

# Asad Amjad

Assistant Professor  
NUST Business School

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## About

Dr. Asad Amjad is working as Assistant Professor in the NUST Business School. Dr. Asad Amjad has a PhD in Management. Dr. Asad Amjad has published 19 research articles & conference papers, carried out 0 projects and filed 0 intellectual property.

## Qualifications

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| <b>PhD in Management</b><br>Univeristi Tecknologi Malaysia , Malaysia | 2017 - 2021 |
| <b>MBA in Management</b><br>University of Sheffield , United Kingdom  | 2005 - 2006 |
| <b>MCS in Software Engineering</b><br>Hamdard University , Pakistan   | 1998 - 1999 |
| <b>BSc in General Maths And Computers</b><br>BZU, Multan , Pakistan   | 1995 - 1997 |

## Experience

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| <b>Assistant Professor</b><br>NUST Business School   | 2021- Present |
| <b>Assistant Professor</b><br>NUST Business School   | 2021 - 2021   |
| <b>Assistant Professor</b><br>NUST Business School   | 2017 - 2021   |
| <b>Assistant Professor</b><br>NUST Business School   | 2012 - 2017   |
| <b>Lecturer</b><br>NUST Business School  | 2007 - 2012   |
| <b>Software developer</b><br>LMK Resources , Imkr office, ufone tower,blue area, Islamabad | 2001 - 2005   |

## Awards

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| <b>Uni Teknology Malaysia</b><br>PhD degree with Merit. | 2021 |
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## Research Articles

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| <b>Geospatial and multi-criteria decision-making approach for optimal site selection of solar/wind desalination plants in Oman</b><br><i>Fahd Amjad Ephraim Bonah Agyekum Abdul Khaliq Shaikh Bashar Tarawneh Pankaj Kumar Asad Amjad</i><br><i>Energy Reports</i> , Volume:14, Pages 613-623<br><b>Impact Factor:</b> 5.100   <b>Quartile:</b> 2<br><b>DOI:</b> <a href="https://doi.org/10.1016/j.egy.2025.06.036">https://doi.org/10.1016/j.egy.2025.06.036</a> | 2025 |
| <b>From Leader’s Heart to Employee’s Hustle: The Psycap-Spirituality Connection</b><br><i>Uzma Shoukat Asad Amjad Maryam Hafeez Syeda Sana Zainab Nornajihah Nadia Hasbullah Irfah Najihah Basir Malan</i><br><i>International Journal of Organizational Leadership</i> , Volume 14(2025), Pages 750-768   | 2025 |

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| <b>Impact Factor: 1.000   Quartile: 4</b>   |      |
| <b>Impact of strategic business management on organizational performance: Mediating role of organizational culture and moderating effect of cross-cultural management</b><br><i>Muhammad Farrukh Aslam Tayyaba Iqbal Uzma Khalid Asad Amjad</i><br><i>Journal of Management &amp; Social Science</i> , Volume 2(4), Pages 813-831<br><b>Impact Factor: N/A</b><br><b>DOI:</b> <a href="https://rjmss.com/index.php/7/article/view/196">https://rjmss.com/index.php/7/article/view/196</a> | 2025 |
| <b>FinTech-driven Investment Platforms and Individual Investment Performance: Mediation by Investment Decision-making Quality and Moderation by Risk Tolerance</b><br><i>Sardar Ahmad Asghar Riaz Asad Amjad Maratab Ali</i><br><i>Journal of Social Signs Review</i> , Volume 3(08), Pages 255-267<br><b>Impact Factor: N/A</b>  | 2025 |
| <b>Impact of despotic leadership on workplace deviance: Mediating role of job satisfaction and moderating role of Islamic work ethics</b><br><i>Noureen Akhtar Nosheen Adnan Uzma Pervaiz Asad Amjad</i><br><i>Policy Journal of Social Science Review</i> , Volume 3, No. 8, Pages 408–422<br><b>Impact Factor: N/A</b>  | 2025 |
| <b>Human Resource Management Practices and Employee Retention: Mediating Role of Diversity &amp; Inclusion and Moderating Effect of Corporate Governance</b><br><i>Tayyaba Iqbal Ghulam Mujtaba Ayesha Shafique Asad Amjad</i><br><i>Bulletin of Management Review (BMR)</i> , Volume 2(2), Pages 573-591<br><b>Impact Factor: N/A</b>  | 2025 |
| <b>The influence of digital leadership on sustainable performance: the mediating roles of digital organizational culture, and the moderating role of organizational agility</b><br><i>Muhammad Farrukh Aslam Mumtaz Uddin Ahmed Kashif Akbar Asad Amjad</i><br><i>Journal of Management Science Research Review</i> , Volume 4(2), Pages 62-90<br><b>Impact Factor: N/A</b>   | 2025 |
| <b>Effect of Transformational Leadership and Employee Empowerment on Innovation Performance through Innovation Capability: Evidence from the Hospitality Sector</b><br><i>Haji Rahman Zehra Afreen Sayyid Asad Amjad Hasan Raza</i><br><i>Academia international journal for social sciences</i> , Volume 4(3), Pages 929-944<br><b>Impact Factor: N/A</b><br><b>DOI:</b> 10.63056/ACAD.004.03.0423   | 2025 |
| <b>The Role of Agile Project Management in Driving Innovation: Exploring the Impact of Knowledge Management and the Moderating Effect of Organizational Culture.</b><br><i>Khan Khalil Akhtar Khan Sajid Iqbal Badshah Haji Rahman Asad Amjad</i><br><i>Social Science Review Archives</i> , Volume 3, No. 3, Pages 32-46<br><b>Impact Factor: N/A</b><br><b>DOI:</b> <a href="https://doi.org/10.70670/sra.v3i3.837">https://doi.org/10.70670/sra.v3i3.837</a>                           | 2025 |
| <b>Unpacking the Influence of Clan Culture on Knowledge Sharing in Small and Medium Enterprises: Antecedents and Outcomes</b><br><i>Atiqa Aslam Asad Amjad Syeda Sana Zainab Maryam Hafeez</i><br><i>Journal of Management &amp; Social Science</i> , Volume 2, Issue 2, Pages 347-375<br><b>Impact Factor: N/A</b><br><b>DOI:</b> <a href="https://doi.org/10.63075/wj0wx285">https://doi.org/10.63075/wj0wx285</a>  | 2025 |
| <b>The Role of Green Organizational Practices and Environmental Performance for Sustainable Competitive Advantage in the IT Sector of Pakistan</b><br><i>Haleema Qureshi Asad Amjad Syeda Sana Zainab Muhammad Irfan Sheeraz Ambreen Raza</i><br><i>Journal of Business and Management Research</i> , Volume 4(1), Pages 253-320<br><b>Impact Factor: N/A</b>   | 2025 |
| <b>Understanding How Entrepreneurial Leadership Shapes Employees' Innovation Through Employees Intellectual Agility: A Mediation Analysis</b><br><i>Asad Amjad Maryam Hafeez Syeda Sana Zainab Muahmmad Irfan Sheeraz Fatima Khan</i><br><i>Migration Letters</i> , Volume 21, No S13, Pages 445-457<br><b>Impact Factor: N/A</b>   | 2024 |

DOI: <https://migrationletters.com/index.php/ml/article/view/11070>

**Psychological Influences on Economic Decision-Making: Analyzing Biases, Heuristics, and Consumer Behavior**

2023

Asad Amjad Hina Saleem

*Insights-Journal of Life and Social Sciences*, Volume 1, No. 2, Pages 34-38

Impact Factor: N/A

DOI: <https://insightsjlss.com/index.php/home/article/view/12>

**Awareness of Autism Spectrum Disorder in Special Education and General Education Teachers**

2023

Asad Amjad Hina Saleem Romana Pervez Farhan Ahmed Saba Yaqoob Syeda Khoula Azmat Noreen Anjum

*Journal of Health and Rehabilitation Research (JHRR)*, Volume 3, No. 1, Pages 86-93

Impact Factor: N/A

DOI: <https://jhrmc.com/index.php/home/article/view/40>

**Organizational Ambidexterity: The State of Global Research Using Bibliometric Analysis on Scopus Database**

2020

Asad Amjad Khalil Md Nor

*Journal of Xi'an University of Architecture & Technology*, Volume XII(V), Pages 1522-1540

Impact Factor: N/A

DOI: <https://doi.org/10.37896/JXAT12.05/1552>

**A Bibliometric Analysis of Two Decades of Global Research on Organizational Ambidexterity using the Scopus Database**

2020

Asad Amjad Khalil Md Nor

*International Journal of Engineering and Advanced Technology (IJEAT)*

Impact Factor: N/A

DOI: <https://doi.org/10.35940/ijeat.D6728.049420>

## Conference Proceedings

**The role of green organizational practices and environmental performance for sustainable competitive advantage in the IT Sector of Pakistan**

2024

Haleema Qureshi Asad Amjad

*4th International Conference on Business, Management and Social Sciences (ICBMASS)*, res.country(177,)

Citations: N/A

DOI: <https://nbs.nust.edu.pk/news/4th-international-conference-on-business-management-and-social-sciences-icbmass/>

**Assessing the Influence of Work Redesign on Knowledge Worker Performance in Academia**

2024

Madiha Riaz Asad Amjad

*4th International Conference on Business, Management and Social Sciences (ICBMASS)*, res.country(177,)

Citations: N/A

DOI: <https://nbs.nust.edu.pk/news/4th-international-conference-on-business-management-and-social-sciences-icbmass/>

**Role Of Educational & Developmental Capabilities In A Dynamic World For Survival In The 4th Industrial Revolution**

2018

Asad Amjad Khalil bin Md Nor

*5th International Education Postgraduate Seminar 2018*, res.country(157,)

Citations: N/A

DOI: N/A

Editorial Activities

|   |      |
|---|------|
| <b>International Journal of Business &amp; Management</b> | 2025 |
| Reviewed Papers for Journals                              |      |
| <b>Impact Factor:</b> N/A                                 |      |
| <b>N/A</b>  | 2024 |
| Reviewed Papers for Journals                              |      |
| <b>Impact Factor:</b> N/A                                 |      |
| Reviewed Papers for Journals                              | 2020 |
| <b>Impact Factor:</b> 1                                   |      |
| <b>Contemporary Management Research</b>                   | 2020 |
| Reviewed Papers for Journals                              |      |
| <b>Impact Factor:</b> 1.39                                |      |