

PROF. DR. REHANA KOUSER

Dean, Faculty of Commerce, Banking & Business Administration
Bahauddin Zakariya University, Multan, Pakistan HEC Approved PhD Supervisor

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ACADEMIC QUALIFICATIONS

Degree	Year	Result	Institution
PhD in Commerce (Accounting & Finance)	2011		Bahauddin Zakariya University, Multan
MSc. E-Commerce	2002	3.98 CGPA / 80.85% — Gold Medal	Bahauddin Zakariya University, Multan
MBA (Finance)	1994	3.52 CGPA / 74% — Silver Medal	Bahauddin Zakariya University, Multan
B.Com	1991	70.31% — Silver Medal	Islamia University, Bahawalpur

ACADEMIC & ADMINISTRATIVE EXPERIENCE

Duration	Position
Sept 2025 – Present	Dean, Faculty of Commerce, Banking & Business Administration, BZU, Multan
Mar 2023 – Mar 2026	Chairperson, Department of Commerce, BZU, Multan
Dec 2020 – Present	Warden, Amna Hall Girls Hostel, BZU, Multan
Mar 2017 – Mar 2020	Chairperson, Department of Commerce, BZU, Multan
Oct 2015 – Present	Professor, Department of Commerce, BZU, Multan
May 2014 – Oct 2015	Associate Professor, Department of Commerce, BZU, Multan
Jul 2012 – Mar 2014	Teacher Incharge, Department of Commerce, BZU, Multan
May 2012 – May 2014	Assistant Professor, Department of Commerce, BZU, Multan
Nov 1999 – May 2012	Lecturer, Department of Commerce, BZU, Multan
Dec 1995 – Oct 1999	Lecturer, Department of Business Administration, BZU, Multan
Nov 1994 – Nov 1995	Accounts Manager, Artex, Multan

TEACHING & RESEARCH AREAS

Sustainability & SDGs Financial Accounting, · Management Accounting · Advanced Performance Management · Accounting Information Systems · Quantitative Research Methodology ·

AWARDS & RECOGNITION

Best Paper Award 2022 (Rs. 100,000) — "The Nexus of Sustainability Practices and Financial Performance: A Perspective of Asian Islamic Banks", IBA CEIF 3rd World Islamic Finance Forum (WIFF), Karachi, in collaboration with LUMS, HBKU Qatar & INCEIF Malaysia.

Best Paper Award 2021 — 9th CUST International Business Research Conference, Capital University of Science & Technology, Islamabad.

Best Paper Award 2018 ($2,000) — "The Impact of NSFR Regulations of Basel-III on Financial Profitability and Stability: A Case of Asian Islamic Banks", World Islamic Finance Forum (WIFF) 2018, IBA-CEIF, Karachi.

Best Paper Award 2017 (Rs. 25,000) — "Why Pakistani SMEs are not reporting on Sustainability Practices", 2nd SME International Conference, Pearl Continental Hotel, Lahore.

HEC National Speaker Award — 2016 & 2017.

EDITORIAL ROLES

- **Managing Editor, Journal of Accounting and Finance for Emerging Economies (JAFEE)**
- Member, Editorial Board — Jinnah Business Review, Capital University of Science & Technology, Islamabad
- Member, Editorial Board — International Research Journal of Education and Innovation, Shaheed Benazir Bhutto University
- Member, Advisory Board — Advances in Business and Commerce, University of Sargodha

CURRENT MEMBERSHIPS & COMMITTEES

- Advisory Member, Centre for Sustainability Research and Consultancy
- Member, International Council of Islamic Finance Educators (ICIFE)
- Academic Member, Association of International Accountants (AIA), Ref. 166824
- Expert Member, Board of Studies — Department of Commerce, GC University, Faisalabad
- Expert Member, Board of Studies — Department of Management Sciences, Women University, Bahawalpur
- Expert Member, Board of Studies — Department of Commerce, University of Balochistan, Quetta
- Member, Board of Studies — Department of Commerce, Bahauddin Zakariya University, Multan
- Chairperson, Board of Faculty, Faculty of CB & BA, BZU, Multan
- Member, Academic Council, BZU, Multan
- Member, Doctoral Committee, BZU, Multan
- Member, Investment Committee, BZU, Multan
- Member, SNE Budget Committee, BZU, Multan

BOOK PUBLICATIONS

1. *Harnessing Social Commerce: Strategies for Driving Customer Engagement and Purchase Intentions*, ISBN: 978-620-6-77466-2. Prof. Dr. Rehana Kouser (2024).

2. *Shaping the Future: AI Leadership and Sustainable Growth*, ISBN: 978-620-6-77495-2. Prof. Dr. Rehana Kouser & Fazeel Abdullah (2024).

PHD DISSERTATION

"Financial and Operating Performance of Privatized Firms: A Case Study of Pakistan"

PHD THESIS SUPERVISION

Completed (10):

1. **Rabia Luqman (2014–2018)** — Volatility Spillover, Asymmetric Linkages and Contagion Effect between Currency and Equity Markets: Evidence from Developed and Developing Economies.
2. **Rabia Kibriya (2014–2018)** — Crafting Smart Careers through Career Competencies: An Alternative Perspective for Career Success and Work-Life Balance.
3. **Maria Shams Khakwani (2014–2018**) — Bidirectional Relationship between Stock Market Decline and Liquidity: Exploring the Role of Risk Sentiments in Developed & Developing Economies.
4. **Muhammad Imran Khan (2015–2019**) — Corporate Governance, Capital Structure Dynamics and Cost of Equity: Evidence from Pakistan.
5. **Qaisar Maqbool (2016–2020)** — Measurement and Forecasting of Financial Sector Performance: A Case of Pakistan.
6. **Syed Shafqat Abbas (2016–2020**) — Socio-Economic Determinants of Terrorism and its Impact on Stock Market Returns.
7. **Gohar Mahmood (2021–2024**) — Measuring the Impact of Chief Sustainability Officer Appointment on Performance: A Case Study of S&P 500 Index.
8. **Zahid Abbas (2021–2024**) — The Nexus between Sustainability Governance, Sustainability Performance and Access to Finance: An International Investigation.
9. **Tahira Kanwal (2022–2025)** — Exploring Influential Factors in the Adoption of Social Media for Sustainability Reporting: A Mixed-Methods Approach.
10. **Muhammad Ali Abuzar (2022–2025)** — Unveiling the Dynamics of Social Media in Sustainability Reporting: A Comprehensive Analysis of Practices, Stakeholder Engagement, Sentiment and Impact.

Under Supervision (3):

11. Abubakar (2021–2024) — The Stakeholders' Perception of the Quality of Sustainability Reporting Practices.
12. Ms. Samia Zarrar (2024-2027) Determinants of Customer Loyalty in Digital and Technology-Driven Service Environments: The Role of Customer Satisfaction
13. Mr. Ahsan Sheraz Khan (2024-2027) Impact of Digital Technology Adoption on Business Performance: The Role of Mindset, Transformation, and Readiness

FUNDED RESEARCH PROJECTS

Project Title	Year	Amount (Rs.)	Funding Agency
Impact of Sustainability Disclosure, Fintech, and Financial Inclusion on Financial Sustainability	2024	225,000	Lumina Consulting Services Ltd.
Impact of Financial Inclusion on Financial Efficiency and Financial Sustainability	2023–24	150,000	HEC / Prince Sultan University, Riyadh
The Role of Sustainability Reporting & Governance in Achieving Sustainable Development Goals	2023	350,000	King Abdulaziz University, Jeddah
Measurement and Forecasting of Financial Sector Performance: A Case of Pakistan	2021–22	150,000	BZU, Multan
Impact of Terrorism on Stock Market: A Case of South Asian Stock Markets	2018	232,000	HEC (UK)
Do Stock Investors Value Corporate Sustainability? An International Investigation	2018–19	150,000	BZU, Multan

Corporate Governance, Capital Structure Dynamics and Cost of Equity: Evidence from Pakistan	2017–18	188,700	BZU, Multan
Impact of NSFR on Profitability of Banks: International Comparative Analysis	2016–17	200,000	BZU, Multan
The Effect of Heuristics, Prospect and Herding Factors on Investment Performance	2015–16	71,500	BZU, Multan
Financial and Operating Performance of Privatized Firms: A Case Study of Pakistan	2004–09	100,000	BZU, Multan

PROFESSIONAL DEVELOPMENT & TRAINING

1. "Applying AI & Technology for Enhancing Pedagogical Effectiveness," hosted by the University of Lahore in collaboration with NBEAC. **June 29–30, 2026 As a Trainer**
2. National Deans Engagement Series on PSG-2023 — The Quality Compact: National Leadership Engagement on Institutional Effectiveness, organized by the Quality Assurance Agency (QAA), Higher Education Commission (HEC) Pakistan, at The University of Faisalabad (TUF), Faisalabad. **July 16, 2026**
3. Strategic Leadership and Institutional Management (SLIM) Program for Deans at Public Sector Universities in Punjab — Organized by Punjab Higher Education Commission (PHEC), at Lahore College for Women University, Lahore. **May 4–6, 2026**
4. Company GAME Business Simulation Training, UCP Business School & Bradford Business School **(September 2024**)
5. Accounting for Islamic Financial Transactions — National Institute of Banking and Finance **(NIBAF), 2023**
6. Islamic Finance Certified Professional — IBA CEIF, **Karachi, 2022**
7. TEDx Countdown of South Punjab — Climate Change & Sustainability (**Speaker, 2021)**
8. 5-Day Islamic Finance for Academicians Training — Institute of Business Administration, Karachi, January 2017
9. Structured Equation Modelling using PLS-SEM — Training Facilitator
10. E-Views 9 Learning — Training Facilitator
11. Training on Peachtree Accounting Software — BZU, Multan
12. Accounting Software & Uses for Women Entrepreneurs (in collaboration with SMEDA)
13. Use of Financial Data for Women Entrepreneurs (in collaboration with SMEDA)
14. System Analyst — Uniform Centralised Semester Examination System, BZU, Multan

RESEARCH PUBLICATIONS (PEER-REVIEWED JOURNALS)

2026

1. Khan, M.I., Shams Khakhwani, M., Kouser, R. *et al.* Executives' remuneration and firm performance: evidence from emerging economy. *SN Bus Econ* **6**, 424 (2026). https://doi.org/10.1007/s43546-026-01408-x **Q3, impact factor .77**
2. Kouser, R., Mahmood, G., Watto, W. A., & Barakat, H. A. (2026). Exploring the nexus between financial inclusion, financial efficiency, and financial sustainability in the global financial system. *Future Business Journal*, *12*(1), 276. **Q2, impact factor 3.7**
3. Kouser R, Watto WA, Mahmood G, Hosseini Tabaghdehi SA (2026;), "Driving ESG performance: the roles of financial literacy and fintech adoption through digital transformation". *Corporate Governance*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/CG-11-2025-0912 **Q1,impact factor 4.9**
4. Paracha, Z., Paracha, U., Abdullah, F., & Kouser, R. (2026). Energy Transition, Carbon Intensity, and Sustainability Reporting Adoption: The Moderating Role of Government Effectiveness in a Cross-Country Analysis. Journal of Business and Social Review in Emerging Economies, 12(2), 283–294. DOI: https://doi.org/10.26710/jbsee.v12i2.3842 (HEC Y Category) **(HEC Y)**
5. Paracha, U., Paracha, Z., Abdullah, F., & Kouser, R. (2026). Digital Financial Literacy as a Catalyst for Financial Inclusion: A Comprehensive Systematic Literature Review and Future Research Agenda.

Sustainable Business and Society in Emerging Economies, 8(2), 313–324. DOI: https://doi.org/10.26710/sbsee.v8i2.3843 **(HEC Y)**

6. Kamran, M., & Kouser, R. (2026). Working capital management strategies and profitability under monetary tightening: Evidence from listed textile spinning firms in Pakistan. ACADEMIA International Journal for Social Sciences, 5(3), 221–246. https://doi.org/10.63056/academia.5.3(s8).2026.2108 **(HEC Y)**
7. Yasin, S., & Kousar, R. (2026). Digital financial inclusion, banking accessibility, and economic resilience: A real-time multi-country analysis using IMF Financial Access Survey data. ACADEMIA International Journal for Social Sciences, 5(3), 551–569. https://doi.org/10.63056/academia.5.3(s8).2026.2132 **(HEC Y)**
8. Yahya, M., & Kousar, R. (2026). From social good to financial gain: A moderated mediation analysis of CSR, customer loyalty, and SME performance. Research Journal for Social Affairs, 4(3), 345–359. https://doi.org/10.71317/RJSA.004.03(s4).1005 **(HEC Y)**

2025

9. Watto, W. A., Abubakar, M., Kouser, R., Quddus, A., & Fayaz, M. (2025). Green Supply Chain Management Practices and Sustainable Firm Performance via Green Dynamic Capacity and Entrepreneurial Orientation Mediation. International Journal of Innovation Science. **Q1, Scopus, IF 2.9.**
10. Kouser, R., Mahmood, G., Watto, W. A., Fahlevi, M., & Aziz, A. L. (2025). Assessing the Impact of Green Manufacturing and Green Technology Innovation on Sustainable Green Practices. International Journal of Sustainable Engineering, 18(1). **Q1, Scopus, IF 3.6.**
11. Rehman, L., Ramzan, M., Nasir, I. A., & Kouser, R. (2025). Exploring the Dynamic Impact of Green Innovation and Fintech Adoption on Sustainable Performance: The Mediating Role of Artificial Intelligence Adoption. Sustainable Business and Society in Emerging Economies, 7(3), 563–580. **(HEC Y)**
12. Syed, A., Khakwani, M. S., Zahara, F., & Kouser, R. (2025). Impact of Artificial Intelligence Disclosure on Financial Performance and Financial Inclusion. Sustainable Business and Society in Emerging Economies, 7(2). **(HEC Y)**
13. Abuzar, M. A., Yaseen, A., & Kouser, R. **(2025).** Mapping Sustainability Communication on Social Media: A NVivo-Driven Thematic Analysis of Organizational Practices, Stakeholder Engagement, and Governance Implications. *The Critical Review of Social Sciences Studies*, *3*(4), 3002-3016. https://doi.org/10.59075/1w4ey003
14. Abuzar, M. A., Yaseen, A. Y. A., & Kouser, R. **(2025).** Social Media in Sustainability Reporting: A Systematic Literature Review of Stakeholder Engagement, Sentiment, and Impact. *Al-Aijaz Research Journal of Islamic Studies & Humanities*, *9*(4), 38-57.
15. Abbas, Z., Kouser, R., & Yaseen, A **(2025).** Environmental, Social, and Governance Performance As a Driver of Financial Access: The Influence of Firm Size and Leverage. 2025. *Al-Asr International Research Journal of Islamic Studies* 5 (1): 949-73. https://al-asr.pk/index.php/alasr/article/view/292.
16. Kanwal, T., Kouser, R., and Quddoos, M. U. (2025). A Bibliometric Analysis of Sustainability Reporting via Social Media. *Sustainable Business and Society in Emerging Economies, 7* (4), 735-754. **DOI:** https://doi.org/10.26710/sbsee.v7i4.3537
17. Kanwal, T. K. T., Kouser, R., & Quddoos, M. U. (2025). Determinants of Social Media Sustainability Reporting: Evidence from Twitter. *Al-Aijaz Research Journal of Islamic Studies & Humanities*, *9*(4), 21-37.

2024

18. Saba, I., Kouser, R., Abdeen, M. Z. U., & Mehmood, Z. (2024). The Nexus of Sustainability Practices and Financial Performance: A Perspective of Asian Islamic Banks. World Scientific Annual Review of Islamic Finance, 2, 2450005. **(HEC Y)**
19. Abbas, Z., Kouser, R., & Mahmood, Z. (2024). Mapping the Research Landscape: Bibliometric Insights into Sustainability Governance and Sustainability Performance. Journal of Business and Social Review in Emerging Economies, 10(1), 11–30. **(HEC Y)**
20. Mahmood, G., & Kouser, R. (2024). Mapping the Evolution of Chief Sustainability Officer (CSO) and its Appointment Impact on Performance: A Bibliometric Analysis. Sustainable Business and Society in Emerging Economies, 6(1), 1–18. **(HEC Y)**
21. Kouser, R., Zahra, K. A., Memon, M. A. B., & Mahmood, G. (2024). A Comprehensive Analysis of the Role of Eco-Innovation in Linking Strategic Green Marketing and Service Innovation to Sustainable Products. Sustainable Business and Society in Emerging Economies, 6(2), 227–242. **(HEC Y)**

2023

22. Alsayegh, M. F., Ditta, A., Mahmood, Z., & Kouser, R. (2023). The Role of Sustainability Reporting and Governance in Achieving Sustainable Development Goals: An International Investigation. Sustainability, 15, 3531. **(HEC W, Q2, IF: 3.889)**

23. Khan, M. I., Khakwani, M. S., Luqman, R., & Kouser, R. (2023). A Comprehensive Examination of Corporate Governance's Impact on the Cost of Equity: Evidence from Pakistani Non-Financial Listed Firms. Sustainable Business and Society in Emerging Economies, 9(4), 425–438. (HEC Y)
24. Khan, M. I., & Kouser, R. (2023). Effect of Leverage Deviation from its Target on Equity Cost and its Sensitivity. SCMS Journal of Indian Management, XX(4), 112–132. (HEC X, Scopus)

2022

25. Khan, M. I., Saba, I., & Kouser, R. (2022). Corporate Governance Quality and Capital Structure Dynamics: Evidence from Pakistan. Indonesian Journal of Sustainability Accounting and Management, 6(2). **ABDC, ESCI.**
26. Khan, M. I., Kouser, R., & Abbas, M. Z. (2022). Do Multi-Nationality and Board Attributes Matter for Firm Value? International Research Journal of Management and Social Sciences, 3(3), 20–30.
27. Khan, M. I., Khakwani, M. S., & Kouser, R. (2022). Remuneration Committee, Remuneration of Executives and Firm Performance: An Empirical Study from Pakistan. Asia Pacific Business Review, 14(10), 37–47. **Scopus, SSCI.**
28. Khan, M. Q., Zafar, A., Shabbir, S., & Kouser, R. (2022). Islamic Finance: A Catalyst for Sustainable Development of Developed and Developing Countries. Sustainable Business and Society in Emerging Economies, 4(1). (HEC Y)

2021

29. Ali, W., Danni, Y., Latif, B., Kouser, R., & Baqader, S. (2021). Corporate Social Responsibility and Customer Loyalty in Food Chains — Mediating Role of Customer Satisfaction and Corporate Reputation. Sustainability, 13(16), 8681. **(HEC W, Q2, IF: 3.889)**
30. Abbas, S., & Kouser, R. (2021). Bidirectional Relationship between Terrorism and Pakistan Stock Market: Evidence from ARDL and Nonlinear ARDL Approaches. Pakistan Social Sciences Review, 5(4). (HEC Y)
31. Khan, Q. M., & Kouser, R. (2021). Measurement and Determinants of Financial Performance of Modaraba Companies. Journal of Business and Social Review in Emerging Economies, 7(2), 443–465. (HEC Y)
32. Khakwani, M. S., & Kouser, R. (2021). Bidirectional Relationship between Stock Market Decline and Liquidity. Journal of Business and Social Review in Emerging Economies, 7(1), 37–50. (HEC Y)

2019–2020

33. Mahmood, Z., Kouser, R., & Masud, M. K. (2019). An Emerging Economy Perspective on Corporate Sustainability Reporting. Asian Journal of Sustainability and Social Responsibility**, 4:8. Springer.**
34. Luqman, R., & Kouser, R. (2019). Cointegration and Causality Between Stock Prices and Exchange Rates: Empirical Evidence from Developed & Developing Economies. Journal of Engineering, Management & Applied Sciences & Technologies, 10(7), 887–896.
35. Saba, I., Kouser, R., & Chaudhary, I. (2019). FinTech and Islamic Finance — Challenges and Opportunities. Pakistan Journal of Social Sciences, 39(1), 451–463.
36. Imran, M. K., & Kouser, R. (2019). Corporate Governance and Capital Structure Dynamics: Evidence from Pakistan. Pakistan Journal of Social Sciences, 39(2), 653–663.

2018

37. Luqman, R., & Kouser, R. (2018). Asymmetrical Linkages between Foreign Exchange and Stock Markets: Empirical Evidence through Linear and Non-Linear ARDL. J. Risk Financial Management, 11(3), 51. **Scopus, ABDC.**
38. Mahmood, Z., Kouser, R., Ali, W., Ahmad, Z., & Salman, T. (2018). Does Corporate Governance Affect Sustainability Disclosure? A Mixed Methods Study. Sustainability, 10(1), 207. **(HEC W, Q2, IF: 3.889)**

2017 and Earlier (Selected)

39. Zeeshan, M., Kouser, R., Hassan, I., & Iqbal, Z. (2017). Why Pakistani Small and Medium Enterprises are Not Reporting on Sustainability Practices? Pakistan Journal of Commerce & Social Sciences, 11(1), 488–504. **Scopus.**
40. Kouser, R., & Saba, I. (2012). Gauging the Financial Performance of Banking Sector using CAMEL Model: Comparison of Conventional, Mixed and Pure Islamic Banks in Pakistan. IRJFE (82), 67–88. **Scopus.**
41. Kouser, R., Azid, T., & Ali, K. (2012). Financial and Operating Performance of Privatized Firms: A Case Study of Pakistan. IRJFE (87), 90–116. **Scopus.**
42. Kouser, R., Qureshi, S., Hassan, M., & Usman, A. (2012). A Survey on Transfer Pricing Practices in Manufacturing Sector of Pakistan. European Journal of Social Sciences, 29(3), 387–396. **SSCI.**

CONFERENCE PARTICIPATION (SELECTED)

As Session Chair / Keynote Speaker / Panel Discussant:

1. Panel Discussant — "Leading the AI Era: Empowering Talent for Sustainable Growth & Innovation", ACCA Corporate Conference 2024, Multan.
2. Keynote Speaker — Women University, Multan (April 2023).
3. Panel Discussant — "Accounting for a Better World", ACCA Corporate Conference 2023, Multan.
4. Session Chair — 7th Applied Business Research Conference, IIUI, Islamabad (2022).
5. Panel Discussant — "Prospects of Green Banking in Pakistan", 5th Global Forum on Islamic Economics, Finance & Banking (IEFB), 2020.
6. Keynote Speaker & Session Chair — International Conference on Sustainable Business Development (ICSB), Noon Business School, Sargodha (2019).
7. Session Chair — 4th Global Forum on IEFB, University of Management & Technology, Lahore (2019).
8. Conference Coordinator & Session Chair — 3rd International Research Conference on Economics, Business & Social Sciences, BZU, Multan (2018).
9. Session Chair — 3rd IRC 2018, University of Malaya, Kuala Lumpur, Malaysia.
10. Presenter — Accounting and Accountability in Emerging Economies Conference, University of Essex, UK (2018).
11. Conference Coordinator & Session Chair — 2nd International Research Conference on Economics, Business & Social Sciences, BZU, Multan (2017).
12. Session Chair — 5th International Applied Business Research Conference, IIUI, Islamabad (2016).

REFERENCES

Dr. Irum Saba — Director IBA CEIF / Associate Professor, IBA Karachi. Email: isaba@iba.edu.pk

Dr. Ali Malik — Dean Academic Affairs (Acting), Qatar Finance and Business Academy, Doha, Qatar.