

Asfia Obaid

Professor
NUST Business School

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About

Dr. Asfia Obaid is working as Professor in the NUST Business School. Dr. Asfia Obaid has a PhD in HRM. Dr. Asfia Obaid has published 53 research articles & conference papers having a citation count of 327, carried out 10 projects and filed 0 intellectual property.

Qualifications

PhD in HRM University of Manchester , England	2007 - 2013
MPA in Management Quaid-i-Azam University , Pakistan	1997 - 1999
B.Com in Business University of Karachi , Pakistan	1994 - 1996

Experience

Professor NUST Business School	2023- Present
Associate Professor NUST Business School	2021 - 2023
Assistant Professor NUST Business School	2013 - 2021
Lecturer NUST Business School	2004 - 2013
Demonstrator NUST Business School	2000 - 2004
Junior Financial Analyst FINCON Consultants , It does not exist anymore	1999 - 1999

Awards

Best Researcher Award	2020
Best Teacher Award	2019

Research Projects

National Projects

NUST Business Park Funding Agency: NUST Amount: PKR 1,920,000.00 Status: Approved_inprocess	2024
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
HR Systems, Processes & Policies - M/S Chenab Engineering Works Foundry Funding Agency: Chenab Engineering Works Foundry Amount: PKR 2,250,000.00 Status: Completed	
Women Entrepreneurs in Pakistan - Antecedents and outcomes of digital entrepreneurship Funding Agency: HEC Amount: PKR 2,342,780.00 Status: Completed	2018
A Study of sharing economy Platforms and Digital Transformation of Businesses in Pakistan Funding Agency: HEC Amount: PKR 500,000.00 Status: Completed	2017
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

International Projects

Industry Projects

National Projects

Development of Training Module Client: NEEF Amount: PKR 180,000.00 Status: Completed	2023
Career Orientation Test Development Client: Merafuture Amount: PKR 1,200,000.00 Status: Completed	2020
Restructuring HR at Chenab Engineering Works & Foundries Pvt. Limited, Faisalabad Client: Chenab Engineering Work & Foundries Pvt. Limited, Faisalabad Amount: PKR 2,200,000.00 Status: Completed	2017
Employee Engagement Survey - Forward Gear Client: Forward Gear Amount: PKR 857,000.00 Status: Completed	2017

International Projects

Research Articles

The impact of GHRM practices on employee workplace outcomes and organizational pride: a conservation of resource theory perspective <i>Aiman Qureshi Imran Qureshi Mehwish Ittikhar Asfia Obaid</i>	2024
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<p><i>Employee Relations</i> , Volume: 46, Issue: 2, Pages:383-407</p> <p>Impact Factor: 3.4 Quartile: 2 Citations: 16</p> <p>DOI: 10.1108/ER-05-2023-0249</p>	
<p>Subsistence entrepreneurship and intersectional inequalities: a case study of women from Pakistani urban-poor districts</p> <p><i>Uzair Shah Niall Hayes Asfia Obaid</i></p> <p><i>International Journal of Entrepreneurial Behavior and Research</i>, Pages 1-19</p> <p>Impact Factor: 5.500 Quartile: 2 Citations: 3</p> <p>DOI: 10.1108/IJEBr-12-2022-1094</p>	2024
<p>How does femvertising work in a patriarchal context? An unwavering consumer perspective</p> <p><i>Lubaba Sadaf Aleena Amir David Roca Asfia Obaid</i></p> <p><i>Corporate Communications</i> , Pages 1-17</p> <p>Impact Factor: 2.800 Quartile: 2 Citations: 3</p> <p>DOI: https://doi.org/10.1108/CCIJ-03-2023-0040</p>	2023
<p>Exploring the Pygmalion Phenomenon in a Male-Centric Industry and Developing a Model of Female Career Progression</p> <p><i>Hira Jehanzeb Mumtaz Ali Memon Asfia Obaid</i></p> <p><i>International Journal of Management Research and Emerging Sciences (IJMRES)</i>, Volume 13, Issue 2, Pages 1-21</p> <p>Impact Factor: 0</p> <p>DOI: https://doi.org/10.56536/ijmres.v13i2.469</p>	2023
<p>Paradoxical leader behavior and leader effectiveness: moderating role of structural and job-related uncertainty</p> <p><i>Uzma Batool Muhammad Mustafa Raziq Naukhez Sarwar Sharjeel Saleem Asfia Obaid</i></p> <p><i>European Business Review</i> , Pages 1-22</p> <p>Impact Factor: 0 Citations: 9</p> <p>DOI: https://doi.org/10.1108/EBR-08-2022-0163</p>	2023
<p>Work-From-Home in the New Normal: A Phenomenological Inquiry into Employees' Mental Health</p> <p><i>Mumtaz Ali Memon Saba Shaikh Muhammad Zeeshan Mirza Asfia Obaid Nuttawuth Muenjohn Hiram Ting</i></p> <p><i>International Journal of Environmental Research and Public Health</i>, Volume 20(1), Article Number 48</p> <p>Impact Factor: 4.614 Quartile: 1 Citations: 14</p> <p>DOI: 10.3390/ijerph20010048</p>	2022
<p>Can't Stop Eating My Feelings: The Maladaptive Responses of abused employees towards Abusive supervision</p> <p><i>Hussain Tariq Asfia Obaid Muhammad Burhan Muhammad Subhan Sumbal Babar</i></p> <p><i>Journal of Management and Organization</i>, Pages 1-18</p> <p>Impact Factor: 3.640 Quartile: 3 Citations: 9</p> <p>DOI: 10.1017/jmo.2022.75</p>	2022
<p>Performance appraisal quality and employee performance: the boundary conditions of human resource strength and religiosity</p> <p><i>Sumbal Babar Asfia Obaid Karin Sanders Hussain Tariq</i></p> <p><i>Asia Pacific Journal of Human Resources</i>, Volume 60, Issue 4, Pages 788-813</p> <p>Impact Factor: 3.426 Quartile: 2 Citations: 6</p> <p>DOI: https://doi.org/10.1111/1744-7941.12327</p>	2022
<p>Psychological ownership and knowledge behaviors during a pandemic: role of approach motivation</p> <p><i>Uzma Batool Muhammad Mustafa Raziq Asfia Obaid Muhammad Saleem Ullah Khan Sumbal</i></p> <p><i>Current Psychology</i> , Pages 1-11</p> <p>Impact Factor: 2.387 Quartile: 3 Citations: 11</p> <p>DOI: 10.1007/s12144-022-03450-y</p>	2022
<p>Whether Perceptions of Performance Appraisal Quality relates to HR Strength and Employee Performance? The Moderated Mediation Models</p> <p><i>Sumbal Babar Asfia Obaid</i></p> <p><i>Pakistan Journal of Social Sciences</i> , Volume 42(1), Pages 137-149</p> <p>Impact Factor: N/A</p> <p>DOI: http://pjss.bzu.edu.pk/index.php/pjss/article/view/1059</p>	2022

<p>Ethical leadership: Exploring bottom-line mentality and trust perceptions of employees on middle-level managers</p> <p><i>Mehreen Malik Farah Mahmood Naukhez Sarwar Asfia Obaid Mumtaz Ali Memon Asadullah Khaskheli</i> <i>Current Psychology</i> , Pages 1-16</p> <p>Impact Factor: 2.387 Quartile: 3 Citations: 19</p> <p>DOI: 10.1007/s12144-022-02925-2</p>	2022
<p>Do Servant Leadership Self-Efficacy and Benevolence Values Predict Employee Performance within the Banking Industry in the Post-COVID-19 Era: Using a Serial Mediation Approach</p> <p><i>Tasmeer Mujeeb Noor Ullah Khan Asfia Obaid Guiling Yue Hanieh Alipour Bazkiaei Noor Azam Samsudin</i> <i>Administrative Sciences</i> , Volume 11(4), Article Number 114</p> <p>Impact Factor: N/A Citations: 7</p> <p>DOI: https://doi.org/10.3390/admsci11040114</p>	2021
<p>Do Environmental Transformational Leadership Predicts Organizational Citizenship Behavior towards Environment in Hospitality Industry: Using Structural Equation Modelling Approach</p> <p><i>Jehanzeb Khan Gurmani Noor Ullah Khan Muhammad Khaliq Muhammad Yasir Asfia Obaid Nur Ain Ayunni Sabri</i> <i>Sustainability</i> , Volume 13(10), Article Number 5594</p> <p>Impact Factor: 3.889 Quartile: 2 Citations: 42</p> <p>DOI: https://doi.org/10.3390/su13105594</p>	2021
<p>Keep your mouth shut until I feel good: testing the moderated mediation model of leader's threat to competence, self-defense tactics, and voice rejection</p> <p><i>Anastasiia Popelnukha Shamika Almeida Asfia Obaid Naukhez Sarwar Cynthia Atamba Hussain Tariq Qingxiong (Derek) Weng</i> <i>Personnel Review</i> , Pages 1-38</p> <p>Impact Factor: 3.228 Quartile: 2 Citations: 23</p> <p>DOI: 10.1108/PR-09-2019-0508</p>	2021
<p>Where energy flows, passion grows: testing a moderated mediation model of work passion through a cross-cultural lens</p> <p><i>Qingxiong Weng Hirra Pervez Butt Shamika Almeida Bilal Ahmed Asfia Obaid Muhammad Burhan Hussain Tariq</i> <i>Current Psychology</i> , 1-14</p> <p>Impact Factor: 4.297 Quartile: 1 Citations: 16</p> <p>DOI: https://doi.org/10.1007/s12144-020-01071-x</p>	2020
<p>Loaded with knowledge, yet green with envy: leader-member exchange comparison and coworkers-directed knowledge hiding behavior</p> <p><i>Qingxiong Weng Kashmala Latif Abdul Karim Khan Hussain Tariq Hirra Pervez Butt Asfia Obaid Naukhez Sarwar</i> <i>Journal of Knowledge Management</i> , Volume 24, No. 7, Pages 1653-1680</p> <p>Impact Factor: 8.182 Quartile: 1 Citations: 88</p> <p>DOI: 10.1108/JKM-10-2019-0534</p>	2020
<p>Do green human resource management practices contribute to sustainable performance in manufacturing industry?</p> <p><i>Mansoor Nazir Bhatti Abdul Sami Noor Ullah Khan Asfia Obaid Abrar Ullah</i> <i>International Journal of Environment and Sustainable Development</i> , Volume 19, No. 4, Pages 412-432</p> <p>Impact Factor: -</p> <p>DOI: 10.1504/IJESD.2020.10027152</p>	2020
<p>Another sleepless night: Does a leader's poor sleep lead to subordinate's poor sleep? A spillover/crossover perspective</p> <p><i>Hussain Tariq Qingxiong Weng Thomas Noel Garavan Asfia Obaid Waseem Hassan</i> <i>Journal of Sleep Research</i> , -</p> <p>Impact Factor: 3.623 Quartile: 2 Citations: 25</p> <p>DOI: 10.1111/jsr.12904</p>	2019
<p>It's not me, it's you: Testing a moderated mediation model of subordinate deviance and abusive supervision through the self-regulatory perspective</p> <p><i>Samson Samwel Shillamkwese Hussain Tariq Asfia Obaid Qingxiong Weng Thomas Noel Garavan</i> <i>Business Ethics: A European Review</i> , -</p> <p>Impact Factor: 2.919 Quartile: 1 Citations: 32</p> <p>DOI: 10.1111/beer.12245</p>	2019
<p>The Role of Stability and Ownership Structure in Determining the Efficiency of US Bank Holding Companies</p>	2019

Samar Jameel Kalyal Dawood Ashraf Asfia Obaid
Business and Economic Review, Volume 11, Issue 2, Pages 19-44
Impact Factor: N/A
DOI: 10.22547/BER/11.2.2

Does the Participation in CSR Activities Enhance Information Diffusion? Evidence from US Firms 2018

Muhammad Suhail Rizwan Asfia Obaid Dawood Ashraf
Pakistan Journal of Commerce and Social Science, Volume 12 (1), Pages 01-28
Impact Factor: 0
DOI: <http://jespk.net/publications/411.pdf>

The Impact of Corporate Social Responsibility on Default Risk: Empirical evidence from US Firms 2017

ASFIA OBAID Suhail Rizwan Dawood Ashraf
Business and Economic Review, Vol. 9, No. 3 2017 pp. 36-70
Impact Factor: 0
DOI: 10.22547/BER/9.32

The Impact of Social Capital on Financial Reporting: A Dynamic Panel Model of the Auditors? Trust and Corporate Social Responsibility by US Firms 2016

Muhammad Suhail Rizwan Asfia Obaid Dawood Ashraf
Pakistan Journal of Social Sciences, Vol. 36, No. 2 (2016), pp. 1045-1057
Impact Factor: 0
DOI: <http://www.bzu.edu.pk/PJSS/Vol36No22016/PJSS-Vol36-No2-38.pdf>

Conference Proceedings

Emergence and Transformation of Trust in Work Teams 2024

Maryam Liaqat Dr. Madiha Gohar Dr. Ayesha Abrar Dr. Asfia Obaid
4th International Conference on Business, Management, and Social Sciences (ICBMASS) 2024, res.country(177,)
Citations: N/A
DOI: Nil

Putting the Workers First: Antecedents Of Pro-Environmental Behavior in the Hospitality Industry 2023

Noor Ullah Khan Jie Cheng Roselina Ahmad Suafi Asfia Obaid Hanieh Alipour Bazkiaei
Academy of Management Annual Meeting 2023, res.country(233,)
Citations: N/A
DOI: <https://doi.org/10.5465/AMPROC.2023.13929abstract>

Conference Paper: Empowering Digital Safety Behavior in the Workplace Exploring the Role of Digital Training, Communication, and Job Autonomy among Technological Professionals 2023

Ayesha Zia Mumtaz Ali Memon Muhammad Zeeshan Mirza Asfia Obaid
2nd International Conference on Action Research in the Multidisciplinary Perspective of Technology, Social and Business Sciences (ICARMP) 2023, res.country(177,)
Citations: N/A
DOI: Nil

The Invisible Barrier: Uncovering the Connection Between Micromanagement, Work Intensification, and Employee Knowledge Hoarding 2023

Mumtaz Ali Memon Ayesha Zia Muhammad Zeeshan Mirza Naukhez Sarwar Asfia Obaid
1st International Conference on Interplay of Social Science Research, Responsible Management and Sustainable Future, res.country(177,)
Citations: N/A
DOI: Nil

Nurturing Engagement: The Interplay Between Socially Responsible HRM Practices, Employee Voice, and Work Disengagement 2023

Mumtaz Ali Memon Huma Bashir Naukhez Sarwar Asfia Obaid Muhammad Zeeshan Mirza
1st International Conference on Interplay of Social Science Research, Responsible Management and Sustainable Future, res.country(177,)
Citations: N/A
DOI: Nil

The Interrelationship Between Ethical Leadership, Employee Intrapreneurial Behavior, Work-Life Balance, and Psychological Empowerment: A PLS-SEM Analysis 2022

Huma Bashir Mumtaz Ali Memon Asfia Obaid Naukhez Sarwar Muhammad Zeeshan Mirza

2022 International Conference on Partial Least Squares Structural Equation Modeling, res.country(188,)	
Citations: N/A	
DOI: Nil	
Human Resource Management System Strength in Family-owned Businesses: Current state and its implications	2022
<i>Saif Ullah Asfia Obaid</i>	
36th British Academy of Management Annual Meeting", (BAM), res.country(231,)	
Citations: N/A	
DOI: Nil	
Employee creativity and organizational identification: Role of personal and contextual factors	2021
<i>Mehmood Aslam Muhammad Naseer Akhtar Asfia Obaid</i>	
British Academy of Management Conference 2021, res.country(231,)	
Citations: N/A	
DOI: 0	
Can't Stop Eating My Feelings: The Maladaptive Responses of abused employees	2021
<i>Asfia Obaid Hussain Tariq Muhammad Subhan</i>	
Academy of Management Conference, res.country(233,)	
Citations: N/A	
DOI: https://journals.aom.org/doi/abs/10.5465/AMBPP.2021.12800abstract	
Social Identity in Project Environment: The Impact of Depletion and Project Complexity	2021
<i>Marya Tabassum Asfia Obaid</i>	
1st International Conference on Business, Management and Social Sciences (ICBMAS), res.country(177,)	
Citations: N/A	
DOI: 0	
The Effects of Screen Memories on Feigning Amnesia	2021
<i>Ayesha Shakoor Asfia Obaid</i>	
1st International Conference on Business, Management and Social Sciences (ICBMAS), res.country(177,)	
Citations: N/A	
DOI: 0	
RESEARCHING TRANSGENDERS: DILEMMAS IN THE FIELD	2020
<i>ZUJAJA WAHAJ ASFIA OBAID Mr. Waleed Shahzad</i>	
British Academy of Mnagement 2020, res.country(231,)	
Citations: N/A	
DOI: https://app.oxfordabstracts.com/events/1520/submissions/206565/question/25454/programme-builder/download	
How Perceptions of performance appraisal quality relates to HR strength and employee performance: The moderating role of faith in religion	2020
<i>Sumbal Babar Asfia Obaid Karin Sanders Hussain Tariq Sumbal Babar Asfia Obaid Karin Sanders Hussain Tariq</i>	
34th Annual British Academy of Management Conference, res.country(231,)	
Citations: N/A	
DOI: https://app.oxfordabstracts.com/events/1520/secure/program-app/submission/206851?	
Clear Job Description, HR System Strength and Employee Innovation: Incorporating Non-Work Factors in the HR Field	2020
<i>Adam Kitt Karin Sanders Saifullah Qureshi Asfia Obaid Adam Kitt Karin Sanders Saifullah Qureshi Asfia Obaid</i>	
34th Annual British Academy of Management Conference, res.country(231,)	
Citations: N/A	
DOI: 0	
Researching Transgenders - Dilemmas in the Field	2020
<i>Waleed Shahzad Asfia Obaid Zujaja Wahaj</i>	
34th Annual British Academy of Management Conference, res.country(231,)	
Citations: N/A	
DOI: NA	
HR Strength and Performance Appraisal Quality: The Impact of Non-Work Domain Influence	2020
<i>Sumbal Babar Asfia Obaid Hussain Tariq</i>	
80th Annual Meeting of the Academy of Management, res.country(38,)	
Citations: N/A	

DOI: doi.org/10.5465/AMBPP.2020.16567abstract

Do Green HRM Practices Really Matters in Shaping Sustainable Performance Among ISO14001-Certified Malaysian Manufacturing Firms: A Mixed-Method Approach

2019

Noor Ullah Khan Roselina Binti Ahmad Saufi Asfia Obaid Noor Ullah Khan Roselina Binti Ahmad Saufi Asfia Obaid
16th International Conference on Business Management, res.country(13,)

Citations: N/A

DOI: <https://www.semanticscholar.org/paper/Do-green-HRM-practices-really-matters-in-shaping-A-Khan-Saufi/0a31aa1b82aa4503e3a54db8b2be37ba17f6a2c2>

Another Sleepless Night: Does Leader's Poor Sleep Lead to Subordinate's Poor Sleep?

2019

Thomas Noel Garavan Asfia Obaid Waseem Hassan Hussain Tariq Qingxiong Weng
Academy of Management Proceedings , res.country(233,)

Citations: N/A

DOI: 10.5465/AMBPP.2019.10240abstract

Studying gender and entrepreneurship in the context of Pakistani women from urban-poor regions

2019

Dr. Asfia Obaid Uzair Shah Niall Hayes
11th International Conference on Critical Management Studies, res.country(231,)

Citations: N/A

DOI: N/A

Franchise Value and Bank Risk: A New Perspective with Regulations and Ownership

2019

Samar Jameel Kalyal Dr. Dawood Ashraf Dr. Asfia Obaid
ISER 199th International Conference , res.country(38,)

Citations: N/A

DOI: http://www.worldresearchlibrary.org/up_proc/pdf/2823-156212931951-62.pdf

Women in Leadership Positions: The Issue of Perceived Authenticity and Effectiveness.

2017

Aroosha Khalid Asfia Obaid
Reconnecting Management Research with the Disciplines: Shaping the research with the Social Sciences , res.country(231,)

Citations: N/A

DOI: <http://conference.bam.ac.uk/BAM2017/htdocs/index.php>

The Role of Perceived Terror Threats and Support Networks in the Adjustment and Performance of Expatriates in High-Risk Country Environment

2017

Ayesha Nawaz Asfia Obaid
British Academy of Management: Reconnecting Management Research with the Disciplines: Shaping the research with the Social Sciences , res.country(231,)

Citations: N/A

DOI: <http://conference.bam.ac.uk/BAM2017/htdocs/index.php>

Addressing Stereotypes: Exploring Perspectives and Attitudes that Influence Workplace Inclusion of Persons with Disabilities.

2017

Sarah Humayun Asfia Obaid
British Academy of Management: Reconnecting Management Research with the Disciplines: Shaping the research with the Social Sciences , res.country(231,)

Citations: N/A

DOI: <http://conference.bam.ac.uk/BAM2017/htdocs/index.php>

Book Chapters

The Impact of Ethical Leadership on Employee Intrapreneurship, Work–Life Balance, and Psychological Empowerment: A PLS-SEM Analysis

2023

Huma Bashir Mumtaz Ali Memon Naukhez Sarwar Asfia Obaid Muhammad Zeeshan Mirza
In: *Book on State of the Art in Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 1st Edition, Chapter 29, Pages 353-374

Citations: N/A

DOI: 10.1007/978-3-031-34589-0_29

Do Green HRM Practices Matter in Shaping Sustainable Performance Among ISO 14001-Certified Malaysian Manufacturing Firms? A Mixed-Method Approach

2021

Noor Ullah Khan Roselina Binti Ahmad Saufi Asfia Obaid
In: *Book on New Horizons in Management, Leadership and Sustainability*, Chapter 11, Pages 219-236

Citations: N/A

DOI: https://doi.org/10.1007/978-3-030-62171-1_11

Editorial Activities

Cogent Business and Management Reviewed Papers for Journals Impact Factor: 3.76	2023
Journal of Political Marketing Reviewed Papers for Journals Impact Factor: 1.44	2023
Psychology Research and Behavior Management Reviewed Papers for Journals Impact Factor: 4.2	2023
SAGE peer review Reviewed Papers for Journals Impact Factor: 2.16	2023
Current Psychology Reviewed Papers for Journals Impact Factor: 2.643	2022
Frontiers in Psychology Reviewed Papers for Journals Impact Factor: 4.232	2022
Reviewed Papers for Journals	2020
Reviewed Papers for Journals	2020
Reviewed Papers for Journals	2020

Trainings

Easypaisa / Telenor Microfinance Bank (TMB) - Management Development Program (MDP) Partner: Easypaisa TMB Duration: 20-Nov-2023 to 25-Nov-2023	2023
JAZZ Leadership Academy Training Partner: JAZZ Duration: 05-Sep-2017 to 04-Jul-2018	2017