

**Mansoor Ahmad**

Professor

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About

Dr. Mansoor Ahmad is working as Professor in the NUST Business School. Dr. Mansoor Ahmad has a PhD in HRM. Dr. Mansoor Ahmad has published 4 research articles & conference papers having a citation count of 69, carried out 0 projects and filed 0 intellectual property.

Qualifications

<b>PhD in HRM</b> University of Manchester , United Kingdom	2008 - 2013
<b>Master in HRM</b> University of Leeds , United Kingdom	2005 - 2006
<b>MBA in Management&amp; Marketing</b> International Islamic University , Pakistan	1998 - 1999
<b>BSc in Math</b> University of the Punjab , Pakistan	1993 - 1996

Experience

<b>Professor</b> NUST Business School	2025- Present
<b>Assistant Professor</b> King FahdUniversity ofPetroleum &Minerals , Dhahran, KSA	2021 - 2025
<b>Assistant Professor</b> COMSATS University , Islamabad	2008 - 2022
<b>Lecturer</b> PMAS Arid Agriculture University , Rawalpindi	2000 - 2008

**Knowledge sharing in public organizations in Pakistan: leaders' ethical role and psychological capital of employees**

2022

*Quratulain Amber Abdul Baseer Qazi Nadeem Javaid Iram A. Khan Mansoor Ahmad*

*Information Discovery and Delivery*, Volume:50, Issue:1, Page:99-114

**Impact Factor:** N/A

**DOI:** <https://doi.org/10.1108/IDD-11-2020-0148>

**Observing viewers' self-reported and neurophysiological responses to message appeal in social media advertisements**

2021

*Muhammad Mustafa Raziq Anees Wajid Qazi Mohammed Ahmed Mansoor Ahmad*

*Journal of Retailing and Consumer Services*, Volume 59, Article Number 102373

**Impact Factor:** 10.972 | **Quartile:** 1 | **Citations:** 33

**DOI:** 10.1016/j.jretconser.2020.102373

**Institutional Distance and MNE-subsidiary Initiative Collaboration: The Role of Dual Embeddedness**

2021

*Muhammad Mustafa Raziq Gabriel R. G. Benito Mansoor Ahmad*

*European Management Review*, Pages 1-18

**Impact Factor:** 3.000 | **Quartile:** 3 | **Citations:** 19

**DOI:** 10.1111/emre.12454

**High-performance work practices and organizational performance in Pakistan**

2019

*Muhammad Mustafa Raziq Mansoor Ahmad Wali-ur-Rehman Matthew M. C. Allen*

*International Journal of Manpower*, Volume 41, Issue 3, Pages 318-338

**Impact Factor:** 0.953 | **Quartile:** 3 | **Citations:** 17

**DOI:** 10.1108/IJM-01-2019-0016