

Najma Sadiq

Associate Professor

School of Social Sciences & Humanities

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About

Dr. Najma Sadiq is working as Associate Professor in the School of Social Sciences & Humanities. Dr. Najma Sadiq has a PhD in Communication Studies. Dr. Najma Sadiq has published 30 research articles & conference papers having a citation count of 27, carried out 2 projects and filed 0 intellectual property.

Qualifications

PhD in Communication Studies Universität Salzburg , Austria	2007 - 2011
MSc in (Communication Studies) Fatima Jinnah Women University , Pakistan	2002 - 2004
BA in (Eng Literatures) University of the Punjab , Pakistan	1998 - 2001

Experience

Associate Professor School of Social Sciences & Humanities	2023- Present
Associate Professor School of Social Sciences & Humanities	2022 - 2023
Assistant Professor School of Social Sciences & Humanities	2013 - 2022
Assistant Professor NUST Business School	2012 - 2013
Assistant Professor International Islamic University, Islamabad , International Islamic University, Islamabad	2011 - 2012
Marketing Executive Synergy Computers (Pvt). Ltd., Islamabad , Diplomatic Enclave, Islamabad	2005 - 2007
Media and Research Officer PAIMAN Alumni Trust Fund, Islamabad , H-13, Islamabad	2005 - 2005
Web Developer AMTEK Integrated Solutions, Rawalpindi , Rehman Abad, Rawalpindi	2004 - 2005

Awards

Agahi Journalism

Jury Member Agahi Journalism Awards (Since 2016)

Research Projects

National Projects

Reflection of Humanitarian Crisis in Media: Policy Relevant Issues Concerning Capacity Building of Journalists 2012

Funding Agency: HEC

Amount: PKR 435,000.00

Status: Completed

From the Public to the Press and Back: Examining the Audience Feedback Loops within Pakistani News Media Organisations and the Nature of Intra-organisational Communication in Cross-Media Newsrooms 2016

Funding Agency: Higher Education Commission

Amount: PKR 1,500,000.00

Status: Completed

International Projects

Research Articles

Brand Placement in Film Content: Insights From Pakistan's Reviving Film Industry 2022

Talha Iqbal Najma Sadiq Salman Nasir

The Discourse, Volume 8, No. 1, Pages 1-14

Impact Factor: 0

DOI: <https://discourse.org.pk/index.php/discourse/article/view/145>

Influence of Interpersonal Attraction on Para-social Interaction with Pakistani political leaders 2021

Javaria Islam Najma Sadiq Tahir Mahmood

Pakistan Journal of Social Sciences, Volume 41, Issue 2, Pages 443-454

Impact Factor: 0

DOI: NA

Restrictions' acceptance and risk perception by young generations in a COVID-19 context 2021

Najma Sadiq Claudia Seabra Miral AlAshry Kevser Cinar Irfan Raja Manuel Reis

International Journal of Tourism Cities, Pages 1-29

Impact Factor: 0 | **Citations:** 24

DOI: 10.1108/IJTC-08-2020-0165

Digital public sphere and Palestine-Israel conflict: A conceptual analysis of news coverage 2021

Musharaf Zahoor Najma Sadiq

Liberal Arts and Social Sciences International Journal, Volume 5(1), Pages 168–178

Impact Factor: 0

DOI: 10.47264/idea.lassij/5.1.12

Historical and Systemic Overview of Federally Administered Tribal Areas (FATA): A Cultural Landscape 2021

Najma Sadiq Tahir Mahmood Faryal Sohail

Journal of Historical Studies, Volume VII, No. I, Pages 01-24

Impact Factor: 0

DOI: 0

Media and Armed Conflicts: An Overview 2021

Musharaf Zahoor Najma Sadiq

NUST Journal of International Peace & Stability, Volume 4(1), Pages 70-80

Impact Factor: 0

DOI: 10.37540/njips.v4i1.80

Social Media and Diasporic Cultural Identity: Reflection of Brown-vs-White Identity in videos by ZaidAliT 2020

Sana Khaqan Malik Najma Sadiq Tahir Mahmood

Pakistan Journal of Social Sciences, Volume 40(4), Pages 1517-1526

Impact Factor: 0

DOI: <http://pjss.bzu.edu.pk/website/journal/article/5fee1a401b1ee/page>

Use of Religion as Rhetoric in the Inaugural Speeches of Pakistani Prime Ministers 2020

<p><i>Najma Sadiq Ume Laila Tahir Mahmood</i> <i>Pakistan Journal of Islamic Research</i>, Volume 21(2), Pages 209-216</p> <p>Impact Factor: 0 DOI: 0</p>	
<p>Second Screen Phenomena and News Consumption in Pakistan</p> <p><i>Faiza Batool Najma Sadiq Ume Laila</i> <i>Journal of Peace, Development and Communication</i>, Volume 4(3), Pages 63-88</p> <p>Impact Factor: - DOI: https://doi.org/10.36968/JPDC-V04-I03-05</p>	2020
<p>Ambiguity Intolerance of University Students from Rawalpindi/Islamabad</p> <p><i>Najma Sadiq Rabia Tahir Qazi</i> <i>Journal of Research & Reviews in Social Sciences Pakistan</i>, Volume 3(2), Pages 817-829</p> <p>Impact Factor: - DOI: -</p>	2020
<p>Impact of Pakistan Bait-UI-Mal on the Satisfaction Level of the Beneficiaries</p> <p><i>Ume Laila Najma Sadiq Tahir Mehmood Tooba Rehan Haqqi</i> <i>Journal of Accounting and Finance in Emerging Economies</i>, Volume 6 (4), Pages 991-999</p> <p>Impact Factor: - DOI: https://doi.org/10.26710/jafee.v6i4.1443</p>	2020
<p>Effects of Covid on Co2 Reduction and Climate Change</p> <p><i>Ume Laila Najma Sadiq Tahir Mehmood Muhammad Fahad Shoaib</i> <i>Journal of Accounting and Finance in Emerging Economies</i>, Volume 6(4), Pages1009-1014</p> <p>Impact Factor: - DOI: https://doi.org/10.26710/jafee.v6i4.1444</p>	2020
<p>Police Brutality and Reforms in Pakistan</p> <p><i>Ume Laila Najma Sadiq Tahir Mehmood Tooba Rehan Haqqi</i> <i>Journal of Business and Social Review in Emerging Economies</i>, Volume 6(4), Pages 1349-1355</p> <p>Impact Factor: - DOI: https://doi.org/10.26710/jbsee.v6i4.1445</p>	2020
<p>Pre and Post Covid-19 Lockdown: How the AQI of Three Major Cities of Pakistan will Change?</p> <p><i>Ume Laila Najma Sadiq Tahir Mehmood Tooba Rehan Haqqi</i> <i>Journal of Business and Social Review in Emerging Economies</i>, Volume 6(4), Pages1377-1387</p> <p>Impact Factor: - DOI: https://doi.org/10.26710/jbsee.v6i4.1447</p>	2020
<p>Organizational Performance and its Affect on Job Satisfaction</p> <p><i>Ume Laila Najma Sadiq Tooba Rehan Haqqi Muhammad Ali</i> <i>Journal of Business and Social Review in Emerging Economies</i>, Volume 6(3), Pages 1221-1226</p> <p>Impact Factor: - DOI: https://doi.org/10.26710/jbsee.v6i3.1441</p>	2020
<p>Privatization of National Assets: Solution to Fiscal Deficits</p> <p><i>Ume Laila Najma Sadiq Tahir Mehmood Tooba Rehan Haqqi</i> <i>Journal of Accounting and Finance in Emerging Economies</i>, Volume 6(3), Pages 897-904</p> <p>Impact Factor: - DOI: https://doi.org/10.26710/jafee.v6i3.1438</p>	2020
<p>The curse of Vagrancy in Pakistan</p> <p><i>Ume Laila Najma Sadiq Tahir Mehmood Muhammad Farhan Fiaz</i> <i>Journal of Business and Social Review in Emerging Economies</i>, Volume 6(3), Pages 1211-1220</p> <p>Impact Factor: - DOI: https://doi.org/10.26710/jbsee.v6i3.1440</p>	2020
<p>E-Governance as a Roadmap to Good Governance: A Digital Punjab Perspective</p> <p><i>Ume Laila Najma Sadiq Tahir Mehmood Muhammad Farhan Fiaz</i> <i>Journal of Accounting and Finance in Emerging Economies</i>, Volume 6 (3), Pages 905-915</p> <p>Impact Factor: - DOI: https://doi.org/10.26710/jafee.v6i3.1439</p>	2020

Empowerment or Subjugation? Women Through the Lens of Lollywood Films	2019
<i>Sanya Inayat Sanya Inayat Najma Sadiq</i> <i>Sexuality and Culture</i> , Pages 1-15 Impact Factor: 0 Citations: 1 DOI: https://doi.org/10.1007/s12119-019-09664-w	
Derelict Province: Coverage of Socio-Political Issues of Baluchistan in Selected Pakistani Newspapers	2019
<i>Saira Waqar Najma Sadiq</i> <i>Journal of Research & Reviews in Social Sciences Pakistan</i> , Vol 2 (1), Pages 256-267 Impact Factor: 0 DOI: 0	
Coverage of Pakistani tribal areas conflict: Prospects of peace journalism	2017
<i>Najma Sadiq Sehar-un-Nisa Hassan</i> <i>Conflict & Communication Online</i> , NULL Impact Factor: 0 DOI: https://www.researchgate.net/publication/320371812_Coverage_of_Pakistani_tribal_areas_conflict_Prospects_of_peace_journalism	
Waziristan: Escalation and De-Escalation Orientation of War and Peace Journalism Op-eds in Pakistani Newspapers	2016
<i>Waqas Naeem Najma Sadiq Waqas Naeem</i> <i>Conflict Studies Quarterly</i> , Issue:17, Pages 73-92 Impact Factor: 0	
Content Analysis versus Level of Objectivity: The Nuclear Proliferation Issue in Pakistan and its Coverage by Leading Newspapers	2010
<i>Najma Sadiq Salman Qureshi</i> <i>The International Journal of Interdisciplinary Social Sciences</i> , Volume 5, Number 5, Pages 241-253 Impact Factor: 0	

Conference Proceedings

Evidence-Based Health Communication: The Impact of Mental Health Campaign on Youth in Sierra Leone	2022
<i>Rosaline Katimu Amara Najma Sadiq</i> <i>International Conference on Wellbeing: An interdisciplinary Perspective (ICW-22)</i> , res.country(177,) Citations: N/A DOI: Nil	
Identification or alienation: Emotional response of audience regarding female protagonist in BOL (Film)	2016
<i>Tooba Farooq Najma Sadiq</i> <i>ISESCO Women in Science Conference: Contribution of Pakistani Women in Scientific and Social Development</i> , res.country(177,) Citations: N/A DOI: N/A	
Derelict province: Coverage of Baluchistan in Pakistani English newspapers	2016
<i>Saira Waqar Najma Sadiq</i> <i>ISESCO Women in Science Conference: Contribution of Pakistani Women in Scientific and Social Development</i> , res.country(177,) Citations: N/A DOI: N/A	
Independence through Interdependence: Self-Sustained Social Support System in Pakistan	2016
<i>Najma Sadiq Wajiha Haq</i> <i>ISESCO WINS 2016 conference</i> , res.country(177,) Citations: N/A DOI: N/A	
My Opinions: Are They Mine or Media Manipulated?	2012
<i>Dr. Najma Sadiq Wajiha Haq</i> <i>Emerging Issues of Social Sciences in Pakistan</i> , res.country(177,) Citations: N/A DOI: N/A	

Book Chapters

COVID-19, Adaptive Capacity and Tourism Governance: The Case of Pakistan's Tourism Industry

2021

Najma Sadiq

In: *Book on Tourism Security-Safety and Post Conflict Destinations Pandemics and Travel* Chapter 3, Pages 49-66

Citations: 2

DOI: 10.1108/978-1-80071-070-220211004

COVID-19 and Students: Communicative Construction of Resilience

2020

Najma Sadiq

In: *Boork on Covid-19 Challenges for Pakistan*, Chapter 8, Pages 153-170

Citations: N/A

DOI: 0

Editorial Activities

Reviewed Papers for Journals

2017