

## A) Publications in International Journal(s)

1. Alvis Fong, and Muhammad Usman, "Machine learning for end consumers" IEEE Consumer Electronics Magazine, vol. 9, Issue no.5, pp. 77-78, 2020 [Impact Factor: 4.01]
2. Affan Ahmed Toor, Muhammad Usman, Farah Younas, and Alvis Fong, "A Robust Systematic Approach for Ensuring Optimal Telecom Service Delivery" IEEE Communications Magazine, vol. 58, Issue no.8, pp. 49-53, 2020 [Impact Factor: 11.05]
3. Affan Ahmed Toor, Muhammad Usman, Farah Younas, Mohamed Habib, and A.C.M Fong, "Efficient mining of IoT based data streams for advanced computer vision systems" Multimedia Tools and Applications, vol.1, Issue no.16, 2020 [Impact Factor: 2.75]
4. Sidra Tariq, Muhammad Usman, and Alvis Fong, "Selecting best predictors from large software repositories for highly accurate software effort estimation" Journal of Software: Evolution and Process, vol.32, Issue no.10, pp. e2271, 2020 [Impact Factor: 1.27]
5. Sadaf Qazi, and Muhammad Usman, "Critical Review of Data Analytics Techniques used in the Expanded Program on Immunization (EPI)" Current Medical Imaging, vol.17, Issue no.1, pp. 39-55, 2021 [Impact Factor: 0.85]
6. Muhammad Asad, Azhar Mahmood, and Muhammad Usman, "A machine learning-based framework for Predicting Treatment Failure in tuberculosis: A case study of six countries" Tuberculosis, vol.123, 2020. doi:10.1016/j.tube.2020.101944 [Impact Factor: 3.13]
7. Muhammad Islam, Muhammad Usman, Azhar Mahmood, Aaqif Afzal Abbasi, and Oh-Young Song, "Predictive analytics framework for accurate estimation of child mortality rates for Internet of Things enabled smart healthcare systems" International Journal of Distributed Sensor Networks, vol.16, Issue no.5, 2020. doi:1550147720928897 [Impact Factor: 1.51]
8. Affan Ahmed Toor, Muhammad Usman, Farah Younas, Alvis Cheuk M.Fong, Sajid Ali Khan, and Simon Fong, "Mining massive E-health data streams for IoMT enabled healthcare systems" Sensors, vol.20, Issue no.7, pp. 2131, 2020 [Impact Factor: 3.57]
9. Aunsia Khan, and Muhammad Usman, "Alzheimer's Disease Prediction Model Using Demographics and Categorical Data", International Journal of Online and Biomedical Engineering (iJOE) vol. 15, Issue no. 15, pp. 96-109, 2019 [ISI indexed]
10. Abbasi, A. Z., Ting, D. H., Hlavacs, H., Fayyaz, M. S., & Wilson, B. (2019). Playful-Consumption Experience and Consumer Videogame Engagement in the Lens of SR Model: An Empirical Study. In International Conference on Human-Computer Interaction (pp. 85-104). Springer, Cham.
11. Ahmed G, Mahmood D, Islam S. (2019). Thermal and energy aware routing in wireless body area networks. International Journal of Distributed Sensor Networks.
12. Rasool, I (2019). Micro CSR: A person-centric approach for meeting the grand challenges. Journal of Research in Social Sciences (JRSS).
13. Abid, M. B., Hassan, S., Rasool, I., Ghias, W., & Hadi, N. U. (2019). Impacts of perceived fit and self-brand connection on consumer purchase intention towards a newly introduced

smartphone in Pakistan (product line extension). *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*.

14. Bashir, S., Khwaja, M. G., Turi, J. A., & Toheed, H. (2019). Extension of planned behavioral theory to consumer behaviors in green hotel. *Heliyon*,5(12), e02974.
15. Mahmood, S., Khwaja, M. G., & Jusoh, A., (2019). Electronic Word of Mouth on Social Media Websites: Role of Social Capital Theory, Self-Determination Theory, and Altruism. *International Journal of Space-Based and Situated Computing*, 9(2), 1-13
16. Khwaja, M. G., Jusoh, A., & Nor, K. M. (2019). Does Electronic word-of-mouth (eWOM) on Social Media leads to Information Adoption? Empirical Evidence from the Emerging Markets!*International Journal of Recent Technology and Engineering*, 8(4), 3281-3288
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18. Rasool, I (2019). Optimizing the Employee Engagement through Internal Marketing. *City Journal Vol (9) pp. 67-73*.
19. Khalid G.K., Wahid, A., Rasool, I., Latif, A., (2019). Development and revalidation of corporate humane Sustainability, *Pakistan Business Review*, Vol 21(2).
20. Abbasi, A. Z., Ting, D. H., Hlavacs, H., Wilson, B., Rehman, U., & Arsalan, A. (2020). Personality differences between videogame vs. non-videogame consumers using the HEXACO model. *Current Psychology*. doi:10.1007/s12144-020-00793-2
21. Isha, A. S. N., Javaid, M. U., Zaib Abbasi, A., Bano, S., Zahid, M., Memon, M. A., ... & Imtiaz, N. (2020). Malay Validation of Copenhagen Psychosocial Work Environment Questionnaire in Context of Second Generation Statistical Techniques. *BioMed Research International*.
22. Khwaja, M. G., Mahmood, S., & Jusoh, A. (2020). The impacts of Quality Management on Customer Focus in the Beverages Industry. *Proceedings on Engineering*, 2(1), 81-92.
23. Raza, H., Hassan, A., & Gul, F. (2020). Does Pakistan Stock Exchange Pay to Bet Against the Beta?. *CITY UNIVERSITY RESEARCH JOURNAL*, 10(1)
24. Rasool, I (2020). An Empirical Investigation of Impact of Green HRM on Employee Behavior. *Hamdard Islamicus Vol 4(1)*.
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26. Yasir, M., Ullah, A., Shafiq, M. Sami., Irum, S.; Qureshi, M.I. (2020). Direct and Indirect Effects of Intensive Social Media Usage on Deviant Workplace Behavior, *International Journal of Management*

27. Meraj, M., Lakhan, G.R., Shafiq, M. (2020). Does political leadership matter for the economic growth of poor countries like Pakistan? An Empirical Approach, *International Journal of Management*, 11(8) 1604-1616
28. Shafiq, M., Tasmin, R., Qureshi, M. I. Takala, J., (2019), A New Framework of Blue Ocean Strategy for Innovation Performance in Manufacturing Sector, *International Journal of Engineering and Advanced Technology*, 8(5C), 1375-1381
29. Shafiq, M., Tasmin, R., Qureshi, M. I.(2019), A developed framework of Mediating role of Inbound Innovation strategy between BOS and Innovation Performance, *International Journal of Engineering and Advanced Technology*, 8(5C), 1382-1389
30. Rashid, M., Tasmin, R., Qureshi, M. I., & Shafiq, M., (2019) A PLS analysis on the relationship between Servant Leadership and Academicians OCB in MTUN Universities, , *International Journal of Engineering and Advanced Technology*, 8(5C), 1360-1368
31. Rashid, M., Tasmin, R., Qureshi, M. I., & Shafiq, M. (2019), A developed framework of A proposed framework of mediating role of Interpersonal employee conflict between the relationship of servant leadership and academicians OCB, using PLS, , *International Journal of Engineering and Advanced Technology*, 8(5C), 1369-1374