

# AMMARA AKRAM

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## OBJECTIVE

To achieve career growth and academic excellence in the field of Human Resource Management & Organizational Behavior.

## QUALIFICATION

- **PhD Commerce (Business Management): 2025**  
Department of Commerce, Bahauddin Zakariya University Multan.
- **MS in Business Administration: 2012-14** *CGPA: 3.93 /4.00*  
Institute of Management Sciences (IMS), Bahauddin Zakariya University Multan.
- **Master in Business Administration (MBA-IT): 2006-08** *CGPA: 3.89/5*  
Institute of Management Sciences (IMS), Bahauddin Zakariya University, Multan.
- **Bachelor in Business Administration (BBA-IT) :2003-06** *CGPA: 3.94/5*  
Institute of Management Sciences (IMS), Bahauddin Zakariya University, Multan

## LIST OF PUBLICATIONS

- **The strategic impact of artificial intelligence on business innovation and firm performance: a resource-based view approach (2025)**  
*Reference: Journal of Management & Social Science 2 (4), 868-891. (HEC Y category)*
- **Esoteric Story of the Relationship between Transformational Leadership Style of the Field Managers and Salespersons' Performance: Evidence from the Pharmaceutical Sector (2025)**  
*Reference: Journal of Accounting and Finance in Emerging Economies 11 (2), 231-242*
- **Domino Effect of Brand Experience, Brand Passion, and Brand Image on Brand Commitment (2025)**  
*Reference: Sustainable Business and Society in Emerging Economies 7 (1), 159-172*
- **In the eyes of the beholder: an insightful exploration of sustainable career in Pakistani context (2024)**  
*Reference: Human Resource Development International, 1-27, 2024 (W category)*  
*Impact factor = 3.6)*

- **Antecedents and Consequences of Sustainable Career: A Conceptual Model. (2024)**  
Reference: *Journal of Development and Social Sciences* 4 (1), 261-272.2023. (HEC Y category)
- **Enhancing creative performance: the role of ethical leadership, work engagement, and positive emotions.**  
Reference: *Pakistan Islamicus (An International Journal of Islamic & Social Sciences)*. 2024.(HEC Y category)
- **Retorting the Unrequited: Connecting the Threads between Thriving at Work, Psychological Capital and Individual's Innovative Behavior.**  
Reference: *Bulletin of Business and Economics (BBE)* 12 (4), 361-371, 2023. (HEC Y category)
- **Personality Traits predicting Knowledge Hiding Behavior: Empirical evidence from Academic Institutions of Pakistan.**  
Reference: *Business Information Review* 37 (4), 154-166, 2020.
- **The Impact of Supervisory Justice and Perceived Supervisor Support on Organizational Citizenship Behavior and Commitment to Supervisor, The Mediating role of Trust.**  
Reference: *Journal Cogent Business & Management* Volume 5, 2018 - Issue 1
- **When and which Employees feel Obligated: A Personality perspective of how Organizational Identification develops.**  
Reference: "Journal of Work and Organizational Psychology" Vol .33 No 2, 2017.
- **The Relationship between Person Organization Fit, Person-Job-Fit and Turnover Intention in Banking Sector of Pakistan: The Mediating Role of Psychological Climate.**  
Reference: "International Journal of Human Resource Studies" VOL.2 NO.3, 2012
- **Determinants of Consumer Attitude towards Social-Networking Sites Advertisement: Testing the Mediating Role of Advertising Value.**  
Reference: *Middle-East Journal of Scientific Research*, 16(3) 2013, 319-330. (ISI indexed)

## WORK EXPERIENCE

- **December 2009 to Date**  
Working as a lecturer in Department of Commerce, Bahauddin Zakariya University, Multan Pakistan.
- **2008-2009**
  - Worked as Faculty Member of Central College Multan Pakistan.
  - Worked as a Visiting Faculty Member of Institute of Management Sciences (IMS), Department of Computer Science and Department of Sociology Bahauddin Zakariya University, Multan.
  - Worked as an Internee in United Bank Limited Multan Pakistan (June –August 2004).

## TRAINING & WORKSHOPS

- Completed one month training program named as" Professional Competency Enhancement Program for Teacher (PCEPT)" organized by Higher Education Commission, Pakistan.

- Participated in the workshop on “on Communication and Interview skills” organized by National Productivity Organization.
- Participated in the workshop on “on Challenges related to Pakistani Industry” organized by National Productivity Organization.

#### **AWARDS RECEIVED**

- 1st Position PhD Course work
- Silver Medalist in MS Business Administration
- Silver Medalist in MBA-IT
- Gold Medalist in BBA-IT

#### **REFERENCES**

- References will be provided on request.