

Irfan Abdullah

Assistant Professor

NUST Business School

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About

Dr. Irfan Abdullah is working as Assistant Professor in the NUST Business School. Dr. Irfan Abdullah has a PhD in International Business. Dr. Irfan Abdullah has published 10 research articles & conference papers having a citation count of 157, carried out 1 projects and filed 0 intellectual property.

Qualifications

PhD in International Business Agder University College , Norway	2010 - 2017
MPhil in International Business Agder University College , Norway	2007 - 2010
MBA in Marketing And Management Quaid-i-Azam University , Pakistan	2001 - 2003
BBA in Business Management The University of Agriculture, Peshawar , Pakistan	1998 - 2001

Experience

Assistant Professor NUST Business School	2023- Present
Assistant Professor NUST Business School	2023 - 2023
Assistant Professor NUST Business School	2018 - 2023
Assistant Professor/Lecturer University of Agder , 91261 (Gimlemoen 19, Kristiansand)	2014 - 2018
Reseracher University of Agder , The School of Business and Law, 1 Gimlemoen 10, Kristiansand	2012 - 2018
Assistant Manager Fuji Film Pvt. Ltd. Pakisatn , Khadim Shaheed Road, Cantt Peshawar	2003 - 2007

Awards

Appreciation certificate Appreciation certificate for contributing to Marketing education at the University of Agder.	2016
UiA Research Grant Received PhD research grant to study the Impact of Outsourcing on Firms from Emerging Economies. The said reserach was conducted on Textile and Apparel Industry of Pakistan.	2013
UiA Partial scholarship 2010-2017- Received partial scholarship from the University of Agder for PhD program in Norway.	2010

Research Projects

National Projects

- The Broken Connection of Firm Internationalization: The Case of International New Ventures From Emerging Economies** 2019
Funding Agency: HEC, Pakistan
Amount: PKR 314,600.00
Status: Completed

International Projects

Research Articles

- Enhancing Brand Equity Through Branded Content Experience on Social Media: Developing and Testing a Moderated Mediation Model** 2024
Muhammad Adnan Waseem Muhammad Waqas Nauman Wajid Irfan Abdullah
Psychology of Popular Media, Pages 1-11
Impact Factor: 3.0 | **Quartile:** 2 | **Citations:** 1
DOI: <https://dx.doi.org/10.1037/ppm0000537>
- A Cross-sectional Study of Antecedents and Consequence of Panic Buying Behavior: The Moderating Effect of COVID-19 Rumors** 2022
Nauman Wajid Adnan Waseem Muhammad Waqas Irfan Abdullah Ibrahim Abdullah
INQUIRY: The Journal of Health Care Organization, Provision, and Financing, Volume 59, Pages 1-13
Impact Factor: 2.099 | **Quartile:** 4
DOI: 10.1177/0046958022112
- Learning by supplying to climb the value chain: suppliers' transition from B-to-B to B-to-C** 2022
Irfan Abdullah Alan Kai Ming Au Faisal Khurshid Felix T.S. Chan
Supply Chain Management, Pages 1-25
Impact Factor: 11.263 | **Quartile:** 1 | **Citations:** 7
DOI: <https://doi.org/10.1108/SCM-12-2021-0551>
- Toward a resilient supply chain model: critical role of knowledge management and dynamic capabilities** 2022
Irfan Abdullah Muhammad Saleem Ullah Khan Sumbal Faisal Khurshid Felix T.S. Chan
Industrial Management & Data Systems, Pages 1-30
Impact Factor: 4.224 | **Quartile:** 2 | **Citations:** 64
DOI: <https://doi.org/10.1108/IMDS-06-2021-0356>
- Knowledge retention in oil and gas industry – the case of contract workforce** 2021
Muhammad Saleem Ullah Khan Sumbal Irfan Adnan Waseem Susanne Durst Umar Farooq Sahibzada Eric Tsui
Kybernetes, Pages 1-20
Impact Factor: 2.235 | **Quartile:** 3 | **Citations:** 6
DOI: 10.1108/K-06-2021-0458
- A Framework to Retain the Knowledge of Departing Knowledge Workers in the Manufacturing Industry** 2020
Saleem Ullah Sumbal Eric Tsui Susanne Durst Muhammad Shujahat Irfan Irfan Syed Muhammad Ali
VINE Journal of Information and Knowledge Management Systems, Volume 50, Issue 1, Pages 631-651
Impact Factor: 0 | **Citations:** 35
DOI: <https://doi.org/10.1108/VJIKMS-06-2019-0086>
- Value creation through big data application process management: the case of the oil and gas industry** 2019
Irfan Abdullah Muhammad Saleem Sumbal Eric Tsui Muhammad Shujahat Elaine Mosconi Murad Ali
Journal of Knowledge Management, Volume 23, No. 8, Pages 1566-1585
Impact Factor: 4.745 | **Quartile:** 1 | **Citations:** 37
DOI: 10.1108/JKM-02-2019-0084

Conference Proceedings

- The Broken Connection of Internationalization: The Case of Traditional Firms from Developing Economy** 2020
Irfan Irfan Saleem Sumbal Amira Khattak Noor Ullah Khan Nauman Wajid Irfan Irfan Saleem Sumbal Amira Khattak Noor Ullah Khan Nauman Wajid
BAM Conference in The Cloud 2020, res.country(231,)
Citations: N/A
DOI: <https://app.oxfordabstracts.com/events/1520/secure/program-app/submission/206761>
- Antecedents of Sustainable Performance Among ISO14001-Certified Malaysian Manufacturing Firms: A Mixed-Method Approach** 2020
Noor Ullah Khan Muhammad Kamran Roselina Binti Ahmad Saufi Irfan Irfan Abdullah Raja Suzana Raja Karim Noor Ullah Khan Muhammad Kamran Roselina Binti Ahmad Saufi Irfan Irfan Abdullah Raja Suzana Raja Karim
BAM Conference in the Cloud, res.country(231,)
Citations: N/A
DOI: PROCEEDINGS ISBN: 978-0-9956413-3-4

Book Chapters

- The residual impact of offshore outsourcing on learning and innovation for emerging-economy suppliers: evidence from the apparel industry of Pakistan** 2021
Irfan Abdullah Saleem Ullah Khan Amira Khattak
In: *Book on Upgrading the Global Garment Industry Internationalization, Capabilities and Sustainability*, Chapter 4, Pages 84–112
Citations: 7
DOI: <https://doi.org/10.4337/9781789907650>

Editorial Activities

- International Journal of Emerging Markets** 2023
Reviewed Papers for Journals
Impact Factor: 2.7
- Journal of Information and Knowledge Management Systems** 2023
Reviewed Papers for Journals
Impact Factor: 2.8
- Frontiers in Sustainability** 2023
Reviewed Papers for Journals
Impact Factor: N/A
- Journal of Knowledge Management** 2022
Reviewed Papers for Journals
Impact Factor: 8.689
- International Journal of Emerging Markets** 2022
Reviewed Papers for Journals
Impact Factor: 3.422
- International Journal of Emerging Markets** 2022
Reviewed Papers for Journals
Impact Factor: 3.422
- International Journal of Emerging Markets** 2022
Reviewed Papers for Journals
Impact Factor: 3.422
- Reviewed Papers for Journals 2022
Impact Factor: 2.5
- Reviewed Papers for Journals 2021
Impact Factor: 2.5
- Reviewed Papers for Journals 2021
Impact Factor: 2.5

Reviewed Papers for Journals Impact Factor: 2.518	2021
Reviewed Papers for Journals Impact Factor: 2.5	2021
Reviewed Papers for Journals Impact Factor: 0	2021
Reviewed Papers for Journals Impact Factor: 2.1	2021
Reviewed Papers for Journals	2021
Reviewed Papers for Journals Impact Factor: 7.57	2021
Reviewed Papers for Journals Impact Factor: 7.571	2021
Reviewed Papers for Journals Impact Factor: 1.022	2020
Reviewed Papers for Journals	2020
Reviewed Papers for Journals Impact Factor: 1.022	2020
Reviewed Papers for Journals Impact Factor: 1.022	2020
Reviewed Papers for Journals Impact Factor: 1.022	2019