



# Mazhar Iqbal

Lecturer

Department of Commerce

Bahauddin Zakariya University, Multan, Pakistan

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[Linkedin Profile](#)

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## Professional Experience

- Lecturer, Department of Commerce, Bahauddin Zakariya University, Multan from 08-08-2016 to-date.
- Lecturer, Lahore Business School, University of Lahore from 01-10-2015 to 05-08-2016.
- Lecturer, National College of Business Administration & Economics from 01-03-2013 to 25-09-2015.
- Visiting Lecturer, Department of Management Sciences, The Islamia University of Bahawalpur from Fall Semester 2011 to Spring Semester 2015

## Administrative Assignments in Department and University:

- Assistant Editor, Pakistan Journal of Social Sciences 2020- To date
- Departmental Director Students' Affairs 2018- 2025
- Patron, Commerce Executive Forum 2018- 2025
- Secretary, Departmental Discipline Committee 2018- 2025
- Member, Departmental Purchase Committee 2023- 2025
- Member, Departmental Infrastructure and Construction Committee 2020- 2025
- In-charge Examination 2023- 2024
- Secretary, Departmental Examination Committee 2023- 2024
- Secretary, Departmental Undergraduate Admission Committee 2019- 2023
- Departmental Focal Person, Office of Research Innovation & Commercialization 2016- 2017
- Departmental Focal Person, Quality Enhancement Cell 2016- 2017

## Academic Profile:

- MBA Marketing 2012 Institute of Management Sciences  
Bahauddin Zakariya University, Multan
- BBA (Hons.) Marketing 2010 Department of Management Sciences  
The Islamia University Bahawalpur

## **Book Chapter:**

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- Iqbal, M., Nguyen, M. (2025). Marketing Social Marketing Within North Carolina Public Health. In: The Palgrave Encyclopedia of Social Marketing. Palgrave Macmillan, Cham.

## **Research Publications:**

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- Khan, F. A., Quddoos, M. U., Iqbal, M., & Siddiqi, A. A. (2025). Bringing Meaning to the Salespersons' Performance: The Effect of Salespersons' Emotional Regulation and Salespersons' Selling Skills. *Review of Applied Management and Social Sciences*, 8(1), 347-361.
- Tariq, M., Malik, M. Z., & Iqbal, M. (2025). Examining the impact of performance appraisal quality on employee innovation: The role of psychological empowerment and HRM system strength in Pakistan's banking sector. *Physical Education, Health and Social Sciences*, 3(1), 87–136.
- Shahzad, M., Abbas, M., Quddoos, M. U., Ur Rahim, M. A. B., Naheed, K., Iqbal, M., Siddiqi, A. A., & Adeel, M. (2024). Economic, social, and administrative barriers to achieving the sustainable development goal of good health and well-being. *Journal of Infrastructure, Policy and Development*, 8(11), Article 8109.
- Khan, F. A., Shehzad, S., Siddiqi, A. A., Akram, A., & Iqbal, M. (2023). Retorting the Unrequited: Connecting the Threads between Thriving at Work, Psychological Capital and Individual's Innovative Behavior. *Bulletin of Business and Economics (BBE)*, 12(4), 361-371.
- Khan, F. A., Siddiqi, A. A., Iqbal, M., & Adeel, M. (2023). Unleashing the Value of Repurchase Intentions of Customers: Undeniable Truth about a Journey of Continuous Growth for Firms. *Journal of Business and Social Review in Emerging Economies*, 9(4), 459-472.
- Khan, F. A., Siddiqi, A. A., Quddoos, M. U., Iqbal, M., & Adeel, M. (2023). Social Media Advertising and Brand Image: Unraveling the Mystery Box. *Bulletin of Business and Economics (BBE)*, 12(4), 399-408.
- Akram, F., Akram, A., Arshad, S., Iqbal, M., (2012). Co-integration Karachi Stock Market with other Asian Stock Markets. *International Journal of Research in Computer Application and Management*, 43-46.

## **Conference Publication:**

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- Shaukat, S., Zafar, A., Iqbal, M., and Sajid A., (November 20-21, 2019). Investigating the antecedents of cyber loafing and its impact on Employees' Performance: A perspective from 1st International Conference on Sustainable Business Development (ICSB), 30-32. Pakistan.

## **M. Phil. Supervisions:**

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- Tariq, M. (2025) Examining the Impact of Performance Appraisal Quality on Employee Innovation: The Role of Psychological Empowerment and HRM System Strength in Pakistan's Banking Sector. (M. Phil. dissertation, Department of Commerce, Bahauddin Zakariya University)
- Rehan, M. (2020) An Empirical study on determinants of consumer behavior towards e-delivery food services in Pakistan. (M. Phil. dissertation, Department of Commerce, Bahauddin Zakariya University)

- Ahmed, F. (2019) The relationship among CSR organizational engagement and financial performance in manufacturing sector in Punjab (M. Phil. dissertation, Department of Public Relations, Bahauddin Zakariya University)

## Conferences Attended/ Organized:

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- Attended 1<sup>st</sup> International Conference on Sustainable Business Development (ICSB) at University of Sargodha, 20-21 November 2019.
- Participant. (2019, November 20–21). *1st International Conference on Sustainable Business Development (ICSB)*. Noon Business School, University of Sargodha, Pakistan.
- Organizing Committee Member. (2018, December 12–13). *3rd International Research Conference on Economics, Business, and Social Sciences*. Department of Commerce, Bahauddin Zakariya University, Multan, Pakistan.
- Organizing Committee Member. (2017, April 17–18). *2nd International Research Conference on Economics, Business, and Social Sciences*. Department of Commerce, Bahauddin Zakariya University, Multan, Pakistan & Center for Sustainability Research and Consultancy.
- Session Co-Chair. (2015, November 23–24). *1st International Multi-Disciplinary Conference (IMDC)*. The University of Lahore, Chenab Campus, Pakistan.

## Workshops Attended:

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- Trainee. (2020, February 4–5). *Workshop on SMART PLS*. Institute of Management Sciences, Bahauddin Zakariya University, Multan. Awardee. (2019, December 13).
- Trainee. (2018, June 27–28). *Training of Presiding Officers & Sr. Assistant Presiding Officers – GE 2018*. Election Commission of Pakistan & UNDP Pakistan, Govt. Science College, Multan.
- Trainee. (2018, March 13). *Microsoft Office 365 for the Faculty & Staff – Training workshop*. Bahauddin Zakariya University, Multan.
- Trainee. (2017, April 5–6). *Research Training Workshop: Publishing in Impact Factor Journals – From Idea Generation to Publication*. Institute of Management Sciences, Bahauddin Zakariya University, Multan.

## Certifications, Awards & Research Grants:

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- Faculty Coordinator. (2025, March–April). *X-Culture Global Course Collaboration – Marketing*. X-Culture Project, Bryan School of Business and Economics, University of North Carolina at Greensboro, USA.
- Faculty Coordinator. (2024, March–April). *X-Culture Global Course Collaboration – Marketing*. X-Culture Project, Bryan School of Business and Economics, University of North Carolina at Greensboro, USA.
- Faculty Coordinator. (2023, March–April). *X-Culture Global Course Collaboration – Marketing*. X-Culture Project, Bryan School of Business and Economics, University of North Carolina at Greensboro, USA.
- Faculty Coordinator. (2022, October–December). *X-Culture Global Course Collaboration – Marketing*. X-Culture Project, Bryan School of Business and Economics, University of North Carolina at Greensboro, USA.
- Participant. (2020, June 7). *Pre-budget webinar: “How the impact of COVID-19 will reshape economic realities for the Government of Pakistan”*. Department of Commerce, Bahauddin Zakariya University, Multan.
- Faculty Coordinator. (2022, March–April). *X-Culture Global Course Collaboration – Marketing*. X-Culture Project, Bryan School of Business and Economics, University of North Carolina at Greensboro, USA.
- Participant. (2020, February 10–11). *2-day training on “Prevent Narratives: A Pathway to Peace”*. Human Health Welfare and Research Association & Bahauddin Zakariya University, Multan.

- Organizer & Collaborator. (2020, February 7). *Awareness session on E-Rozgaar*. Department of Commerce, Bahauddin Zakariya University, Multan.
- Organizer. (2020, January 31). *Seminar on “Earn Cash Flow Without Any Investment”*. Department of Commerce, Bahauddin Zakariya University, Multan.
- Awardee. (2019, December 13). *Certificate of Appreciation for Excellence in Teaching*. Department of Commerce, Bahauddin Zakariya University, Multan.
- Organizing Committee Member. (2019, March 19). *Voluntary Blood Donation Camp*. Regional Blood Center Multan & Commerce Department, BZU Multan.
- Faculty Coordinator. (2019, October–November). *X-Culture Global Course Collaboration – International Business*. X-Culture Project, Bryan School of Business and Economics, University of North Carolina at Greensboro, USA.
- Organizer. (2019, April 15). *One-day seminar on “Islamic Finance: Current Scenario, Its Perspective and Future Challenges”*. Department of Commerce, Bahauddin Zakariya University, Multan.
- Organizer & Collaborator. (2019, April 11). *Panel discussion: “Impact of Coordination of Teachers & Students in University for Peace Promotion”*. Department of Commerce, Bahauddin Zakariya University, Multan.
- Participant. (2019, March 20). *Awareness seminar on “Fundamentals & Practices of Islamic Banking”*. Department of Commerce, Bahauddin Zakariya University, Multan.
- Organizer. (2018, November 15). *Seminar on “Character Building of Youth and Teachings of Allama Muhammad Iqbal”*. Department of Commerce, Bahauddin Zakariya University, Multan.
- Organizing Committee Member. (2018, September 10). *Voluntary Blood Donation Camp*. Regional Blood Center Multan & Commerce Department, BZU Multan.
- Participant. (2018, April 19). *Faculty Teaching Program: “Success Mindset of Faculty”*. Office of Research, Innovation & Commercialization, BZU Multan.
- Grant awarded. (2017, October 11). *Non-Ph.D. Research Project Grant (2017–2018): “The Role of Organizational Support in Information Outcomes via Knowledge Management Environment & Information Behavior Values in Pakistan”*. Directorate of Research and External Linkages, Bahauddin Zakariya University, Multan.
- Participant. (2010, May 10). *BizCom – TechnoMoot 2010*. COMSATS Institute of Information Technology, Abbottabad.
- Participant. (2010, May 10). *Inter-University Business Plan Competition: BIZCOM 2010*. COMSATS Institute of Information Technology, Abbottabad & SMEDA KPK.
- Participant. (2010, April 23–25). *Synergies 2010 – Global Management Club Activity*. Suleman Dawood School of Business, Lahore University of Management Sciences (LUMS).
- Awardee (First Position). (2009, February 3). *Selection Procedure of INBOX Production House – HRM Activity*. Department of Management Sciences, The Islamia University of Bahawalpur.
- Participant. (2009, January 23). *Presentation Competition – Organizational Behavior*. Department of Management Sciences, The Islamia University of Bahawalpur.
- Participant. (2009, January 5). *Economic Forum – Practicum Activity*. Department of Management Sciences, The Islamia University of Bahawalpur.