

# Asfia Obaid

Professor  
NUST Business School

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LinkedIn:



## 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

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

## Experience

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

## Awards

|                              |      |
|------------------------------|------|
| <b>Best Researcher Award</b> | 2020 |
| <b>Best Teacher Award</b>    | 2019 |

Research Projects

National Projects

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| <b>NUST Business Park</b><br><b>Funding Agency:</b> NUST<br><b>Amount:</b> PKR 1,920,000.00<br><b>Status:</b> Approved_inprocess  | 2024 |
| <b>Mapping daily routines, rituals and virtual emotional intimacies in COVID-19 Pakistan</b><br><b>Funding Agency:</b> Social Science Research Council (SSRC), the Henry Luce Foundation, the William and Flora Hewlett Foundation, the Wenner-Gren Foundation, and the MacArthur Foundation<br><b>Amount:</b> PKR 760,000.00<br><b>Status:</b> Completed | 2020 |
| <b>HR Systems, Processes &amp; Policies - M/S Chenab Engineering Works Foundry</b><br><b>Funding Agency:</b> Chenab Engineering Works Foundry<br><b>Amount:</b> PKR 2,250,000.00<br><b>Status:</b> Completed  |      |
| <b>Women Entrepreneurs in Pakistan - Antecedents and outcomes of digital entrepreneurship</b><br><b>Funding Agency:</b> HEC<br><b>Amount:</b> PKR 2,342,780.00<br><b>Status:</b> Completed  | 2018 |
| <b>A Study of sharing economy Platforms and Digital Transformation of Businesses in Pakistan</b><br><b>Funding Agency:</b> HEC<br><b>Amount:</b> PKR 500,000.00<br><b>Status:</b> Completed   | 2017 |
| <b>Pakistani youth and family values in the age of cyber technologies</b><br><b>Funding Agency:</b> Higher Education Commission<br><b>Amount:</b> PKR 3,985,000.00<br><b>Status:</b> Completed  | 2015 |

International Projects

Industry Projects

National Projects

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

International Projects

Research Articles

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|---|------|
| <b>The impact of GHRM practices on employee workplace outcomes and organizational pride: a conservation of resource theory perspective</b><br><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><b>Impact Factor:</b> 3.4   <b>Quartile:</b> 2   <b>Citations:</b> 16</p> <p><b>DOI:</b> 10.1108/ER-05-2023-0249</p>  |      |
| <p><b>Subsistence entrepreneurship and intersectional inequalities: a case study of women from Pakistani urban-poor districts</b></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><b>Impact Factor:</b> 5.500   <b>Quartile:</b> 2   <b>Citations:</b> 3</p> <p><b>DOI:</b> 10.1108/IJEBr-12-2022-1094</p>   | 2024 |
| <p><b>How does femvertising work in a patriarchal context? An unwavering consumer perspective</b></p> <p><i>Lubaba Sadaf Aleena Amir David Roca Asfia Obaid</i></p> <p><i>Corporate Communications</i> , Pages 1-17</p> <p><b>Impact Factor:</b> 2.800   <b>Quartile:</b> 2   <b>Citations:</b> 3</p> <p><b>DOI:</b> <a href="https://doi.org/10.1108/CCIJ-03-2023-0040">https://doi.org/10.1108/CCIJ-03-2023-0040</a></p>  | 2023 |
| <p><b>Exploring the Pygmalion Phenomenon in a Male-Centric Industry and Developing a Model of Female Career Progression</b></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><b>Impact Factor:</b> 0</p> <p><b>DOI:</b> <a href="https://doi.org/10.56536/ijmres.v13i2.469">https://doi.org/10.56536/ijmres.v13i2.469</a></p>                              | 2023 |
| <p><b>Paradoxical leader behavior and leader effectiveness: moderating role of structural and job-related uncertainty</b></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><b>Impact Factor:</b> 0   <b>Citations:</b> 9</p> <p><b>DOI:</b> <a href="https://doi.org/10.1108/EBR-08-2022-0163">https://doi.org/10.1108/EBR-08-2022-0163</a></p>   | 2023 |
| <p><b>Work-From-Home in the New Normal: A Phenomenological Inquiry into Employees' Mental Health</b></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><b>Impact Factor:</b> 4.614   <b>Quartile:</b> 1   <b>Citations:</b> 14</p> <p><b>DOI:</b> 10.3390/ijerph20010048</p>                                      | 2022 |
| <p><b>Can't Stop Eating My Feelings: The Maladaptive Responses of abused employees towards Abusive supervision</b></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><b>Impact Factor:</b> 3.640   <b>Quartile:</b> 3   <b>Citations:</b> 9</p> <p><b>DOI:</b> 10.1017/jmo.2022.75</p>   | 2022 |
| <p><b>Performance appraisal quality and employee performance: the boundary conditions of human resource strength and religiosity</b></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><b>Impact Factor:</b> 3.426   <b>Quartile:</b> 2   <b>Citations:</b> 6</p> <p><b>DOI:</b> <a href="https://doi.org/10.1111/1744-7941.12327">https://doi.org/10.1111/1744-7941.12327</a></p> | 2022 |
| <p><b>Psychological ownership and knowledge behaviors during a pandemic: role of approach motivation</b></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><b>Impact Factor:</b> 2.387   <b>Quartile:</b> 3   <b>Citations:</b> 11</p> <p><b>DOI:</b> 10.1007/s12144-022-03450-y</p>  | 2022 |
| <p><b>Whether Perceptions of Performance Appraisal Quality relates to HR Strength and Employee Performance? The Moderated Mediation Models</b></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><b>Impact Factor:</b> N/A</p> <p><b>DOI:</b> <a href="http://pjss.bzu.edu.pk/index.php/pjss/article/view/1059">http://pjss.bzu.edu.pk/index.php/pjss/article/view/1059</a></p>   | 2022 |

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| <p><b>Ethical leadership: Exploring bottom-line mentality and trust perceptions of employees on middle-level managers</b></p> <p><i>Mehreen Malik Farah Mahmood Naukhez Sarwar Asfia Obaid Mumtaz Ali Memon Asadullah Khaskheli</i><br/> <i>Current Psychology</i> , Pages 1-16</p> <p><b>Impact Factor:</b> 2.387   <b>Quartile:</b> 3   <b>Citations:</b> 19</p> <p><b>DOI:</b> 10.1007/s12144-022-02925-2</p>  | 2022 |
| <p><b>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</b></p> <p><i>Tasmeer Mujeeb Noor Ullah Khan Asfia Obaid Guiling Yue Hanieh Alipour Bazkiaei Noor Azam Samsudin</i><br/> <i>Administrative Sciences</i> , Volume 11(4), Article Number 114</p> <p><b>Impact Factor:</b> N/A   <b>Citations:</b> 7</p> <p><b>DOI:</b> <a href="https://doi.org/10.3390/admsci11040114">https://doi.org/10.3390/admsci11040114</a></p>                  | 2021 |
| <p><b>Do Environmental Transformational Leadership Predicts Organizational Citizenship Behavior towards Environment in Hospitality Industry: Using Structural Equation Modelling Approach</b></p> <p><i>Jehanzeb Khan Gurmani Noor Ullah Khan Muhammad Khaliq Muhammad Yasir Asfia Obaid Nur Ain Ayunni Sabri</i><br/> <i>Sustainability</i> , Volume 13(10), Article Number 5594</p> <p><b>Impact Factor:</b> 3.889   <b>Quartile:</b> 2   <b>Citations:</b> 42</p> <p><b>DOI:</b> <a href="https://doi.org/10.3390/su13105594">https://doi.org/10.3390/su13105594</a></p> | 2021 |
| <p><b>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</b></p> <p><i>Anastasiia Popelnukha Shamika Almeida Asfia Obaid Naukhez Sarwar Cynthia Atamba Hussain Tariq Qingxiong (Derek) Weng</i><br/> <i>Personnel Review</i> , Pages 1-38</p> <p><b>Impact Factor:</b> 3.228   <b>Quartile:</b> 2   <b>Citations:</b> 23</p> <p><b>DOI:</b> 10.1108/PR-09-2019-0508</p>  | 2021 |
| <p><b>Where energy flows, passion grows: testing a moderated mediation model of work passion through a cross-cultural lens</b></p> <p><i>Qingxiong Weng Hirra Pervez Butt Shamika Almeida Bilal Ahmed Asfia Obaid Muhammad Burhan Hussain Tariq</i><br/> <i>Current Psychology</i> , 1-14</p> <p><b>Impact Factor:</b> 4.297   <b>Quartile:</b> 1   <b>Citations:</b> 16</p> <p><b>DOI:</b> <a href="https://doi.org/10.1007/s12144-020-01071-x">https://doi.org/10.1007/s12144-020-01071-x</a></p>   | 2020 |
| <p><b>Loaded with knowledge, yet green with envy: leader-member exchange comparison and coworkers-directed knowledge hiding behavior</b></p> <p><i>Qingxiong Weng Kashmala Latif Abdul Karim Khan Hussain Tariq Hirra Pervez Butt Asfia Obaid Naukhez Sarwar</i><br/> <i>Journal of Knowledge Management</i> , Volume 24, No. 7, Pages 1653-1680</p> <p><b>Impact Factor:</b> 8.182   <b>Quartile:</b> 1   <b>Citations:</b> 88</p> <p><b>DOI:</b> 10.1108/JKM-10-2019-0534</p>   | 2020 |
| <p><b>Do green human resource management practices contribute to sustainable performance in manufacturing industry?</b></p> <p><i>Mansoor Nazir Bhatti Abdul Sami Noor Ullah Khan Asfia Obaid Abrar Ullah</i><br/> <i>International Journal of Environment and Sustainable Development</i> , Volume 19, No. 4, Pages 412-432</p> <p><b>Impact Factor:</b> -</p> <p><b>DOI:</b> 10.1504/IJESD.2020.10027152</p>  | 2020 |
| <p><b>Another sleepless night: Does a leader's poor sleep lead to subordinate's poor sleep? A spillover/crossover perspective</b></p> <p><i>Hussain Tariq Qingxiong Weng Thomas Noel Garavan Asfia Obaid Waseem Hassan</i><br/> <i>Journal of Sleep Research</i> , -</p> <p><b>Impact Factor:</b> 3.623   <b>Quartile:</b> 2   <b>Citations:</b> 25</p> <p><b>DOI:</b> 10.1111/jsr.12904</p>  | 2019 |
| <p><b>It's not me, it's you: Testing a moderated mediation model of subordinate deviance and abusive supervision through the self-regulatory perspective</b></p> <p><i>Samson Samwel Shillamkwese Hussain Tariq Asfia Obaid Qingxiong Weng Thomas Noel Garavan</i><br/> <i>Business Ethics: A European Review</i> , -</p> <p><b>Impact Factor:</b> 2.919   <b>Quartile:</b> 1   <b>Citations:</b> 32</p> <p><b>DOI:</b> 10.1111/beer.12245</p>  | 2019 |
| <p><b>The Role of Stability and Ownership Structure in Determining the Efficiency of US Bank Holding Companies</b></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,)  |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> Nil   |      |
| <b>Human Resource Management System Strength in Family-owned Businesses: Current state and its implications</b>   | 2022 |
| <i>Saif Ullah Asfia Obaid</i>   |      |
| <i>36th British Academy of Management Annual Meeting", (BAM), res.country(231,)</i>   |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> Nil   |      |
| <b>Employee creativity and organizational identification: Role of personal and contextual factors</b>   | 2021 |
| <i>Mehmood Aslam Muhammad Naseer Akhtar Asfia Obaid</i>   |      |
| <i>British Academy of Management Conference 2021, res.country(231,)</i>   |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> 0   |      |
| <b>Can't Stop Eating My Feelings: The Maladaptive Responses of abused employees</b>   | 2021 |
| <i>Asfia Obaid Hussain Tariq Muhammad Subhan</i>  |      |
| <i>Academy of Management Conference, res.country(233,)</i>  |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> <a href="https://journals.aom.org/doi/abs/10.5465/AMBPP.2021.12800abstract">https://journals.aom.org/doi/abs/10.5465/AMBPP.2021.12800abstract</a>   |      |
| <b>Social Identity in Project Environment: The Impact of Depletion and Project Complexity</b>   | 2021 |
| <i>Marya Tabassum Asfia Obaid</i>   |      |
| <i>1st International Conference on Business, Management and Social Sciences (ICBMAS), res.country(177,)</i>   |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> 0   |      |
| <b>The Effects of Screen Memories on Feigning Amnesia</b>   | 2021 |
| <i>Ayesha Shakoor Asfia Obaid</i>   |      |
| <i>1st International Conference on Business, Management and Social Sciences (ICBMAS), res.country(177,)</i>   |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> 0   |      |
| <b>RESEARCHING TRANSGENDERS: DILEMMAS IN THE FIELD</b>  | 2020 |
| <i>ZUJAJA WAHAJ ASFIA OBAID Mr. Waleed Shahzad</i>  |      |
| <i>British Academy of Mnagement 2020, res.country(231,)</i>   |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> <a href="https://app.oxfordabstracts.com/events/1520/submissions/206565/question/25454/programme-builder/download">https://app.oxfordabstracts.com/events/1520/submissions/206565/question/25454/programme-builder/download</a> |      |
| <b>How Perceptions of performance appraisal quality relates to HR strength and employee performance: The moderating role of faith in religion</b>   | 2020 |
| <i>Sumbal Babar Asfia Obaid Karin Sanders Hussain Tariq Sumbal Babar Asfia Obaid Karin Sanders Hussain Tariq</i>  |      |
| <i>34th Annual British Academy of Management Conference, res.country(231,)</i>  |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> <a href="https://app.oxfordabstracts.com/events/1520/secure/program-app/submission/206851?">https://app.oxfordabstracts.com/events/1520/secure/program-app/submission/206851?</a>   |      |
| <b>Clear Job Description, HR System Strength and Employee Innovation: Incorporating Non-Work Factors in the HR Field</b>  | 2020 |
| <i>Adam Kitt Karin Sanders Saifullah Qureshi Asfia Obaid Adam Kitt Karin Sanders Saifullah Qureshi Asfia Obaid</i>  |      |
| <i>34th Annual British Academy of Management Conference, res.country(231,)</i>  |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> 0   |      |
| <b>Researching Transgenders - Dilemmas in the Field</b>   | 2020 |
| <i>Waleed Shahzad Asfia Obaid Zujaja Wahaj</i>  |      |
| <i>34th Annual British Academy of Management Conference, res.country(231,)</i>  |      |
| <b>Citations:</b> N/A   |      |
| <b>DOI:</b> NA  |      |
| <b>HR Strength and Performance Appraisal Quality: The Impact of Non-Work Domain Influence</b>   | 2020 |
| <i>Sumbal Babar Asfia Obaid Hussain Tariq</i>   |      |
| <i>80th Annual Meeting of the Academy of Management, res.country(38,)</i>   |      |
| <b>Citations:</b> 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](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

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## Editorial Activities

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

## Trainings

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