Curriculum Vitae

Muhammad Imdad Ullah

Assistant Professor of Business Administration
Institute of Banking and Finance (IBF)
Bahauddin Zakariya University, Multan, Pakistan.
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1. Background

Education

Ph.D., Management (Innovation Capability), 2017
School Of Business and Management (SBM)
University of Utara Malaysia

MS., Management, 2013
Shahed Zulfiqar Ali Bhutto Institute of Science and Technology *(SZABIST)*, Islamabad, Pakistan

M.Sc., E-Commerce, 2007
Department of Commerce
Bahauddin Zakariya University, Multan, Pakistan

Personal Data

N.I.C: 36602-4465615-7
Passport: AJ1276152
Father Name: Muhammad Aslam
Marital Status: Married with one Kid

Professional Experience:

February 2025- to Present: Assistant Professor (Management), Institute of Banking and Finance (IBF), Faculty of Commerce, Banking and Business Administration, Bahauddin Zakariya University, Multan, Punjab

November 2021- to February 2025: Assistant Professor (Management), School of Economics, Faculty of Social Sciences, Bahauddin Zakariya University, Multan, Punjab

June 2019- November 2021: Teacher In charge Department of Public Administration, Faculty of Economics and Management Sciences. Government College University, Faisalabad.

May 2018- May 2019: Assistant Professor, Division of Management, Lyallpur Business School (LBS), Government College University, Faisalabad

October 2017- April 2018: Assistant Professor, Department of Business administration Khawaja Fareed University of Science and Technology *(KFUEIT),* Rahim Yar Khan

August 2009- August 2013: Administrative Officer, BahauddinZakariya University, Multan, Affiliated with Fee Section at Treasurer Office

Visiting Experience:

January 2012- December 2012, Visiting Lecturer at Department of Statistics, Bahauddin Zakariya University, Multan, Pakistan.

January 2013- June 2013, Visiting Lecturer for Introduction to Computer at Institute of Computer Science, Bahauddin Zakariya University, Multan, Pakistan.

September 2013 - December 2013, Visiting Lecturer for E-commerce at Department of Commerce, Bahauddin Zakariya University, Multan, Pakistan.

January 2015- December 2015, Visiting Lecturer at Department of statistics, Baha Uddin Zakariya University, Multan, Pakistan.

January 2016- December 2016, Visiting Lecturer at Directorate of Distance Education (DDE), Bahauddin Zakariya University, Multan, Pakistan.

January 2016- December 2016, Coordinator for M.Sc. Accounting & Finance at Directorate of Distance Education (DDE), Bahauddin Zakariya University, Multan, Pakistan.

Additional Responsibilities:

Library Committee (October 2026- Present) Member of **Library Committee**, Bahauddin Zakariya University, Multan, Punjab, Pakistan

Discipline Committee (September 2026- Present) Member of **Discipline Committee**, Bahauddin Zakariya University, Multan, Punjab, Pakistan

Purchase Committee (January 2022- Present), Member of Departmental Purchase Committee, School of Economics (SOE), Bahauddin Zakariya University, Multan, Punjab, Pakistan

Procurement Committee (Januray 2018- April 2018), Member of Procurement Committee, Khawaja Fareed University of Science and Technology (KFUEIT), Rahim Yar Khan, Pakistan

Member Admission Committee (Januray 2018- April 2018), Member of Admission Committee, Khawaja Fareed University of Science and Rechnology (KFUEIT), Rahim Yar Khan, Pakistan

Examination Committee (May 2018- December 2018): Member of Examination Committee, Lyallpur Business School (LBS), Government College University, Faisalabad, Pakistan

2. Research

Publication (National and International ResearchJournal):

1. Han, Y., Sattar, T., & Ullah, M. I. (2025). Phenomenological review of Native Factors in Intimate Partner Violence. Psychology of violence**. [HEC Pakistan RECOGNIZED JOURNAL – W Category]**

2. Ramzan, M., Nasreen, N., **Imdadullah, M.,** & Ahmad, R. (2025). Social Media and Consumer Buying Behavior Decision: What Entrepreneurs Should Know? *Pakistan Journal of*

Humanities and Social Sciences, *13*(1), 148-157. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

3. Nadeem, Z., Sattar, T., Bashir, F., & **Ullah, M. I.** (2025). University Students Perspective About the Role of Social Capital in Determining the Academic Performance in Multan (Pakistan). *Journal of Asian Development Studies*, *14*(2), 1084-1096. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

4. Ismail, T., Sattar, T., **Ullah, M. I.,** & Ahmad, R. (2025). Role of Smartphone Addiction in Instigating Phubbing Behavior: Perspective of the University Students in Multan City, Pakistan. *Pakistan Journal of Humanities and Social Sciences*, *13*(1), 198-208. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

5. Zhou, M., Wang, J., **Ullah, M. I.,**& Ali, S. **(2024)**. The risk paradox: Exploring asymmetric nexus between climate policy uncertainty and renewable energy technology budgets. Risk Analysis.**[HEC Pakistan RECOGNIZED JOURNAL – W Category]**

6. Wang, Z., Amin, A., Chandio, A. A., Shah, A. H., &**Ullah, M. I. (2024).** Dynamical assessment of multi-dimensional energy poverty at the national and sub-national levels in Pakistan. Energy Efficiency, 17(3), 18.**[HEC Pakistan RECOGNIZED JOURNAL – W Category]**

7. Ahmad, I., Ramayah. T., Shahzad, **A., Ullah**, M.I., Hussain, A. & Ansari, H.W.A., **(2023)**, 'COVID-19 impact on dairy sector: The mediating role of knowledge sharing and trust on innovation capability', South African Journal of Economic and Management Sciences 26(1), a4591. https://doi.org/10.4102/sajems.v26i1.4591. **[HEC Pakistan RECOGNIZED JOURNAL – X Category]**

8. Chen, Y. S., Chen, Z., Ali, S., **Ullah, M. I.,**&Anser, M. K. **(2023).** Dynamic common correlated effects of financial inclusion on foreign direct investment: Evidence from East-Asia and Pacific countries. Borsa Istanbul Review, 23(3),541-549.**[HEC Pakistan RECOGNIZED JOURNAL – W Category].**

9. Yousaf, S., **Ullah, M. I.,** Sheikh, M. R., &Saboor, A. **(2023)**. Nexus of Remittances, Poverty and Economic Growth in Gulf Cooperation (GCC) Countries. iRASD Journal of Economics, 5(4), 1087-1095. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

10. Sattar, T., **Imdadullah, M**., Bashir, F., & Arshad, F. (2023). Underlying Causes of Intergenerational Conflict Between Parent-Child Age Bands in Multan City, Pakistan: A Comparative Study. *Review of Applied Management and Social Sciences*, *6*(1), 75-88. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

11. Rao, M. R. Q., Aleem, M. ., &**ullah, M. I.(2022).** An Empirical Study of Autonomous Medical Institution to Identify the Role of Human Resources Practices on Perceived Employees Performance in Punjab, Pakistan. Pakistan Journal of Humanities and Social Sciences, 10(2), 678–687. https://doi.org/10.52131/pjhss.2022.1002.0232. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

12. Sattar T, **Ullah MI** and Ahmad B **(2022)** The Role of Stakeholders Participation, Goal Directness and Learning Context in Determining Student Academic Performance: Student Engagement as a Mediator. Front. Psychol. 13:875174. doi: 10.3389/fpsyg.2022.875174**[HEC Pakistan RECOGNIZED JOURNAL – W Category].**

13. Jamil, S., Sattar, T., **Ullah, M. I.,**&Kafait, A. **(2022).** Doctor-patient communication and its effects on patients' quality of life in public hospitals of Multan city, Pakistan. Rawal Medical Journal, 47(4), 1022-1022.**[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

14. Fatima, N., Sattar, T. ., **Imdadullah, M.,**& Bashir, F. **(2022).** The Role of Social Media in Proliferating Violent Behavior among College Students in District Layyah, Pakistan. Review of AppliedManagement and Social Sciences, 5(4), 525-537.https://doi.org/10.47067/ramss.v5i4.266. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

15. Murad, M., Malik, A. A., Mirza, A. B., &**Ullah, M. I. (2022)**. Regulating Students Behavioral Emotions: The Mediating Role of Intention and Perceived Belief Control. Review of Applied Management and Social Sciences, 5(3), 423-435.https://doi.org/10.47067/ramss.v5i3.258**[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

16. Sattar, T., **Ullah, M. I.,**Rehman, A. U., & Ismail, H. **(2020).** Association of demographic predictors with multidimensional aspects of students' engagement and their academic performance in High Schools of Southern Punjab, Pakistan. Review of Education, Administration & Law, 3(1), 53-61.**[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

17. Sattar, T., **Ullah, M. I.**, Rehman, A. U., &Tufail, S. **(2020).** Exploring the Underlying Socio-Cultural Dynamics of Domestic Violence against Women by their Intimate Partners: A Contextualized Study of Rural Localities in Southern Punjab, Pakistan. Review of Applied Management and Social Sciences, 3(1), 23-32.**[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

18. Adil, A., Sattar, T., **Ullah, M. I.,**&Warraich, I. A. **(2020).** Institutional and Technological Impediments in Usage of Information and Communication Technologies for Digitally Driven Health Seeking Regimes among Educated Youth of Lahore, Pakistan. Pakistan Journal of Social Sciences, 40(1), 133-146.**[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

19. Tufail, M. S., **Ullah, M. I.,**Ashgar, W., &Sattar, T. **(2019).** The Impact of Life Values on Employee Performance: An Analysis of Public Sector Organizations in Pakistan. Paradigms, 13(2), 114-121.**[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

20. Sattar, T., **Ullah, M. I.,**Qasim, M., &Warraich, I. A. **(2019).** Role of Job Designs in Determining Employees' Work Motivation in Banking Sector of Multan City, Pakistan. *Review of Economics and Development Studies,* 5(1), 145-154. [**HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

21. Sattar, T., Zakar, R., Zakar, M. Z., &**Ullah, M. I. (2019).** Socio-educational Predictors Affecting the Academic Performance of High School Students Through their Multidimensional Engagement in Learning Milieu: A Convoluted Intricate Web Model Study in Southern Punjab, Pakistan. *Pakistan Journal of Social Sciences (PJSS), 39(2).***[HEC Pakistan RECOGNIZED JOURNAL – Y Category].**

22. Rehman, A. U., Tufail, M. S., **Ullah, M. I.**, &Altaf, M. **(2018).** Recruitment Create Passage towards Brand Citizenship Behavior: A Conceptual Analysis. Review of Applied Management and Social Sciences, 1(1), 21-27*).*.**[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

23. Ullah,M.I.,BinAbHamid,K.,Shahzad,A.,&Mahmood,Z.(2017).Enhancingtheinnovation capability in dairy farms through knowledge sharing. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, *11*(1), 90-105**. [HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

24. Ullah, M. I., Bin Ab Hamid, K., &Shahzad, A. (2017). Impact of Motivation and Supervisory Support to Enhancing the Innovation Capability of Dairy Farms in Pakistan. *Pakistan Journal of Life & Social Sciences*, *15*(1). **[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

25. Ullah,M.I.,AbHamid,K.B.,&Shahzad,A.(2016).TheDeterminantsofKnowledgesharing to enhancing the Innovation Capability: An Empirical study of Dairy Farms in Pakistan. *Pakistan Journal of Social Sciences (PJSS)*. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

26. Ullah, M. I., Hamid, K. B. A., &Shahzad, A. (2016). Impact of transformational leadership on knowledge sharing of employees and innovation capability in the Dairy Sector of Pakistan. *Pakistan Journal of Social Sciences (PJSS)*, *36*(1), 87-98. **[[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

27. Sajjad, M., Akhtar, S., **& Ullah, M. I.**(2015). Impact of Social Media Marketing on Health Awareness in Lahore. *Pakistan Journal of Social Sciences (PJSS)*, *35*(1), 335-345. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

28. NaumanAbbasi, M., Ramzan Sheikh, M., Saeed, R., &**Imdadullah, M.** (2014). Impact of Emotional Appeals on Youth Purchasing Behavior: Evidence from Pakistan. *Pakistan Journal of Social Sciences (PJSS)*, *34*(2). **[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

29. Saeed, R., Zameer, H., Awan, I., &**Ullah, I. (2014**). A Study of Consumer Innovativeness and Motivations behind Adoption of Innovation. *International Journal of Academic Research in Business and Social Sciences*, *4*(7), 340-349. **[HEC Pakistan RECOGNIZED JOURNAL – Y Category]**

Refereed Conferences Proceeding:

Hammad, Muhammad, Sajid H. Awan, C. Akhtar, and Muhammad Imdadullah. "Investigating stress and employee performance in traffic police." ***Work*** **21, no. 1 (2012). Malaysia**

Invited Seminars:

1. Seminar on **PLS-SEM** Tool at Seminar Hall School of BusinessManagement.

2. The Role of SME Firms in CountryGrowth.

3. Participation in accreditation procedure from **AMBA and AACSB** at **OYAGSB** Seminar Hall.

4. The role of Research in **Economic Growth** Seminar at SBMBuilding.

Teaching & Advising

Courses Taught

Semester	Program	Course Title	Cr. Hr
1st	BS (IT)	Introduction To Computer	3

1st	**BS(Stat)**	**Introduction To Business**	**3**
2nd	**Bs(Stat)**	**Principles Of Management**	**3**
3rd	**Bs(Stat)**	**Human Resource Management**	**3**
4th	**Bs(Stat)**	**Entrepreneurship**	**3**
2nd	**Bs(Bio-Chemistry)**	**Entrepreneurship**	**3**
7th	**BS(Commerce)**	**E-Commerce**	**3**
6th	**BS (Public Administration)**	**Local and E-Government Issues**	**3**
8th	**BS (Public Administration)**	**Social Entrepreneurship**	**3**
1st	**MS (Public Administration**	**Research Methodology**	**3**
2nd	**MS (Public Administration**	**Issues in Management**	**3**
3rd	**MBE**	**Management**	**3**
3rd	**MBE**	**Organizational Behavior**	**3**
2nd	**MBA (Executive)**	**Business Research Methods**	**3**
3rd	**BBA**	**Principles Of Management**	**3**
5th	**BBA**	**Issues in Pakistan Economy**	**3**
8th	**BS (Economics and Finance)**	**Entrepreneurship**	**3**
4th	**BS (Economics and Finance)**	**Entrepreneurship**	**3**
3rd	**BS (Public Administration)**	**Organizational Behavior**	**3**

References:

Will be provided on request.