

## 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 32, carried out 2 projects and filed 0 intellectual property.

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## Qualifications

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

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## Experience

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

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## Awards

<b>Best University Teacher</b> Best University Teacher by HEC for year 2016 Best University Teacher of Shaheed Benazir Bhutto Women University, 2016	2018
<b>IVLP-2015</b> 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.	

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## Industry Projects

### National Projects

### International Projects

<b>Consultancy on Business Development and Coaching to Returning Immigrants on Microfinance Loan Scheme: Work Package 4</b> <b>Client:</b> Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH <b>Amount:</b> PKR 4,400,000.00 <b>Status:</b> Completed	2023
<b>Consultancy on Re-integration of Pakistani Returnees through Business Development Mentorship and in-kind Support- Work Package 3</b> <b>Client:</b> Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH <b>Amount:</b> PKR 6,110,000.00 <b>Status:</b> 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](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:** 12  
**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

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

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

Book Chapters

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

Editorial Activities

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