Conventional Banks: A Case of Pakistan*. 2nd Global Islamic Marketing Conference (GIMC), Abu Dhabi, UAE, January 2012. (Session Chair & Presenter)
4. *Corporate Governance Practices and Their Impact on Firm's Capital Structure and Performance: Case of Pakistani Textile Sector*. 8th International Conference on Applied Financial Economics (AFE), Samos Island, Greece, June-July 2011.
5. *A Study of Conventional and Islamic Banks of Pakistan: Service Quality and Customer Satisfaction*. 1st Global Islamic Marketing Conference (GIMC), Dubai, UAE, March 2011.
6. *Customer Criteria for Selecting an Islamic Bank: Evidence from Pakistan*. 1st International Conference on Islamic Marketing and Branding (ICIMB), Kuala Lumpur, Malaysia, November 2010. **(Best Paper Award)**
7. *BE_SQUAL: Multiple Item Scale for Evaluating Service Quality of Business Education in Pakistan*. 3rd International Conference on Assessing Quality in Higher Education, Lahore, Pakistan, December 2010.
8. *Critical Total Quality Management Factors and Financial Performance of the Firm*. International Working Conference - Total Quality Management Advanced & Intelligent Approaches, Belgrade, Serbia, 2009.
9. *An Empirical Study of Critical Performance Indicators (PIs) for Students' Course Evaluation and Instructional Quality in Higher Education Institutions of Pakistan*. 2nd International Conference on Assessing Quality in Higher Education, Lahore, Pakistan, December 2008.
10. *Identification of Critical Success Factors for Implementing Quality Management Practices in Manufacturing Sector of Pakistan*. 4th Global SMEs Conference, Malaysia, 2007.

EDITORIAL & ANALYTICAL COLUMNS (CLIMATE AND GOVERNANCE)

- Bukhari, K. (2025, August 29). *How broken diplomacy and failed governance drowned Punjab*. The Friday Times.
- Bukhari, K. (2025, August 18). *How Pakistan can build resilience in the face of the climate crisis*. The Friday Times.
- Bukhari, K. (2023). *The unraveling victory: Why climate shocks risk strategic quagmire in South Asia*. The Friday Times / Naya Daur.
- Shahzad, S. K. (2022). *Infrastructure and inequality: Lessons from the Punjab flood crisis*. Daily Times Pakistan.
- Regular contributor (2019-2025) of additional Op-Eds and analytical columns focusing on strategic analysis, governance, climate, and political economy for platforms including **The Friday Times**, **Daily Times**, and **Naya Daur**.

ACADEMIC BIOGRAPHIES & SPEAKER PROFILES

Third-Person Academic & Speaker Bio

Syed Khuram Shahzad (Khuram Shahzad Bukhari) is a researcher and academic affiliated with Bahauddin Zakariya University, Multan, with specialized expertise in Islamic marketing, service quality, and higher education quality assurance. He holds a Mini MBA in Islamic Marketing from the International Islamic Marketing University (IIMU), earned with a Certificate of Excellence in association with the International Islamic Marketing Association (IIMA), UK, in May 2013. An active participant in international scholarship, he served as a Session Chair at the 2nd Global Islamic Marketing Conference in Abu Dhabi (January 2012) and presented his published research paper, "Service Quality and Customer Satisfaction in Banking Sector of Pakistan," at the 4th Global Islamic Marketing Conference in Istanbul. Additionally, he has contributed to academic quality initiatives through his participation in the 2nd and 3rd International Conferences on Assessing Quality in Higher Education held in Lahore in 2008 and 2010.

First-Person LinkedIn / Executive Summary

As a researcher and academic affiliated with Bahauddin Zakariya University, Multan, my work focuses on Islamic marketing, customer satisfaction in the banking sector, and quality assurance in higher education. I completed the IIMU Mini MBA Program in Islamic Marketing—offered in association with the International Islamic Marketing Association (IIMA), UK—earning a Certificate of Excellence in May 2013. My international conference experience includes serving as a Session Chair at the 2nd Global Islamic Marketing Conference in Abu Dhabi (2012), presenting and publishing research in the proceedings of the 4th Global Islamic Marketing Conference in Istanbul, and participating in the 2nd and 3rd International Conferences on Assessing Quality in Higher Education in Lahore (2008 and 2010).

Short Panelist / Conference Blurb

Syed Khuram Shahzad (Bahauddin Zakariya University, Multan) holds a Mini MBA in Islamic Marketing from IIMU/IIMA (UK) and has contributed to international academic forums as a Session Chair at the 2nd Global Islamic Marketing Conference in Abu Dhabi and a published presenter at the 4th Global Islamic Marketing Conference in Istanbul.

CV & LINKEDIN CREDENTIAL ENTRIES

- **Mini MBA in Islamic Marketing (Certificate of Excellence)** — International Islamic Marketing University (IIMU) in association with the International Islamic Marketing Association (IIMA), UK (May 2013)
- **Paper Presenter & Published Author** — "Service Quality and Customer Satisfaction in Banking Sector of Pakistan," 4th Global Islamic Marketing Conference (GIMC4), Istanbul, Turkey (May 29–30; Affiliation: Bahauddin Zakariya University, Multan)
- **Session Chair** — 2nd Global Islamic Marketing Conference, hosted by United Arab Emirates University (UAEU), Abu Dhabi, UAE (January 17–18, 2012)
- **Conference Participant** — 3rd International Conference on Assessing Quality in Higher Education, Lahore, Pakistan (December 6–8, 2010)
- **Conference Participant** — 2nd International Conference on Assessing Quality in Higher Education, Lahore, Pakistan (December 1–3, 2008)