

Madiha Gohar

Assistant Professor

NUST Business School

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About

Dr. Madiha Gohar is working as Assistant Professor in the NUST Business School. Dr. Madiha Gohar has a PhD in Entrepreneurship. Dr. Madiha Gohar has published 31 research articles & conference papers having a citation count of 29, carried out 2 projects and filed 0 intellectual property.

Qualifications

PhD in Entrepreneurship University of Essex , United Kingdom	2007 - 2012
MSc in Economics University of Peshawar , Pakistan	2004 - 2005
BSc in Economics University of Peshawar , Pakistan	2000 - 2004

Experience

Assistant Professor NUST Business School	2018- Present
Assistant Professor Shaheed Benazir Bhutto Women University , Peshawar	2013 - 2018
Graduate Teaching Assistant Essex Business School, University of Essex , Essex UK	2009 - 2010
Lecturer Shaheed Benazir Bhutto Women University , Peshawar	2006 - 2013

Awards

Best University Teacher Best University Teacher by HEC for year 2016 Best University Teacher of Shaheed Benazir Bhutto Women University, 2016	2018
IVLP-2015 Participated in State Department's International Visitor Leadership Program from 1st – 21st November, 2015. The theme was 'Entrepreneurship as the Engine of Prosperity and Stability', where I was nominated by Consulate General of the United States, Peshawar, Pakistan for a visit to USA to understand the entrepreneurial culture therein and to see if something of that kind can be practiced in Pakistan.	

Industry Projects

National Projects

International Projects

Consultancy on Business Development and Coaching to Returning Immigrants on Microfinance Loan Scheme: Work Package 4 Client: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Amount: PKR 4,400,000.00 Status: Completed	2023
Consultancy on Re-integration of Pakistani Returnees through Business Development Mentorship and in-kind Support- Work Package 3 Client: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Amount: PKR 6,110,000.00 Status: Completed	2023

- Resource Commitments for Technology-Deployments to Boost Corporate Sustainability** 2025
Sajid Nazir Arsalan Zahid Piprani Mahmood Ali Madiha Gohar Adeel Tariq
JIM: Journal of Innovation Management, Volume 13, No. 1, Pages 54-80
Impact Factor: N/A
DOI: https://doi.org/10.24840/2183-0606_013.001_0003
- Impact of digital transformation on SME's marketing performance: role of social media and market turbulence** 2025
Muhammad Amin Madiha Gohar Irfan Ali
Discover Sustainability, Volume:6, Issue:1, Article Number 378
Impact Factor: 2.400 | **Quartile:** 3
DOI: <https://doi.org/10.1007/s43621-025-01228-3>
- The rising appeal of creative industry for women entrepreneurs: an exploratory study of rural Khyber Pakhtunkhwa** 2025
Hina Haram Madiha Gohar Ayesha Abrar
Journal of Entrepreneurship in Emerging Economies, Pages 1-19
Impact Factor: 2.900 | **Quartile:** 2
DOI: <https://doi.org/10.1108/JEEE-07-2024-0261>
- Unveiling Entrepreneurial Learning Dynamics: Insights from the Women Entrepreneurs of Creative Industries** 2024
Ayesha Abrar Madiha Gohar Fareesa Malik Owais Anwar Golra
Journal of Innovative Research in Management Sciences, Volume 5, No. 1, Pages 52-70
Impact Factor: N/A
DOI: <https://doi.org/10.62270/jirms.v5i1.65>
- Artificial Intelligence a Panacea for Innovation Management? Review and Directions** 2024
Waqas Tariq Adeel Tariq Umair Saeed Bhutta Madiha Gohar
Review in Business and Economics, Volume 4, No. 1, Pages 1-9
Impact Factor: N/A
DOI: <https://rbe.uskt.edu.pk/papers/RBE-4-1-0001.pdf>
- Navigating the change: a case study of the textile industry on digital leadership, digital transformation and innovative business models** 2024
Mehreen Malik Muhammad Mustafa Raziq Naukhez Sarwar Madiha Gohar
Benchmarking: An International Journal, Pages 1-28
Impact Factor: 4.500 | **Quartile:** 1 | **Citations:** 9
DOI: 10.1108/BIJ-06-2023-0376
- The Influence of Role Model & Learning Orientation on Students' Entrepreneurial Intentions: Does Creativity, Proactiveness & Opportunism Matter?** 2023
Madiha Gohar Ayesha Abrar Fizza khalid Maria Khan
NICE Research Journal, Volume 16, No. 4, Pages 1-17
Impact Factor: 0
DOI: <https://doi.org/10.51239/nrjss.v16i4.432>
- Situationally Appropriate Leadership Styles and Team Performance: Is Trust Really Important** 2023
Madiha Gohar Ayesha Mehmood Sana Nazir Ayesha Abrar Yasmine Muhammad Javaid Iqbal
FWU Journal of Social Sciences, Volume 17, No.3, Pages 136-151
Impact Factor: 0.800 | **Quartile:** 3
DOI: <http://doi.org/10.51709/19951272/Fall>
- Entrepreneurial Leadership and Innovative Work Behaviour: Moderating Role of Islamic Work Ethics** 2023
Madiha Gohar Yasmine Muhammad Javaid Iqbal Hammad Ali Khan Riffat Hussain
Journal of Entrepreneurship and Innovation in Emerging Economies, Volume 9, Issue 2, Pages 181-197
Impact Factor: N/A | **Citations:** 3
DOI: <https://doi.org/10.1177/23939575231186944>
- An Exploration of Women Owned Home-based Business Through Institutional Theory Lens: A Case of Peshawar, Pakistan** 2022
Madiha Gohar Ayesha Abrar
Journal of Applied Economics and Business Studies, Volume 6, Issue 2, Pages 33-54

Impact Factor: N/A DOI: https://doi.org/10.34260/jaebs.623	
Women Entrepreneurship and Household Wellbeing: An Exploratory Study of Khyber Pakhtunkhwa <i>Hina Haram Khadija Shams Madiha Gohar</i> <i>FWU Journal of Social Sciences</i> , Volume 15, No.2, Pages 76-95 Impact Factor: - Citations: 5 DOI: http://doi.org/10.51709/19951272/Summer-2/5	2021
A Narrative Case Study of the Lived Experiences of Women Social Entrepreneur(s) in Pukhtoon Context Peshawar, Pakistan <i>Madiha Gohar Ayesha Abrar Mahvesh Ali Khan</i> <i>Abasyn Journal of Social Sciences</i> , Pages 1-13 Impact Factor: 0 DOI: http://ajss.abasyn.edu.pk/admineditor/specialissue/papers/CP%2015.pdf	2018
Social Entrepreneurship as Creative Destructors <i>Ayesha Abrar Madiha Gohar Shandana Shoaib</i> <i>Abasyn Journal of Social Sciences</i> , Pages 1-20 Impact Factor: 0 DOI: http://ajss.abasyn.edu.pk/sparticle?articleID=177	2018
Growth Aspirations of Pukhtoon Women Entrepreneurs in the Household Context <i>Madiha Gohar Asma Basit Ayesha Abrar</i> <i>FWU Journal of Social Sciences</i> , Volume 12, Issue 1, Pages 180-189 Impact Factor: - DOI: http://journal.sbbwu.edu.pk/FWU_journa_Summer_2018_Part_1_Vol_12_No_1/18.%20Growth%20Aspirations%20of%20Pukhtoon%20Women%20Entrepreneurs.pdf	2018
Embedded or Constrained Informal Institutional Influences on Women Entrepreneurship Development in Pukhtoon Culture <i>Ayesha Abrar Madiha Gohar</i> <i>FWU Journal of Social Sciences</i> , Volume 10, Issue 2, Pages 80-90 Impact Factor: 0 DOI: http://journal.sbbwu.edu.pk/FWU_Journal_of_Social_Sciences_Winter_2016_Vol_10_no_1/Embedded%20or%20Constrained%20Informal%20Institutional%20Influences%20on%20Women%20Entrepreneurship%20Development%20in%20Pukhtoon%20Culture.pdf	2016
Conference Proceedings	
The Role of Brand Love and Brand Respect in Creating Brand Loyalty: An exploration through Love Mark Theory <i>Kainat Shahnawaz Ayesha Abrar Madiha Gohar</i> <i>4th International Conference on Business, Management and Social Sciences (ICBMAS-24)</i> , res.country(177,) Citations: N/A DOI: N/A	2024
Emergence and Transformation of Trust in Work Teams <i>Maryam Liaqat Dr. Madiha Gohar Dr. Ayesha Abrar Dr. Asfia Obaid</i> <i>4th International Conference on Business, Management, and Social Sciences (ICBMAS-24)</i> , res.country(177,) Citations: N/A DOI: Nil	2024
Influence of Religious Beliefs and Values on Leader's Spirituality and Emotional Intelligence: A Case of Islamabad Healthcare Sector <i>Maryam Liaqat Atiqa Aslam Madiha Gohar Ayesha Abrar</i> <i>1st International Conference on Religion in Business</i> , res.country(177,) Citations: N/A DOI: Nil	2022
Shuhrat-we brand you, A case study on learning from mistakes <i>Waseem Akram Dr. Madiha Gohar Dr. Ayesha Abrar</i> <i>10th Asian Management Research and Case Conference 2022 (AMRC)</i> , res.country(2,) Citations: N/A	2022

DOI: Nil	
iTitans - Innovation starts with an I <i>Kommal Joyo Waseem Akram Madiha Gohar Ayesha Abrar</i> <i>10th Asian Management Research & Case Conference, res.country(2,)</i> Citations: N/A DOI: Nil	2022
Understanding Creation of Women Owned Home-based Business Through Institutional Theory Lens: A Case of Peshawar, Pakistan. <i>Dr Madiha Gohar Dr Ayesha Abrar Dr. Caleb Kwong</i> <i>International Conference of Business Management and Social Sciences, res.country(177,)</i> Citations: N/A DOI: not available	2021
Role of Family Factors on Women Entrepreneurial Intentions: A Case Study of Women Entrepreneurs From Peshawar Pakistan <i>Dr. Madiha Gohar Dr. Ayesha Abrar Dr. Asma Basit</i> <i>Research In Entrepreneurship and Small Business, res.country(177,)</i> Citations: N/A DOI: https://www.xcdsystem.com/eiasm/abstract/abstract.cfm?CFID=55478226&CFTOKEN=fa0c3a59bc5f3cbb-CD8C189F-0A31-9F41-4797F45849B81FC1	2020
"You Are Who You Know": The Social Essence of Entrepreneurial Learning in Creative Industries <i>Dr. Ayesha Abrar Dr. Madiha Goahr</i> <i>British Academy of Management BAM 2020 Conference in the Cloud (34th international conference), res.country(231,)</i> Citations: N/A DOI: https://app.oxfordabstracts.com/events/1520/secure/program-app/submission/206938	2020
Women Entrepreneurship and Household Wellbeing: An Exploratory Study of KP <i>Hina Haram Dr. Khadija Shams Dr. Madiha Gohar</i> <i>5th INTERNATIONAL MULTIDISCIPLINARY RESEARCH CONFERENCE , res.country(177,)</i> Citations: N/A DOI: N/A	2019
Social Entrepreneurs as Creative Destructors <i>Ayesha Abrar Madiha Gohar Shandana Shoaib</i> <i>Conference on Social Entrepreneurship and Islamic Finance, res.country(177,)</i> Citations: N/A DOI: N/A	2018
Integrating Grounded Theory and Narrative Analysis for Understanding Entrepreneurial Learning of Creative Women Entrepreneurs <i>Dr. Ayesha Abrar Dr. Madiha Gohar Dr. Asma Basit Dr Muhammad Junaid</i> <i>International Conference on Emerging Research for Sustainable Economic Development (ERSED-2016), res.country(2,)</i> Citations: N/A DOI: N/A	2016
Conceptualizing Gender and Entrepreneurial Learning – A Review of Literature <i>Ayesha Abrar Asma Rauf Madiha Gohar</i> <i>THE 56TH ANNUAL ICSB WORLD CONFERENCE 2011 , res.country(196,)</i> Citations: N/A DOI: https://www.academia.edu/709752/Conceptualizing_Gender_and_Entrepreneurial_Learning_A_Review_of_Literature	2011

Book Chapters

Familial and Societal Institutional Embeddedness of Women Entrepreneur(ship) <i>Madiha Gohar Ayesha Abrar Fareesa Malik</i> In: <i>The Palgrave Encyclopedia of Entrepreneurship</i> , Chapter 1, Pages 1-5 Citations: N/A DOI: https://link.springer.com/rwe/10.1007/978-3-030-68128-9_33-1	2025
The role of family factors in shaping the entrepreneurial intentions of women: a case study of women entrepreneurs from Peshawar, Pakistan <i>Madiha Gohar Ayesha Abrar Adeel Tariq</i> In: <i>The Role of Ecosystems in Developing Startups</i> , Chapter 3, Pages 40-63 Citations: 8 DOI: https://doi.org/10.4337/9781803928975.00008	2022

Editorial Activities

Journal of Entrepreneurship in Emerging Economies Reviewed Papers for Journals Impact Factor: 3.9	2025
Journal of Entrepreneurship and Public Policy Reviewed Papers for Journals Impact Factor: 2.1	2025
Women's Studies International Forum Reviewed Papers for Journals Impact Factor: 1.9	2025
Journal of Innovation Management Reviewed Papers for Journals Impact Factor: N/A	2023
Journal of Management and Research Reviewed Papers for Journals	2023
Journal of Applied Economics and Business Studies Reviewed Papers for Journals Impact Factor: N/A	2023
Journal of applied economics and business studies Reviewed Papers for Journals Impact Factor: N/A	2022
 Reviewed Papers for Journals Impact Factor: N/A	2022
 Reviewed Papers for Journals Impact Factor: N/A	2022
 Reviewed Papers for Journals Impact Factor: N/A	2022
 Reviewed Papers for Journals Impact Factor: N/A	2020
 Reviewed Papers for Journals	2020
 Reviewed Papers for Journals	2019
Edited Journal Issue / Proceeding / Book	