

## Ayesha Nazuk

Associate Professor

School of Social Sciences & Humanities

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**LinkedIn:**



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## About

Dr. Ayesha Nazuk is working as Associate Professor in the School of Social Sciences & Humanities. Dr. Ayesha Nazuk has a PhD in STATISTICS. Dr. Ayesha Nazuk has published 24 research articles & conference papers having a citation count of 33, carried out 1 projects and filed 0 intellectual property.

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## Qualifications

<b>PhD in STATISTICS</b> Quaid-i-Azam University , Pakistan	2013 - 2019
<b>MPhil in Statistics</b> Quaid-i-Azam University , Pakistan	2004 - 2007
<b>MSc in STATISTICS</b> Quaid-i-Azam University , Pakistan	2002 - 2004
<b>BSc in MATHS STATS ECONOMICS</b> University of the Punjab , Pakistan	2000 - 2002

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## Experience

<b>Associate Professor</b> School of Social Sciences & Humanities	2021- Present
<b>Assistant Professor</b> School of Social Sciences & Humanities	2013 - 2021
<b>Assistant Professor</b> NUST Business School	2012 - 2013
<b>Lecturer</b> School of Natural Sciences	2008 - 2012
<b>Lecturer</b> Allama Iqbal Open University , Allama Iqbal Open University, Sector H-8, Islamabad	2006 - 2008
<b>Lecturer</b> SKANS School of Accountancy , SKANS School of Accountancy, F 8 Markaz, Islamabad.	2005 - 2006
<b>Visiting Lecturer</b> Quaid e Azam University , Quaid e Azam University, near Bari Imam Shrine, Islamabad	2004 - 2005

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## Awards

<b>Roll of Honors</b> B.Sc Examination percentage > 65 gets Roll of Honors award from Punjab University.	2002
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## Research Projects

<b>National Projects</b>	
<b>Technology Adoption in Islamabad Police</b> <b>Funding Agency:</b> RASTA PIDE <b>Amount:</b> PKR 4,850,000.00 <b>Status:</b> Completed	2022

## International Projects

- A NOVEL FRAMEWORK FOR ANALYZING INTERNAL BRAND MANAGEMENT IN THE BANKING SECTOR: A PROBABILISTIC APPROACH** 2023  
 AYESHA NAZUK SAMINA NAVEED Shoaib Muhammad  
*Sarhad Journal of Management Sciences*, [https://hjrs.hec.gov.pk/index.php?r=site%2Fresult&id=1055102#journal\\_result](https://hjrs.hec.gov.pk/index.php?r=site%2Fresult&id=1055102#journal_result)  
**Impact Factor:** N/A  
**DOI:** <https://journal.suit.edu.pk/index.php/sjms/article/view/935>
- Horizontal inequalities, sectarian identities, and violent conflict: the case of Gilgit-Baltistan, Pakistan** 2023  
 Nayyar Abbas Dr Ayesha Nazuk Fariha Tahir Dr Muhammad Makki  
*Contemporary Islam*, Volume:17, Issue:1, Page:133-156  
**Impact Factor:** 0 | **Citations:** 2  
**DOI:** 10.1007/s11562-023-00517-w
- The Emerging Concept of Community Development Parks (CDP): An Evaluation of Rashidabad CDP** 2022  
 Ayesha Nazuk Syed Irteza Ali Shah Samina Naveed  
*Journal of Statistics, Computing and Interdisciplinary Research*, Volume 4(1), Pages 75-98  
**Impact Factor:** N/A  
**DOI:** <https://doi.org/10.52700/scir.v4i1.100>
- Examining the Behavior in Public Good Games: An Application of Prisoner's Dilemma** 2021  
 Zarlisht Khan Hadiya Maud Maryam Zubair Verda Salman Ayesha Nazuk  
*Pakistan Business Review*, Volume 23, Issue 3, Pages 238-258  
**Impact Factor:** N/A  
**DOI:** <https://doi.org/10.22555/pbr.v23i3.499>
- Optimizing Inventory Management Cost: Case of Simap** 2021  
 Ayesha Nazuk Muhammad Rashid Verda Salman  
*Journal of Statistics, Computing and Interdisciplinary Research*, Volume 3(2), Pages 99-116  
**Impact Factor:** N/A  
**DOI:** <https://doi.org/10.52700/scir.v3i2>
- Designing an online disclosure index for hospitals** 2021  
 Ayesha Shahid Ayesha Nazuk Mahin Alamgir  
*Computer Methods and Programs in Biomedicine Update*, Volume 1, Article Number 100037  
**Impact Factor:** N/A  
**DOI:** <https://doi.org/10.1016/j.cmpbup.2021.100037>
- An empirical investigation of export competitiveness of Pakistan's meat sector** 2021  
 Muhammad Bin Naeem Samina Naveed Sajawal Ejaz Samma Ayesha Nazuk  
*Journal of Animal and Plant Sciences*, Pages 1-6  
**Impact Factor:** 0.490 | **Quartile:** 4  
**DOI:** [doi.org/10.36899/JAPS.2022.1.0416](https://doi.org/10.36899/JAPS.2022.1.0416)
- Determinants of Informal Competition faced by Formal Firms in Pakistan: An Empirical Evaluation from 2013 World Bank Enterprise Survey** 2021  
 Samina Naveed Arshiya Miraj Ayesha Nazuk  
*FWU Journal of Social Sciences*, Volume 15, No.2, Pages 20-41  
**Impact Factor:** N/A | **Citations:** 1  
**DOI:** <http://doi.org/10.51709/19951272/Summer-2/2>
- NGO online disclosures index in the presence of auxiliary information** 2020  
 Raheel Nawaz Ayesha Nazuk Sadia Nadir Ali R. Ansari  
*PLoS ONE*, Volume 15(9), Article Number e0238297  
**Impact Factor:** 3.240 | **Quartile:** 2 | **Citations:** 1  
**DOI:** <https://doi.org/10.1371/journal.pone.0238297>
- A Micro Level Study Explaining Happiness Level in Pakistan** 2019  
 Ayesha Nazuk Ramsha Munir  
*NUST Journal of Social Sciences and Humanities (NJSSH)*, Volume 5, Issue 1, Pages 63-86  
**Impact Factor:** N/A | **Citations:** 22  
**DOI:** 10.1007/s11205-013-0571-9
- Policy failure in achieving universal basic education: A theoretical analysis** 2019

<p><i>Faisal Jamil Zahid Siddique Eatnaz Ahmad Ayesha Nazuk</i>  <i>Pakistan Development Review</i>, Volume 58, No.2, Page 135-157</p> <p><b>Impact Factor:</b> N/A  <b>DOI:</b> 10.30541/v58i2pp.135-157</p>	
<p><b>A new disclosure index for Non-Governmental Organizations</b></p> <p><i>Ayesha Nazuk Javid Shabbir</i>  <i>PLoS ONE</i>, NULL</p> <p><b>Impact Factor:</b> 2.776   <b>Quartile:</b> 2   <b>Citations:</b> 7  <b>DOI:</b> 10.1371/journal.pone.0191337</p>	2018
<p><b>Contributions of Rashid Memorial Welfare Organization in Education Sector: A Comparative Study</b></p> <p><i>Ayesha Nazuk</i>  <i>NUST Journal of Social Sciences and Humanities (NJSSH)</i>, Volume 4, Issue 1, Pages 21-37</p> <p><b>Impact Factor:</b> 0  <b>DOI:</b> <a href="http://www.nust.edu.pk/INSTITUTIONS/Schools/S3H/NJSSH/Pages/Download_Details.aspx?DocID=22&amp;category=NJSSH%20Vol.%204%20No.1%20(January%20-%20July%202018%20)">http://www.nust.edu.pk/INSTITUTIONS/Schools/S3H/NJSSH/Pages/Download_Details.aspx?DocID=22&amp;category=NJSSH%20Vol.%204%20No.1%20(January%20-%20July%202018%20)</a></p>	2018
<p><b>WhatsApp and Journalism: News Practices of Pakistani Journalists</b></p> <p><i>Nusrat Azeema Ayesha Nazuk</i>  <i>Science, Technology and Development</i>, Vol. 36 (4), Pages 249-258</p> <p><b>Impact Factor:</b> -  <b>DOI:</b> DOI: 10.3923/std.2017.249.258</p>	2017
<p><b>Quantifying the Impact of Terrorism on Financial Markets of Pakistan</b></p> <p><i>Ayesha Nazuk Asma Shamshad</i>  <i>International Journal of Economic Theory and Application</i>, Vol.4, No.1, Pages 1-12</p> <p><b>Impact Factor:</b> 0  <b>DOI:</b> <a href="http://www.aascit.org/journal/archive2?journalId=918&amp;paperId=4773">http://www.aascit.org/journal/archive2?journalId=918&amp;paperId=4773</a></p>	2017
<p><b>Is Billboard a Visual Pollution in Pakistan?</b></p> <p><i>Nusrat Azeema Ayesha Nazuk</i>  <i>International Journal of Scientific and Engineering Research</i>, Volume 7, Issue 7, Pages 862-874</p> <p><b>Impact Factor:</b> 0  <b>DOI:</b> <a href="https://www.ijser.org/onlineResearchPaperViewer.aspx?Is-Billboard-a-Visual-Pollution-In-Pakistan.pdf">https://www.ijser.org/onlineResearchPaperViewer.aspx?Is-Billboard-a-Visual-Pollution-In-Pakistan.pdf</a></p>	2016
<p><b>Use of Digital Storytelling as a Teaching Tool at National University of Science and Technology</b></p> <p><i>Ayesha Nazuk Farah Khan Javeria Munir Sarita Anwar Syeda Masooma Raza Umair Azhar Cheema</i>  <i>Bulletin of Education and Research</i>, Volume 37, No.1, Pages 1-16</p> <p><b>Impact Factor:</b> -  <b>DOI:</b> -</p>	2015
<p><b>Using Transformation and Model-Based Approach to Enhance the Ratio and Product Type Estimators</b></p> <p><i>Ayesha Nazuk Sadia Nadir Javid Shabbir</i>  <i>Journal of Statistics</i>, Volume 21, Pages 157-174</p> <p><b>Impact Factor:</b> N/A  <b>DOI:</b> <a href="https://www.gcu.edu.pk/FullTextJour/Stat/stat-journal2014/Paper%2010.pdf">https://www.gcu.edu.pk/FullTextJour/Stat/stat-journal2014/Paper%2010.pdf</a></p>	2014
<p><b>Entrepreneurial Education in Public Sector Institutes of Rawalpindi/Islamabad</b></p> <p><i>Ayesha Nazuk Fiza Amer Quratulain Tanvir Saba Nawaz Sahar Zahid Siddiqui Shahwaiz Alvi</i>  <i>International Journal of Management Sciences and Business Research</i>, Volume 2, Issue 2, Pages 56-72</p> <p><b>Impact Factor:</b> 0  <b>DOI:</b> <a href="http://www.ijmsbr.com/Volume%202,%20Issue%202%20(7).pdf">http://www.ijmsbr.com/Volume%202,%20Issue%202%20(7).pdf</a></p>	2013
<p><b>Modeling the Leisure Time Physical Activity in Islamabad</b></p> <p><i>Ayesha Nazuk Umer Ahmed Sadia Nadir</i>  <i>International Journal of Business and Social Science</i>, Vol. 2 No. 4, Pages 246-252</p> <p><b>Impact Factor:</b> N/A  <b>DOI:</b> <a href="http://www.ijbssnet.com/journals/Vol._2_No._4%3B_March_2011/28.pdf">http://www.ijbssnet.com/journals/Vol._2_No._4%3B_March_2011/28.pdf</a></p>	2011
<p><b>A New Mixed Randomized Response Model</b></p> <p><i>Ayesha Nazuk Javid Shabbir</i>  <i>International Journal of Business and Social Science</i>, Vol. 1, No. 1, Pages 186-190, Oct 2010</p> <p><b>Impact Factor:</b> N/A  <b>DOI:</b> <a href="http://www.ijbssnet.com/journals/17.pdf">http://www.ijbssnet.com/journals/17.pdf</a></p>	2010

Zahid Asghar Ayesha Nazuk

*The Pakistan Development Review (PDR)*, Vol. 46, No. 4, Pages 537-550

**Impact Factor:** N/A

**DOI:** <http://www.thepdr.pk/pdr/index.php/pdr/article/view/2206>

## Conference Proceedings

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### Technology Adoption in Islamabad Police

2023

Verda Salman Ayesha Nazuk Eeman Taimur

*3rd PIDE-RASTA Conference 2023*, res.country(177,)

**Citations:** N/A

**DOI:** [https://rasta.pide.org.pk/wp-content/uploads/Verda\\_Salman\\_Research\\_Paper.pdf](https://rasta.pide.org.pk/wp-content/uploads/Verda_Salman_Research_Paper.pdf)

Editorial Activities

<b>Sage Open</b> Reviewed Papers for Journals <b>Impact Factor:</b> 2.0	2024
<b>Sage Open</b> Reviewed Papers for Journals <b>Impact Factor:</b> 2.032	2023
<b>PLOS ONE</b> Reviewed Papers for Journals <b>Impact Factor:</b> 3.752	2023
Reviewed Papers for Journals <b>Impact Factor:</b> 3.24	2022
Reviewed Papers for Journals <b>Impact Factor:</b> 2.032	2022
Reviewed Papers for Journals <b>Impact Factor:</b> 2.032	2022
Reviewed Papers for Journals <b>Impact Factor:</b> 3.24	2022
Reviewed Papers for Journals <b>Impact Factor:</b> 3.24	2022
Reviewed Papers for Journals <b>Impact Factor:</b> 0.00	2022
Reviewed Papers for Journals <b>Impact Factor:</b> 0.00	2022
Reviewed Papers for Journals <b>Impact Factor:</b> 0.00	2021
Reviewed Papers for Journals	2020
Reviewed Papers for Journals <b>Impact Factor:</b> 0.00	2020
Reviewed Papers for Journals <b>Impact Factor:</b> 0.595	2019
Reviewed Papers for Journals	2019