

# Muhammad Fawad Khan

Assistant Professor  
NUST Business School

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## About

Dr. Muhammad Fawad Khan is working as Assistant Professor in the NUST Business School. Dr. Muhammad Fawad Khan has a PhD in Agricultural and Resource Economics. Dr. Muhammad Fawad Khan has published 5 research articles & conference papers having a citation count of 66, carried out 1 projects and filed 0 intellectual property.

## Qualifications

<b>PhD in Agricultural and Resource Economics</b> The University of Tokyo , Japan	2018 - 2021
<b>Master in Economics</b> Tsukuba University , Japan	2016 - 2018
<b>B.Sc (Hon) in Economics</b> Lahore University of Management Sciences , Pakistan	2010 - 2014

## Experience

<b>Assistant Professor</b> NUST Business School	2023- Present
<b>Assistant Professor</b> Abdul Wali Khan University Mardan , Mardan	2021 - 2023

## Research Projects

<b>National Projects</b>	
<b>Women employment as a source of income diversification and climate change adaptation near the western Himalayas in Pakistan</b> <b>Funding Agency:</b> The South Asian Network for Development and Environmental Economic (SANDEE), Nepal <b>Amount:</b> PKR 7,000,000.00 <b>Status:</b> Approved_inprocess	2025

### International Projects

Research Articles

**Leveraging AI and TRIZ for sustainable innovation in advanced manufacturing**  
*Muhammad Saqib Iqbal Zulhasni Abdul Rahim Qudrattullah Omerkhel Hamza Iftikhar Muhammad Fawad Khan*  
*Discover Applied Sciences* , Volume 7, Article Number 589  
**Impact Factor:** N/A  
**DOI:** 10.1007/s42452-025-06847-z

2025

**Breaking the ice: understanding and overcoming consumer resistance to frozen foods**  
*Adnan Waseem Muhammad Waqas Yuksef Ekinci Muhammad Fawad Khan Linda Hollebeek*  
*British Food Journal*, Pages 1-19  
**Impact Factor:** 3.400 | **Quartile:** 1  
**DOI:** <https://doi.org/10.1108/BFJ-11-2024-1123>

2025

**Covid-19 and intra-household financial coping strategies in Pakistan**  
*Muhammad Fawad Khan Hamza Umar*  
*International Journal of Disaster Risk Reduction*, Volume 114, Article Number 104908  
**Impact Factor:** 4.200 | **Quartile:** 1 | **Citations:** 1  
**DOI:** <https://doi.org/10.1016/j.ijdr.2024.104908>

2024

**Contract Farming, Loan Repayment Ability and Access to Credit of Small Farmers in Pakistan**  
*Muhammad Fawad Khan Takashi Kurosaki Takeshi Sakurai*  
*Japanese Journal of Agricultural Economics* , Volume: 22, Pages: 123-128,  
**Impact Factor:** N/A  
**DOI:** 10.18480/jjae.22.0\_123

2020

**Impact of contract farming on land productivity and income of maize and potato growers in Pakistan**  
*Muhammad Fawad Khan Yuko Nakano Takashi Kurosaki*  
*Food Policy* , Volume:85, Page:28-39  
**Impact Factor:** 4.189 | **Quartile:** 1 | **Citations:** 65  
**DOI:** <https://doi.org/10.1016/j.foodpol.2019.04.004>

2019