

MUHAMMAD ASAD UR REHMAN NASEER

Agricultural Economist | Value Chain Specialist | Food Security & Climate Change Consultant

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PROFESSIONAL SUMMARY

Results-driven Agricultural Economist and Value Chain Specialist with 12+ years of experience in agricultural policy analysis, food security research, and rural development. Demonstrated expertise delivering technical assistance for multilateral development institutions including USAID, ACIAR, CSIRO, ADB, IGC and IFC. Proven track record in value chain analysis, market systems development, smallholder inclusion, climate change impact assessment, and institutional capacity building. Author of 30+ peer-reviewed publications in SCI/SSCI-indexed journals. Holds a PhD in Agricultural Economics with international research experience (University of Queensland, Australia).

CORE COMPETENCIES & TECHNICAL SKILLS

Agricultural & Food Systems

- Value Chain Analysis & Development
- Food Security & Nutrition
- Market Systems Development
- Agribusiness & Agricultural Marketing
- Smallholder Farmer Inclusion
- Agricultural Supply Chain Management

Policy & Development Research

- Agricultural Policy Analysis & Reform
- Climate Change Impact Assessment
- Water Resource Management
- Monitoring & Evaluation (M&E)
- Stakeholder Consultation & Engagement
- Rural Livelihoods & Poverty Reduction

Data & Analytical Tools

- Econometric and Statistical Analysis (Stata, R, SPSS, DEAP)
- TOA-MD (Climate Vulnerability Modelling)
- CAPI Survey Tools & Household Data
- Stochastic Frontier Analysis (SFA)
- Report Writing & Technical Communication

ACADEMIC & GOVERNMENT EXPERIENCE

Assistant Professor (Agribusiness & Marketing/Agri. Economics)

Jul 2022 – July 2026

Bahauddin Zakariya University (BZU) | Multan, Pakistan

- Appointed Head of Department of Agricultural Business & Marketing (Jan 2026–present)
- BS Program Coordinator in the Agricultural Business & Marketing; (Jan 2023–present)
- Leads curriculum development and academic governance.
- Teaches graduate and undergraduate courses in Agricultural Economics, Value Chain Management, Agribusiness, and Agricultural Finance.
- Supervising 32 bachelor, 10 master, and 5 PhD students on research in food security, value chains, and agricultural markets.
- Member of National Curriculum Review Committee for Business Education, nominated by HEC Pakistan.
- Nominated as Technical Expert on Provincial Committee for Forecasting & Effective Supply Chain Management of Essential Food Items, Government of Punjab.
- Managing Editor and Associate Guest Editor for Frontiers in Sustainable Food Systems special issues on Sustainable Food Consumption & Production (2022–2026).

Assistant Director – Agriculture Marketing (BPS-18)

Dec 2019 – Jul 2022

Government of Punjab, Directorate of Agriculture (Economics & Marketing) | Sahiwal, Punjab, Pakistan

- Served as Extra Assistant Director (Economics & Marketing) under Punjab Agriculture Department, implementing agricultural marketing policy reforms.
- Conducted market monitoring, price analysis, & supply chain assessments for key agricultural commodities.
- Liaised with trade associations, farmer organizations, and government departments to improve market transparency and smallholder access to markets.

INTERNATIONAL CONSULTANCY & PROJECT EXPERIENCE

Agriculture Policy Expert / Individual Consultant

July 2026 – Ongoing

Impact Assessment of the Chief Minister Punjab Kissan Card Program - subcontract through KPMG Taseer Hadi & Co.

- Provides agriculture-sector and impact-evaluation input for assessment of a large public agricultural-finance and input-credit program.

- Contributes to evaluation design, survey and analytical framework, interpretation of farmer-level evidence, technical reporting, and policy recommendations, subject to client confidentiality.

Rapid Value Chain Survey Specialist (Support Staff)

July 2026 – Aug 2026

Asian Development Bank (ADB) – via CAB International Pakistan

- Supporting the ADB-funded TA-10623 REG: Developing Innovative Financial Instruments to Address Climate Risks for Agriculture and Natural Capital in Asia.
- Conducting rapid value chain consultations with farmer organizations and agribusiness entities across the mango cluster in Multan, Muzaffargarh, Rahim Yar Khan, Khanewal, and Bahawalpur.
- Collecting evidence on market linkages, post-harvest constraints, climate risks, financing needs, investment readiness, certification, and productive-asset requirements.
- Supporting stakeholder mapping and the identification of practical investment, technical-assistance, and policy interventions for strengthening the mango value chain.

Rapid Value Chain Survey Specialist (Individual Consultant)

Sep 2022 – May 2023

Asian Development Bank (ADB) – via Finnish Consulting Group (FCG) Asia Pvt. Ltd. | Pakistan

- Led value chain analysis for ADB Technical Assistance TA 9866-PAK: Preparing the Punjab Agriculture Markets Development Project, covering commodities including fruits, vegetables, and staple crops.
- Conducted stakeholder consultations with farmers, traders, processors, and government officials to map supply chain constraints and identify market development opportunities.
- Produced technical reports on agribusiness competitiveness, market infrastructure gaps, and policy recommendations informing the \$200M+ project design.
- Applied evidence-based frameworks to assess smallholder inclusion, market linkages, and agro-logistics efficiency across Punjab province.

Research Assistant – Vegetable Value Chain

Dec 2018 – May 2019

CAB International (CABI) – "Strengthening Vegetable Value Chain in Pakistan for Greater Livelihood" | Faisalabad, Pakistan

- Supported primary data collection and value chain analysis for vegetable sub-sectors, contributing to livelihood improvement interventions for smallholder farmers.
- Assisted in preparation of project deliverables and technical documentation.

Visiting Researcher – (HEC-IRSIP)

May 2018 – Nov 2018

The University of Queensland, Australia (Gatton Campus)

- Six months stay in the School of Agriculture and Food Sustainability (Gatton Campus), Australia
- Undertook advanced doctoral research and applied agricultural-economics training in an international and interdisciplinary academic environment.
- Collaborated with Dr Anoma Ariyawardana on citrus supply-chain, marketing-channel and competitiveness research that contributed to peer-reviewed publications.

Research Associate – Value Chain Finance Specialist

Feb 2016 – Mar 2018

International Finance Corporation (IFC) – via FARM Consulting Services Inc. | Pakistan

- Designed and executed value chain finance analysis for cotton and sugarcane sectors, identifying financing constraints and opportunities for smallholder farmers.
- Conducted field surveys, key informant interviews, and focus group discussions across Punjab to gather primary data on value chain actors and financing flows.
- Prepared data analysis and comprehensive project reports for IFC submission, contributing to evidence-based agricultural finance policy recommendations.

Research Fellow – Livestock Disease Economics

Jan 2015 – Aug 2015

University of Agriculture Faisalabad (UAF) – USAID-funded Project | Punjab, Pakistan

- Contributed to economic analysis of livestock disease impacts on farm income and food security under USAID-funded research initiative.
- Supported data collection, econometric modelling, and report preparation.

Monitoring & Evaluation (M&E) Officer

Mar 2013 – Jun 2014

Innovative Development Strategies Pvt Ltd. (IDS) – IFPRI-funded Pakistan Rural Household Panel Survey & Pakistan Cotton Survey | Pakistan (Multi-District)

- Managed M&E operations across 5 survey rounds of IFPRI-funded Pakistan Rural Household Panel Survey covering multiple districts.

- Conducted field training for enumerator teams on questionnaire administration and data quality protocols using CAPI (Computer Assisted Personal Interviewing).
- Coordinated biophysical data collection for Pakistan Cotton Survey Round 1.1, ensuring data integrity and timely reporting.
- Supervised data editing, entry, and pre-testing of farmer response tools for large-scale panel surveys.

Independent Researcher – Agricultural Finance & Supply Chains

Aug 2012 – Dec 2012

International Growth Centre (IGC) – in collaboration with Pakistan Microfinance Network (PMN) | Punjab, Pakistan

- Worked as an independent researcher in a PROJECT NUMBER: CRP-PAK-STA-2012-CPP-37042 Entitled, who is “Aarhti”: Understanding the informal money lender’s role in the agriculture supply chain.
- Assisted the research consultant during fieldwork to different markets in Punjab, Pakistan.
- Supported fieldwork, data entry, and report writing for IGC Working Paper: “Who is the Arthi: Understanding the Commission Agent’s Role in the Agriculture Supply Chain.”

EDUCATION

PhD in Agricultural Economics

2019

University of Agriculture, Faisalabad (UAF), Pakistan | PCD No. 19660

Thesis: “Farmers’ efficiency, inclusiveness, and competitiveness of citrus supply chain of Pakistan”

Visiting Researcher – Occupational Trainee (IRSIP – HEC Pakistan)

2018

The University of Queensland, Brisbane, Australia | Applied econometrics & supply chain research in collaboration with international experts

M.Sc. Honors in Agricultural Economics

2013

University of Agriculture, Faisalabad (UAF), Pakistan | Thesis on structural changes in agricultural land holdings in Punjab

SELECTED PEER-REVIEWED PUBLICATIONS (30+ TOTAL | SCI/SSCI-INDEXED)

Author/co-author of more than 30 journal articles, policy outputs, book chapters, and technical reports. Candidate name is shown in bold. Publication details and DOI/URL information are retained from the supplied CV.

1. Razzaq A and **Naseer MAR** (2026) Editorial: Sustainable food consumption and production in the 21st century, volume II. Frontiers in Sustainable Food Systems. 10:1949802. | DOI: <https://doi.org/10.3389/fsufs.2026.1949802>
2. **Naseer, M.A.U.R.**, 2024. Decoding the Dynamics of Pricing in the Fruit and Vegetable Market: Highlighting the Government Imperfections. Policy brief No. 2024-04 published in Discourse, PIDE, Islamabad, Pakistan. Available at <https://pide.org.pk/research/decoding-the-dynamics-of-pricing-in-the-fruit-and-vegetable-market-highlighting-the-government-imperfections/>
3. Jabeen S., K. Mushtaq, A. Samie, M. Umair, **M.A.u.R. Naseer**, 2024. Exploring under-five mortality disparities: a comparative analysis of rural and urban areas in Punjab-Pakistan, using Multiple Indicator Cluster Survey data, Public Health, 236, pp 466-472 | DOI: <https://doi.org/10.1016/j.puhe.2024.08.011>
4. Razzaq, A., **Naseer, M.A.U.R.** and Farrukh, M.U., 2024. Editorial: Sustainable Food Consumption and Production in the 21st Century, Frontiers in Sustainable Food Systems. 8:1386268. <https://doi.org/10.3389/fsufs.2024.1386268>
5. **Naseer, M.A.u.R.**, S. Ayyaz, M. Asim, S. Akhtar, M.A. Iqbal, M.F. Afzal, A. Ahmad, 2024. Analysis of Domestic Goods Transport and Logistics Dynamics Within the Agricultural Supply Chain in Pakistan. Journal of Economic Impact 6(3) pp. 304-311 | DOI: <https://doi.org/10.52223/econimpact.2024.6316>
6. Muneer A., M. Mehdi, **M.A.U.R. Naseer**, U.I. Ahmad, M.A. Imran, 2024. Value Chain Analysis of Maize: A Case Study of Smallholder Farmers in Southern Punjab, Pakistan. Journal of Arable Crops and Marketing, 6(1), pp 27-29 | DOI <https://doi.org/10.33687/jacm.006.01.4998>
7. Akhtar, S., M. Asim, **M.A.u.R. Naseer**, A. Kamal, M. Nawaz 2024. What drives farmers to adopt hybrid maize? An analysis of farm and farmers socioeconomic characteristics in Punjab, Pakistan. Journal of Economic Impact 6(3) pp. 297-303 | DOI: <https://doi.org/10.52223/econimpact.2024.6315>
8. **Naseer, M.A.U.R.**, Razzaq, A., Ashfaq, M., Mehdi, M., Karim, S. and Naseer, M.S., 2023. Beyond Subsistence: Linking Citrus Smallholders to High-Value Markets for Sustainable Supply Chain Development in Pakistan. Journal of Economic Impact, 5(3), pp.246-257 | DOI: <https://doi.org/10.52223/econimpact.2023.5310>
9. **Naseer, M.A.U.R.**, Akhtar, S., Karim, S., Imran, M.A., Naseer, M.S., Khalid, Z. and Javed, I., 2023. Unearthing the Synergy of Entrepreneurial Skills, Smallholder Farming, and High-Value Agriculture: A Case Study from Punjab, Pakistan. Journal of Education and Social Studies, 4(3), pp.764-779 | DOI: <https://doi.org/10.52223/jess.2023.4337>
10. Shami, T.K., **Naseer, M.A.U.R.**, Bashir, M.K., Jabeen, S., Adil, S.A., Naseer, M.S. and Amar, N., 2023. Analyzing Optimal Marketing Channels in the Vegetable Supply Chain: Exploring Factors Influencing Marketing Channel Selection. Journal of Economic Impact, 5(3), pp.258-268 | DOI: <https://doi.org/10.52223/econimpact.2023.5311>
11. Sarfraz, K., Nawaz, M., Akhtar, S., Raza, M.H., Subhan, A., and **Naseer, M.A.U.R.**, 2023. Impact of Socio-Economic Factors on Adoption of Advanced Agricultural Techniques: Evidence from Central Punjab, Pakistan. Journal of Education and Social Studies, 4(3), pp.844-853 | DOI: [10.52223/jess.2023.4345](https://doi.org/10.52223/jess.2023.4345)

12. S. Akhtar, Faisal, M., **Naseer, M.A.U.R.**, Javed, I., Nazir, A., Raza, M.H., 2023. Revitalizing olive agriculture in Punjab-Pakistan. Unleashing potential beyond marketing and production constraints. *International Journal of Agricultural Extension*, 11(3), pp253-258 | DOI: 10.33687/ijae.011.03.4956
13. Razzaq, A., Xiao, M., Zhou, Y., Liu, H., Abbas, A., Liang, W. and **Naseer, M.A.R.**, 2022. Impact of Participation in Groundwater Market on Farmland, Income, and Water Access: Evidence from Pakistan. *Water*, (SCI) | 14(12), p.1832. | <https://doi.org/10.3390/w14121832>
14. Jabeen, S., Mushtaq, K., Badar, H. and **Naseer, M.A.R.**, 2022 Socio-economic determinants of consumers' buying decision towards packed milk: insights from field survey of Faisalabad. *Pakistan Journal of Agricultural Sciences (SCI)*, Vol. 59 Issue 6, 1011-1015 DOI:10.21162/PAKJAS/22.84
15. **M.A.R. Naseer**, M. Ashfaq, A. Razzaq & Q. Ali, 2020. Comparison of water use efficiency, profitability, and consumer preferences of different rice varieties in Punjab, Pakistan. Vol. 18, Issue 1, pp273-282, *Paddy and Water Environment (SCI)* <https://doi.org/10.1007/s10333-019-00780-9>
16. Khalid, Z., **Naseer, M.A.R.**, Ullah, R. and Khan, S., 2021. Measuring the global trade competitiveness of Pakistan's cotton crop. Vol. 37 Issue (1), pp.158-166. *Sarhad Journal of Agriculture (SSCI)* | <http://dx.doi.org/10.17582/journal.sja/2021/37.1.158.166>
17. Mumtaz, H., Malik, M.A., Javaid, H., **Naseer, M.A.R.** 2019. Impact of freedom of choice on income: evidence from Pakistan. *Journal of Economic Impact*, 1(2), pp.64-69. <https://doi.org/10.52223/jei0102195>
18. Anser, M.K.; Hina, T.; Hameed, S.; Nasir, M.H.; Ahmad, I.; **Naseer, M.A.R.** 2020. Modeling Adaptation Strategies against Climate Change Impacts in Integrated Rice-Wheat Agricultural Production System of Pakistan. *Int. J. Environ. Res. Public Health (SSCI)*, 17, 2522. <https://doi.org/10.3390/ijerph17072522>
19. Ahmad, B. Pham, H.D., Ashfaq, M., Memon, J.A., Bano, R., Dahri, Z.H., Mustafa, R.N., Baig, I.A. and **Naseer, M.A.R.** 2020. Impact of institutional features on the overall performance assessment of participatory irrigation management: Farmers' response from Pakistan. *Water (SCI)* 12, 497. <https://doi.org/10.3390/w12020497>
20. Razzaq, A., Q. Ping, **M.A.R. Naseer**, M. Abid, M. Anwar & I. Javed, 2019. Can the informal groundwater markets improve water use efficiency and equity? Evidence from a semi-arid region of Pakistan. *Science of the Total Environment*, (SCI) 666: 849-857. <https://doi.org/10.1016/j.scitotenv.2019.02.266>
21. Kousar, R.; Makhdum, M.S.A.; Abbas, A.; Nasir, J. and **Naseer, M.A.R.** 2019. Issues and Impacts of the Apricot Value Chain on the Upland Farmers in the Himalayan Range of Pakistan. *Sustainability (SCI and SSCI)* 11(16), 4482. <https://doi.org/10.3390/su11164482>
22. **Naseer, M.A.R.**, M. Mehdi, M. Ashfaq, S. Hassan, & M. Abid, 2019. Effect of marketing channel choice on the profitability of citrus farmers: Evidence from Punjab-Pakistan. *Pakistan Journal of Agricultural Sciences (SCI)*, Vol. 56 Issue 4, 1003-1011 <https://doi.org/10.21162/PAKJAS/19.8671>
23. **Naseer, M.A.R.**, M. Ashfaq, S. Hassan, A. Abbas, A. Razzaq, M. Mehdi, A. Ariyawardana & M. Anwar, 2019. Critical issues at the upstream level in sustainable supply chain management of agri-food industries: Evidence from Pakistan's citrus industry. *Sustainability*, (SCI and SSCI) Vol. 11 Issue 5, 1326; <https://doi.org/10.3390/su11051326>
24. **Naseer, M.A.R.**, Ashfaq, M., Hassan, S., Adil, S.A., Ariyawardana, A. 2019. Outlook on the global competitiveness of Pakistan's mandarin industry: An application of revealed symmetric comparative advantage framework. *Outlook on Agriculture*, (SCI) Vol. 48 Issue 1, 66-74. <https://doi.org/10.1177/0030727018817788>
25. Hina, T. and **M.A.U.R. Naseer**, 2019. Impact of Better Management Practices on Sustainable Cotton Production: Evidence from South Punjab. *Journal of Economic Impact* 1(3): 92-97. <https://bit.ly/2WQc9uB>
26. Shahzad, M.A., A. Razzaq, M. Aslam, N. Nasir, **M.A.R. Naseer** & U. Mukhtar, 2019. Opportunities for Agricultural Trade Under the China-Pakistan Economic Corridor. *Business and Economics Research*, 9(1): 263-282. <https://doi.org/10.5296/jas.v7i1>
27. Shahzad, M.A., A. Razzaq, M. Aslam, M.F. Gulzar, **M.A.R. Naseer**, N. Nasir, 2019. Measuring Technical Efficiency of Wheat Farms in Punjab, Pakistan: A Stochastic Frontier Analysis Approach, *Journal of Agriculture Studies* 7(1): 115-127 <https://doi.org/10.5296/jas.v7i1>
28. Mukhtar, U. Z. Zhong, B. Tian, A. Razzaq, **M.A.R. Naseer** & T. Hina, 2018. Does Rural-Urban Migration Improve Employment Quality and Household Welfare? Evidence from Pakistan. *Sustainability (SCI and SSCI)* 10(11): 4281. <https://doi.org/10.3390/su10114281>
29. Akhtar, S., G. Li, A. Nazir, A. Razzaq, R. Ullah, M. Faisal, **M.A.R. Naseer**, M.H. Raza, 2018. Maize production is under risk: the concurrent adoption of off-farm income diversification and agricultural credit to manage risk. *Journal of Integrative Agriculture*. (SCI) 18(2): 460-470. [https://doi.org/10.1016/S2095-3119\(18\)61968-9](https://doi.org/10.1016/S2095-3119(18)61968-9)
30. Mukhtar, M., Z. Zhangbao, T. Beihai, **M.A.R. Naseer**, A. Razzaq, and T. Hina. 2018. Implications of decreasing farm size on urbanization: A case study of Punjab Pakistan. *Journal of Social Science Studies*, 5(2): 71-86. <https://doi.org/10.5296/jsss.v5i2.12746>
31. Khan, O.Z., **A. Naseer**, M. Shahbaz, S. Akhtar, M. Faisal and K. Mushtaq. 2017. Assessing the factors affecting the yield of chickpea in Thal Punjab, Pakistan. *J. Innov. Bio-Res.* 1(1): 45-51.
32. Mushtaq, K. and **Naseer, M.A.U.R.**, Agricultural Finance: Opportunities for Banks in Cotton Value Chain. *Pakistan Society of Development Economics (PSDE) 33 (AGM)*, 821-832. Islamabad, Pakistan. <https://www.pide.org.pk/psde/pdf/AGM33/papers/Khalid%20Mushtaq-2.pdf>
33. Naseer, A., M. Ashfaq, M. Abid, A. Razzaq and S. Hassan. 2016. Current Status and Key Trends in Agricultural Land Holding and Distribution in Punjab, Pakistan: Implications for Food Security. *Journal of Agricultural Studies*, 4(4): 14-27. <https://doi.org/10.5296/jas.v4i4.9670>

EDITED BOOKS AND BOOK CHAPTERS

1. **Naseer, M.A.U.R.**, Akhtar, S., Wahab, A.A., Ahmad, S. (2025). Virtual Water Trade: The Need for Water-Intensive Crops. (Chapter) In: Mubeen, M., Jatoi, W.N., Hashmi, M.Z., Ahmad, M. (eds) Innovations in Agricultural Water Management. Springer, Cham. https://doi.org/10.1007/978-3-031-91883-4_8
2. **Naseer, M.A.U.R.**, Razzaq, A., Akhtar, S., Wahab, A. A., Ahmad, S., Qadir, G., Ahmed, M., Hasnain, A., & Malik, A. (2025). Socio-economic Impacts of Climate Change on Mango Growers and Communities. (Chapter) In: S. A. H. Naqvi, S. Ahmad, & M. Ahmed (Eds.), Climate Change and Mango Production: Potential Adaptation and Mitigation Options (pp. 219-245). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-87035-4_11
3. Razzaq, A., **Naseer, M.A.U.R.**, Ahmed, M., Ahmad, S., Raza, M. Y., & Naqvi, S. A. H. (2025). Water Management Strategies for Sustainable Mango Cultivation in a Changing Climate. (Chapter) In: S. A. H. Naqvi, S. Ahmad, & M. Ahmed (Eds.), Climate Change and Mango Production: Potential Adaptation and Mitigation Options (pp. 189-218). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-87035-4_10
4. Akhtar, S., **Naseer, M.A.U.R.**, Ahmed, M., Ahmad, S., Ateel, S. A., Hasnain, A., & Wahab, A. A. (2025). Policy Frameworks and Institutional Support for Climate-Resilient Mango Production. (Chapter) In: S. A. H. Naqvi, S. Ahmad, & M. Ahmed (Eds.), Climate Change and Mango Production: Potential Adaptation and Mitigation Options (pp. 287-319). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-87035-4_14
5. Razzaq, A., **Naseer, M.A.U.R.**, Farrukh, U. (2024). Sustainable food consumption and production in the 21st century. Lausanne: Frontiers Media SA. <https://doi.org/10.3389/978-2-8325-4713-7> (edited book)
6. Razzaq, A., and **Naseer, M.A.U.R.** (2025). Sustainable food consumption and production in the 21st century - Volume-II. Lausanne: Frontiers Media SA. <https://www.frontiersin.org/research-topics/69838/sustainable-food-consumption-and-production-in-the-21st-century-volume-ii> (edited book)

TECHNICAL AND PROJECT REPORTS

1. Ali, A., A. Hassan, **M.A.R. Naseer**, S-M. Jalilov, M. Ahmad, T. Khaliq and M. K. Bashir (2022). Extent and impact of female labour participation in canola production in Southern Punjab Province of Pakistan. Report Identifier No. EP2022-0843, p44. Sustainable Development Investment Portfolio (SDIP) project. CSIRO, Canberra, Australia: <https://doi.org/10.25919/w3ev-6383>
2. Ali, A., N. Fatima, S-M. Jalilov, S.M. Cuddy, M.D. Ahmad, T. Khaliq, M.K. Bashir, A. Hassan & **M.A.R. Naseer**, (2022). Profitability Analysis and Extent of Female Labour Participation in Mung Bean Production in Punjab, Pakistan. Sustainable Development Investment Portfolio project. CSIRO, Canberra, Australia. <https://doi.org/10.25919/f6h5-k692>
3. Haq, A., A. Aslam, A.A. Chaudhry, **A. Naseer**, K. Muhammad, K. Mushtaq and M.S. Farooqi. 2013. Who is the "arhi": Understanding the commission agent's role in the agriculture supply chain. International Growth Centre (IGC) Working Paper. <https://bit.ly/2WV17dm>

SELECTED CONFERENCE PRESENTATIONS

1. **M.A.R. Naseer**. 2024. Analysis of domestic goods transport and logistics dynamics within the agricultural supply chain in Pakistan. 2nd International Conference on Food Security and Value Chain Systems: Challenges and Opportunities in Emerging Economies | December 09-10, 2024, | MNS-University of Agriculture Multan, Pakistan
2. **M.A.R. Naseer**. 2023. Engaging smallholders with modern supply chains: efficiency and inclusiveness of citrus farmers in Punjab Pakistan. 2nd International Conference on Sustainable Ecological Agriculture | March 13-15, 2023, | Konya, Turkiye
3. **M.A.R. Naseer**. 2023. Engaging small landholders with modern supply chains: Efficiency & inclusiveness of citrus farmers in Punjab, Pakistan. The 5th International Cross-border Ecommerce Forum | Dec. 15, 2022, | Wuhan, China
4. Hina, T. & **M.A.R. Naseer**, 2019. Assessing the impacts of climate change and adaptation strategies in Pakistan's rice-wheat cropping system. 3rd Student Research Conference | December 2019 | COMSATS University, Vehari Campus, Pakistan
5. Hina, T., M. Ashfaq, S. Adil & **M.A.R. Naseer**, 2019. Modelling Climatic Projections for Predicting Vulnerabilities in Rice-Wheat Cropping System of Pakistan. International Conference on Climate Smart Agriculture | November 2019 | MNS-University of Agriculture Multan, Pakistan
6. Mushtaq, K. and **M.A.R. Naseer**. 2018. Agricultural Finance: Opportunities for Banks in Cotton Value Chain. Pakistan Society of Development Economics (PSDE) 33rd AGM and Conference | December 12-14, 2017, | Islamabad, Pakistan. Pp821-832. URL <https://bit.ly/36b6K4J>
7. Ashfaq, M., **M.A.R. Naseer**., S. Hassan and A. Humayon. 2017. Consumer's willingness to pay for sustainable tourism and recreational services in Pakistan: A case study of district Faisalabad. 1st international Sustainable Tourism Congress | November 23-25, 2017, | Kastamonu, Turkey. pp916-922. URL <https://bit.ly/2DLP57o>
8. **A. Naseer** and M. Ashfaq. 2017. Assessing the Impact of Participatory Irrigation Management on Agricultural Productivity: Evidence from Punjab-Pakistan. Australian Agricultural and Resource Economics Society Conference, AARES 61st Annual Conference, BCEC | February 7-10, 2017, | Brisbane, Australia pp70-71. URL <https://bit.ly/38e35Fc>
9. Ashfaq, M., **A. Naseer**, J. Nasir, I. Ahmad, A. Ahmad, G. Hoogenboom & R. Valdivia. 2017. Economic Impact Assessment of Projected Climate Change Scenarios on Wheat Crop in South Punjab, Pakistan. Australian Agricultural & Resource Economics Society, AARES 61st Annual Conference, BCEC | February 7-10, 2017, | Brisbane, Australia

10. Mushtaq, K. and **A. Naseer**. 2016. Governance and value chain finance: findings from the cotton crop. Conference Paper in Challenges and Policy Issues in Sustainability of Agriculture, held at the University of Agriculture | November 17-19, 2016, | Faisalabad, Pakistan.

Full publication list: [ORCID 0000-0003-2707-9073](#) | [GoogleScholar](#) Profile

TRAINING, WORKSHOPS & CERTIFICATIONS

- Project Management Professional (PMP) Training – Project Management Institute (PMI), (35 Hours) Jul 2026
- R Programming & RStudio for Data Analysis – Intensive Training Program (15 Days), Aug 2024
- KoboToolBox – Trainer, Digital Data Collection in Agriculture (2 Days), BZU Multan, Pakistan, Dec 2025
- Applied Econometrics – EViews, RATS, Stata, SPSS & LaTeX (5 Days), Quaid-i-Azam University, Islamabad, Jul 2017
- Food Security Policy Research Priorities – Brainstorming Workshop Series (7 Days), UAF Faisalabad, Jan 2017
- TOA-MD – Trade-off Analysis for Multidimensional Impact Assessment, Climate Vulnerability & Crop Productivity Modelling (3 Days), AgMIP-Pakistan, Dec 2016
- Surface Groundwater & Econometric Models – SRA Training Workshop (7 Days), ACIAR/ECOSEAL/PMAS-AAUR/Punjab Irrigation Department, Apr 2016
- National Grant Writing Workshop, US-PCAS Agriculture & Food Security, UAF, (3-Days) Apr 2016
- Introduction to Statistical Software R, University of Agriculture Faisalabad/Monash University, (3-Days) Jan 2013

PROFESSIONAL SERVICES & EXPERT ROLES

- Technical Expert, Provincial Committee for Forecasting & Effective Supply Chain Management of Essential Food Items – Government of Punjab (Chief Minister nominated)
- Member, National Curriculum Review Committee for Business Education – HEC Pakistan
- Associate Guest Editor, Frontiers in Sustainable Food Systems – Special Issues on Sustainable Food Consumption & Production, Volumes I & II (2022–2026)
- Peer Reviewer – 100+ articles in Agricultural Economics, Agribusiness, Climate Change, Food & Water Security
- External Examiner – 2 doctoral theses from Australian universities; 13 master's theses in Economics & Agribusiness

LANGUAGES

English – Professional Proficiency (read/write/speak) **Urdu** – High Proficiency **Punjabi** – Native

PERSONAL DETAILS

Nationality: Pakistani

Date of Birth: October 1, 1988

Passport No.: FT 9827882

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