

Dr.Yasir Ahmad

Defence Faculty  
College of Electrical & Mechanical Engineering

Email: yasir.ahmad@ceme.nust.edu.pk  
Contact: 5154444601  
LinkedIn: <https://www.linkedin.com/in/yasir-ahmad-2b584874/>



About

Dr. Dr.Yasir Ahmad is working as Defence Faculty in the College of Electrical & Mechanical Engineering. Dr. Dr.Yasir Ahmad has a PhD in Engineering Management. Dr. Dr.Yasir Ahmad has published 28 research articles & conference papers having a citation count of 61, carried out 1 projects and filed 0 intellectual property.

Qualifications

PhD in Engineering Management	2008 - 2015
UET Taxila , Pakistan	
MS in Engineering Management	2004 - 2006
UET Taxila , Pakistan	
BE in Avionics	1995 - 1999
NUST, Islamabad , Pakistan	

Experience

Defence Faculty	2017- Present
College of Electrical & Mechanical Engineering	
Maintenance Engineer	1999 - 2017
Army , EME	

Awards

COAS Commendation Card

Professional Memberships

PEC

Research Projects

National Projects	
Integrated Decision Support System for Optimizing Public Procurement Process in Pakistan	2022
Funding Agency: HEC	
Amount: PKR 13,454,000.00	
Status: Completed	

International Projects

Research Articles

Is quality of service along with stakeholder interdependencies imperative for the socially sustainable digital startups?	2025
Javaria Umbreen Shahbaz Abbas Dr.Yasir Ahmad Afshan Naseem Muhammad Zeeshan Mirza	
International Journal of Quality & Reliability Management, Pages 1-32	
Impact Factor: 3.000   Quartile: 2	
DOI: 10.1108/IJQRM-01-2024-0005	

<b>Regional variability in the performance of Solar-Green Hydrogen Hybrid Energy Systems (SGHHES): Synergistic enviro-economic analysis and evaluation across six climatic zones using multi-criteria decision analysis</b>  <i>Irtaza Bashir Dr. Yasir Ahmad Tariq Feroze Muhammad Usman Haider Ali Shams Mahwish Choudhry</i> <i>International Journal of Hydrogen Energy</i> , Volume:138, Pages 681-693  <b>Impact Factor:</b> 8.300   <b>Quartile:</b> 1 <b>DOI:</b> <a href="https://doi.org/10.1016/j.ijhydene.2025.05.193">https://doi.org/10.1016/j.ijhydene.2025.05.193</a>	2025
<b>Impact of Campus Environment and Personality Traits on the Academic Performance and Psychological Well-Being of Engineering Undergraduates: The Mediating Role of Engineering Self-Efficacy</b>  <i>Dr. Yasir Ahmad Asjad Shahzad Afshan Naseem Moneeza Baig</i> <i>IEEE Transactions on Education</i> , Volume:68, Issue:01, Page(s):140-151  <b>Impact Factor:</b> 2.1   <b>Quartile:</b> 2   <b>Citations:</b> 1 <b>DOI:</b> <a href="https://doi.org/10.1109/TE.2024.3510552">https://doi.org/10.1109/TE.2024.3510552</a>	2025
<b>Interplay of emerging industrial technologies, ambidexterity, and sustainability: The case of the textile sector</b>  <i>Binyameen Aslam Shahbaz Abbas Yasir Ahmad Syed Tasweer Hussain Shah Masood Raza</i> <i>Sustainable Production and Consumption</i> , Volume 49, Pages 372-386  <b>Impact Factor:</b> 10.900   <b>Quartile:</b> 1   <b>Citations:</b> 4 <b>DOI:</b> <a href="https://doi.org/10.1016/j.spc.2024.07.006">https://doi.org/10.1016/j.spc.2024.07.006</a>	2024
<b>Production risk analysis and prioritization in manufacturing industry: A hybrid approach using Monte Carlo simulation and DEMATEL analysis</b>  <i>Muhammad Awais Akbar Afshan Naseem Yasir Ahmad Uzair Khaleeq uz Zaman</i> <i>Ain Shams Engineering Journal</i> , Volume 15, Issue 7, Article Number 102756  <b>Impact Factor:</b> 6.000   <b>Quartile:</b> 1   <b>Citations:</b> 3 <b>DOI:</b> <a href="https://doi.org/10.1016/j.asej.2024.102756">https://doi.org/10.1016/j.asej.2024.102756</a>	2024
<b>Integrating eco-labeling and green advertising in achieving Sustainable Development Goal 12</b>  <i>Shahbaz Abbas Hania Munir Yasir Ahmad</i> <i>Business Strategy and Development</i> , Volume 7, Issue 2, Article Number e378  <b>Impact Factor:</b> 4.800   <b>Quartile:</b> 1   <b>Citations:</b> 4 <b>DOI:</b> <a href="https://doi.org/10.1002/bsd2.378">https://doi.org/10.1002/bsd2.378</a>	2024
<b>Revolutionising sustainability using a new triplet: A system dynamic model</b>  <i>Shahbaz Abbas Abdur Rehman Bin Nasir Rao Farrukh Khattak Yasir Ahmad</i> <i>Ecological Modelling</i> , Volume 492, Article Number 110720  <b>Impact Factor:</b> 3.100   <b>Quartile:</b> 2 <b>DOI:</b> <a href="https://doi.org/10.1016/j.ecolmodel.2024.110720">https://doi.org/10.1016/j.ecolmodel.2024.110720</a>	2024
<b>Identification and prioritization of risks for new entrants in automobile sector using Monte Carlo based approach</b>  <i>Sarmad Farooq Afshan Naseem Yasir Ahmad Muhammad Awais Akbar Mehran Ullah</i> <i>Scientific Reports</i> , Volume 14, Article Number 12571  <b>Impact Factor:</b> 4.600   <b>Quartile:</b> 2 <b>DOI:</b> <a href="https://doi.org/10.1038/s41598-024-62803-8">https://doi.org/10.1038/s41598-024-62803-8</a>	2024
<b>Is it worthwhile to manage airport efficiency through privatization in a developing country? A case study of Pakistani airports</b>  <i>Syed Askari Muslim Yasir Ahmad Shahbaz Abbas</i> <i>Journal of Air Transport Management</i> , Volume 115, Article Number: 102549  <b>Impact Factor:</b> 6   <b>Quartile:</b> 2   <b>Citations:</b> 2 <b>DOI:</b> <a href="https://doi.org/10.1016/j.jairtraman.2024.102549">10.1016/j.jairtraman.2024.102549</a>	2024
<b>Outsourcing or in-house manufacturing in Hi-tech industry: supply chain process with Delphi-AHP approach</b>  <i>Afshan Naseem Yasir Ahmad Sajjad Ali Qureshi</i> <i>Kybernetes</i> , Pages 1-25  <b>Impact Factor:</b> 2.352   <b>Quartile:</b> 3   <b>Citations:</b> 4 <b>DOI:</b> <a href="https://doi.org/10.1108/K-08-2022-1172">https://doi.org/10.1108/K-08-2022-1172</a>	2023
<b>Evaluation of manufacturing process in low variety high volume industry with the coupling of cloud model theory and TOPSIS approach</b>	2022

<p><i>Faaiz Ahsan Afshan Naseem Yasir Ahmad Zunaira Sajjad</i>  <i>Quality Engineering</i> , Pages 1-16</p> <p><b>Impact Factor:</b> 2.286   <b>Quartile:</b> 2   <b>Citations:</b> 7  <b>DOI:</b> <a href="https://doi.org/10.1080/08982112.2022.2107934">https://doi.org/10.1080/08982112.2022.2107934</a></p>	
<p><b>How business strategy drives human resource practices in small and medium enterprises? Evidence from Pakistani autoparts industry</b></p> <p><i>Yasir Ahmad Memoona Rauf Khan</i>  <i>International Journal of Organizational Analysis</i> , Pages 1-23</p> <p><b>Impact Factor:</b> N/A   <b>Citations:</b> 5  <b>DOI:</b> 10.1108/IJOA-03-2022-3207</p>	2022
<p><b>Theoretic insights on the concept of internal fit of HR elements within the construct of high performance work system</b></p> <p><i>Khurram Rehmani Masood Raza Yasir Ahmad Afshan Naseem Tasweer Hussain Shah</i>  <i>Production and Manufacturing Research</i> , Volume 9, Issue 1, Pages 81-102</p> <p><b>Impact Factor:</b> N/A   <b>Citations:</b> 3  <b>DOI:</b> DOI: 10.1080/21693277.2021.1956380</p>	2021
<p><b>Uncovering the Indirect Impact of Work Ethic on Engineering Students' Productivity through Positive and Negative Organizational Behaviors and Workaholism</b></p> <p><i>Humayun Sattar Tasweer Hussain Afshan Naseem Yasir Ahmad Muhammad Zeeshan Mirza Masood Raza</i>  <i>Sustainability</i> , Volume 13(5), Article Number 2922</p> <p><b>Impact Factor:</b> 3.889   <b>Quartile:</b> 2   <b>Citations:</b> 7  <b>DOI:</b> <a href="https://doi.org/10.3390/su13052922">https://doi.org/10.3390/su13052922</a></p>	2021
<p><b>Development of a hybrid framework for inventory leanness in Technical Services Organizations</b></p> <p><i>Yasir Ahmad Khurram Rehmani Afshan Naseem Khurram Rehmani Muhammad Zeeshan Mirza Tasweer Hussain Syed</i>  <i>PloS ONE</i> , Volume 16(2), Article Number e0247144</p> <p><b>Impact Factor:</b> 3.752   <b>Quartile:</b> 2   <b>Citations:</b> 5  <b>DOI:</b> <a href="https://doi.org/10.1371/journal.pone.0247144">https://doi.org/10.1371/journal.pone.0247144</a></p>	2021
<p><b>Critical Success Factors for Neutralization of Airborne Threats</b></p> <p><i>Yasir Ahmad Afshan Naseem</i>  <i>SAGE Open</i> , Volume 10, Issue 3, Pages 1-11</p> <p><b>Impact Factor:</b> 1.356   <b>Quartile:</b> 3  <b>DOI:</b> 10.1177/2158244020963066</p>	2020
<p><b>The Relationship between Quality Culture and Core Practices of Quality Management System and their Direct and Indirect Effects on Organizational Performance</b></p> <p><i>Khurram Rehmani Khurram Rehmani Afshan Naseem Yasir Ahmad</i>  <i>Global Social Sciences Review (GSSR)</i> , Vol. V, No.1, Page: 180-189</p> <p><b>Impact Factor:</b> -  <b>DOI:</b> 10.31703/gssr.2020(V-I).19</p>	2020
<p><b>Do they really coexist? An empirical analysis of a conjoint implementation of Quality Management System and High Performance Work System on Organizational Effectiveness</b></p> <p><i>Khurram Rehmani Yasir Ahmad Afshan Naseem Syed Tasweer Hussain Shah</i>  <i>PLOS ONE</i> , Volume 15(3), Article Number e0229508, Pages 1-20</p> <p><b>Impact Factor:</b> 3.240   <b>Quartile:</b> 2  <b>DOI:</b> e0229508?</p>	2020
<p><b>Identifying and Modeling Barriers to Collaboration among Auto Parts Manufacturing SMEs</b></p> <p><i>Zaid Bin Khalid Nadeem Ahmad Mufti Yasir Ahmad</i>  <i>Pakistan Business Review</i> , Volume 18, Issue 2, Pages 487-507</p> <p><b>Impact Factor:</b> 0  <b>DOI:</b> <a href="https://journals.iobmresearch.com/index.php/PBR/article/view/838">https://journals.iobmresearch.com/index.php/PBR/article/view/838</a></p>	2016
<p><b>Using Analytic Hierarchy Process for Exploring Prioritization of Functional Strategies in Auto Parts Manufacturing SMEs of Pakistan</b></p> <p><i>Yasir Ahmad Muhammad Danial Saeed Pirzada</i>  <i>Sage open</i> , Volume 4, Issue 4</p> <p><b>Impact Factor:</b> 0.675   <b>Citations:</b> 15</p>	2014

DOI: 10.1177/2158244014553560

**Strategic Orientation of Small to Medium Scale Manufacturing Firms in Developing Country: A Case of Auto Parts Manufacturing Small to Medium Enterprises (SMEs) in Pakistan**  
*Yasir Ahmad Muhammad Danial Saeed Pirzada Muhammad Tanveer Khan*  
*Life Science Journal*, Volume 10, Issue 3, Pages 517-527  
**Impact Factor:** 0.165 | **Quartile:** 4  
**DOI:** 10.7537/marslsj100313.75

2013

Conference Proceedings

**Development and Evaluation of a Machine Learning Model for Cobot Action Prediction: Optimizing Algorithms Through Cognitive Workload Metrics**  
*Dr.Yasir Ahmad Uzair Khaleeq Uz Zaman Afshan Naseem Mohsin Islam Tiwana Lala Rukh*  
*2024 International Conference on Robotics and Automation in Industry (ICRAI)*, res.country(177,)  
**Citations:** N/A  
**DOI:** 10.1109/ICRAI62391.2024.10894663

2024

**Identification of construction project failure factors and development of a Predictive model for evaluation of contractors in public procurement of construction works**  
*Afshan Naseem Syed Tasweer Hussain Shah Dr.Yasir Ahmad Muhammad Shahzeb Khan Muhammad Ayyaz*  
*2024 IEEE Eighth Ecuador Technical Chapters Meeting (ETCM)*, res.country(63,)  
**Citations:** N/A  
**DOI:** 10.1109/ETCM63562.2024.10746208

2024

**Material Selection in Additive Manufacturing for Aerospace Applications using Multi-Criteria Decision Making**  
*Muhammad Junaid Uzair Khaleeq uz Zaman Afshan Naseem Yasir Ahmad Anas Bin Aqeel*  
*2nd International Conference on Modern Technologies in Mechanical & Material Engineering*, res.country(177,)  
**Citations:** N/A  
**DOI:** <https://doi.org/10.1051/mateconf/202439801012>

2024

**Assessing the Role of Minimum Viable Products in Digital Startups**  
*Javaria Umbreen Dr Muhammad Zeeshan Mirza Dr Yasir Ahmad Dr Afshan Naseem*  
*2022 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, res.country(157,)  
**Citations:** N/A  
**DOI:** 10.1109/IEEM55944.2022.9989653

2022

**Work Demand and Prevalence of Work-related Musculoskeletal Disorders: A Case Study of Pakistan Aviation Maintenance Workers**  
*Muzamil Mehmood Dr Afshan Naseem Dr Yasir Ahmad Dr Muhammad Zeeshan Mirza*  
*2022 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, res.country(157,)  
**Citations:** N/A  
**DOI:** 10.1109/IEEM55944.2022.9989549

2022

**A Hybrid Approach Using SWOT and AHP to Prioritize the Factors for Indigenous Production of Automobiles: A Case of Pakistani Automotive Industry**  
*Yasir Ahmad Zaid Bin Khalid*  
*2018 IEEE International Conference on Industrial and Engineering Management*, res.country(217,)  
**Citations:** N/A  
**DOI:** 10.1109/IEEM.2018.8607665

2018

Book Chapters

**Product Life Cycle Management and Cloud Manufacturing**  
*Afshan Naseem Yasir Ahmad Uzair Khaleeq uz Zaman*  
In: *Handbook of Manufacturing Systems and Design: An Industry 4.0 Perspective*, Chapter 12, 1st Edition, Pages:32  
**Citations:** 1  
**DOI:** 10.1201/9781003327523-14

2023

Reviewed Papers for Journals  
**Impact Factor: 2.06**