

Lubaba Sadaf

Assistant Professor

NUST Business School

Email: lubaba.sadaf@nbs.nust.edu.pk

Contact:

LinkedIn: lubaba.sadaf@nbs.nust.edu.pk



About

Dr. Lubaba Sadaf is working as Assistant Professor in the NUST Business School. Dr. Lubaba Sadaf has a PhD in Sociology. Dr. Lubaba Sadaf has published 10 research articles & conference papers having a citation count of 10, carried out 4 projects and filed 0 intellectual property.

Qualifications

PhD in Sociology University of Glasgow , United Kingdom	2006 - 2013
MS in Social Anthropology Quaid-i-Azam University , Pakistan	1996 - 1998
BA in Sociology University of the Punjab , Pakistan	1992 - 1994

Experience

Assistant Professor NUST Business School	2017- Present
Assistant Professor School of Social Sciences & Humanities	2015 - 2017
Assistant Professor School of Social Sciences & Humanities	2014 - 2015
LECTURER FATIMA JINNAH WOMEN UNIVERSITY , Rawalpindi	2004 - 2006
RESEARCH ASSISTANT+LECTURER FATIMA JINNAH WOMEN UNIVERSITY , RAWALPINDI	2001 - 2004

Research Projects

National Projects

Mapping daily routines, rituals and virtual emotional intimacies in COVID-19 Pakistan Funding Agency: Social Science Research Council (SSRC), the Henry Luce Foundation, the William and Flora Hewlett Foundation, the Wenner-Gren Foundation, and the MacArthur Foundation Amount: PKR 760,000.00 Status: Completed	2020
Pakistani youth and family values in the age of cyber technologies Funding Agency: Higher Education Commission Amount: PKR 3,985,000.00 Status: Completed	2015
Kinship Boundaries and Transnational marriages: Parental concerns and Issues Funding Agency: HEC Amount: PKR 441,000.00 Status: Completed	2014

International Projects

Industry Projects

National Projects

Career Orientation Test Development	2020
Client: Merafuture	
Amount: PKR 1,200,000.00	
Status: Completed	

International Projects

Research Articles

Human Security and Sustainable Development Goals: The Voices of Afghan Women Refugees in Pakistan	2024
Bakare Najimdeen Ayoola Lubaba Sadaf Zujaja Wahaj Kainat Kamal Sundus Anwar	
Journal of Asian and African Studies, Page: 19	
Impact Factor: 1.0 Quartile: 2 Citations: 2	
DOI: 10.1177/00219096231219757	
How does femvertising work in a patriarchal context? An unwavering consumer perspective	2023
Lubaba Sadaf Aleena Amir David Roca Asfia Obaid	
Corporate Communications, Pages 1-17	
Impact Factor: 2.800 Quartile: 2 Citations: 3	
DOI: https://doi.org/10.1108/CCIJ-03-2023-0040	
Assessment of biomedical waste handling in Ghana	2022
Justice Kofi Debrah Zujaja Wahaj Lubaba Sadaf Maria Alzira Pimenta Dinis	
International Journal of Environmental Studies, Pages 1-19	
Impact Factor: 0 Citations: 5	
DOI: https://doi.org/10.1080/00207233.2022.2135891	
Exploring the Political Co-Brand Image & Positioning from External Stakeholder’s Perspective in Pakistan	2021
Lubaba Sadaf Waseem Hassan Maria Naureen Shahid	
Journal of Political Marketing , Pages 1-30	
Impact Factor: N/A	
DOI: 10.1080/15377857.2021.19	

Conference Proceedings

Influence of national culture on corporate political activity (CPA) in collectivist countries for environmental sustainability <i>Lubaba Sadaf Maria Naureen Shahid Waseem Hassan</i> <i>2021 AMA Marketing and Public Policy Conference</i> , res.country(233,) Citations: N/A	2021
WOMEN DIGITAL ENTREPRENEURSHIP THROUGH SOCIAL NETWORKING DIGITAL PLATFORMS IN PAKISTAN <i>Sana Hafeez Fareesa Malik Lubaba Sadaf</i> <i>1st International Conference on Business, Management and Social Sciences (ICBMASS)</i> , res.country(177,) Citations: N/A DOI: https://nbs.nust.edu.pk/news/1st-international-conference-on-business-management-and-social-sciences-icbmass/	2021
Sociocultural dynamics contributing to attitude of consumers towards Femvertising: A qualitative study of a developing context <i>LUBABA SADAF Aleena Amir Waseem Hassan</i> <i>Society for Marketing Advances (SMA) Virtual Conference.</i> , res.country(233,) Citations: N/A DOI: https://www.societyformarketingadvances.org/Conference-Proceedings	2020
Implementation Process of Work Life Balance Policy: A Case Study of Information Technology Company in Pakistan <i>Lubaba Sadaf NIMRA NAVEED FAREESA MALIK</i> <i>British Academy of Management. BAM2019</i> , res.country(231,) Citations: N/A DOI: https://www.bam.ac.uk/sites/bam.ac.uk/files/contribution814.pdf	2019
We Have No Choice To Speak Out Change Recipients Cognitive Approach Towards Major Organizational Change <i>Ambreen Malik Muhammad Naseer Akhtar Lubaba Sadaf Usman Talat Ambreen Malik Muhammad Naseer Akhtar Lubaba Sadaf Usman Talat</i> <i>British Academy of Management 2019</i> , res.country(231,) Citations: N/A DOI: https://www.bam.ac.uk/sites/bam.ac.uk/files/contribution368.pdf	2019
Implementation Process of Work Life Balance Policy: A Case Study of an Information Technology Company in Pakistan <i>Nimra Naveed Fareesa Malik Lubaba Sadaf</i> <i>British Academy of Management</i> , res.country(231,) Citations: N/A DOI: https://www.bam.ac.uk/sites/bam.ac.uk/files/contribution814.pdf	2019

Editorial Activities

Social Sciences & Humanities Open Reviewed Papers for Journals Impact Factor: N/A	2025
Forman Journal of Social Sciences Reviewed Papers for Journals Impact Factor: N/A	2025
Journal of theoretical and applied electronic commerce research Reviewed Papers for Journals Impact Factor: 4.6	2025
Women's Studies International Forum Reviewed Papers for Journals Impact Factor: 1.9	2025
Social Sciences & Humanities Open Reviewed Papers for Journals Impact Factor: N/A	2024
Social Sciences & Humanities Open	2024

Reviewed Papers for Journals	
Impact Factor: N/A	
Social sciences & humanities open	2024
Reviewed Papers for Journals	
Impact Factor: N/A	
Social Sciences & Humanities Open	2024
Reviewed Papers for Journals	
Impact Factor: N/A	
Social Sciences & HumaniMes Open	2024
Reviewed Papers for Journals	
Impact Factor: 0	
International Journal of Sustainability in Higher Education	2024
Reviewed Papers for Journals	
Impact Factor: 3.1	
Social Sciences & Humanities Open	2023
Reviewed Papers for Journals	
Impact Factor: N/A	
Social Sciences & Humanities Open	2023
Reviewed Papers for Journals	
Impact Factor: 0	
Social Sciences & Humanities Open	2023
Reviewed Papers for Journals	
Impact Factor: N/A	
Social Sciences & Humanities Open	2023
Reviewed Papers for Journals	
Impact Factor: 0	
Frontiers in Psychology	2023
Reviewed Papers for Journals	
Impact Factor: 3.8	
Interneural Journal of Sustainability	2023
Reviewed Papers for Journals	
Impact Factor: 3.1	
Frontiers in Public Health	2023
Reviewed Papers for Journals	
Impact Factor: 5.2	
International Journal of Sustainability in Higher Education	2023
Reviewed Papers for Journals	
Impact Factor: 3.1	
Trauma Violence & Abuse	2023
Reviewed Papers for Journals	
Impact Factor: 6.4	
International Journal of Sustainability in Higher Education	2023
Reviewed Papers for Journals	
Impact Factor: 3.1	
Social sciences & humanities open	2023
Reviewed Papers for Journals	
Impact Factor: 0	
International Journal of Sustainability in Higher Education	2023
Reviewed Papers for Journals	
Impact Factor: 4.351	
Frontiers in Environmental Science	2023
Reviewed Papers for Journals	
Impact Factor: 5.411	

Social sciences & humanities open Reviewed Papers for Journals Impact Factor: N/A	2023
Social sciences & humanities open Reviewed Papers for Journals Impact Factor: N/A	2022
Social sciences & humanities open Reviewed Papers for Journals Impact Factor: N/A	2022
Social Sciences & Humanities Reviewed Papers for Journals Impact Factor: 0	2022
Social Sciences & Humanities Reviewed Papers for Journals Impact Factor: 0	2022
NUST School of Social Sciences and Humanities Reviewed Papers for Journals Impact Factor: 0	2022
Reviewed Papers for Journals Impact Factor: 5.411	2022
Reviewed Papers for Journals Impact Factor: 0	2022
Reviewed Papers for Journals	2020