

## A) Publications in International Journal(s)

1. Rehman, M. U., & Rashid, M. (2017). Energy consumption to environmental degradation, the growing appetite in SAARC nations. *Renewable Energy*, 111, 284-294.
2. Narayan, S., & Rehman, M. U. (2017). Diversification Opportunities between Emerging and Frontier Asian (EFA) and Developed Stock Markets. *Finance Research Letter*, 23, 223-232.
3. Mensi, W., Shahzad, S. J. H., Hammoudeh, S., Zeitun, R., & Rehman, M. U. (2017). Diversification Potential of Asian frontier, BRIC emerging and major developed stock markets: A wavelet-based Value at Risk approach. *Emerging Markets Review*, 32, 130-147.
4. Rehman, M. U. (2017). Dynamics of Co-Movements among Stock Market Returns, Policy Uncertainty and Implied Volatility. *Global Business Review*, 18(6), 1-10.
5. Rehman, M. U., Arsalan, M. & Kashif, M. (2018). Analyzing the empirical link between accounting policy changes, accounting sensitive non-debt tax shields and investment opportunity set, *Public Finance Quarterly*.
6. Rehman, M. U., Kashif, M. (2018). Commonalities between financial and market integration and equity return co-movements in emerging and frontier markets. *Aestimatio, The IEB International Journal of Finance*, 17, 184-203.
7. Zada, H., Rehman, M.U. & Khwaja, M.G. (2018). Application of Fama and French Five-Factor Model of Asset Pricing: Evidence from Pakistan Stock Market. *International Journal of Economics, Management, and Accounting*, 26 (1), 1-23.
8. Rehman, M. U., Shahzad, S. J. H., Kanwal, M., & Ali, S. (2018). Relationship between economic growth, financial development, and worker's remittances in South Asia, *Revista Evidenciação Contábil & Finanças*, 6(1), 132-144.
9. Rehman, M.U. and Shahzad, S.J.H., (2017). Heterogeneous Panel Analysis among Equity Returns for Portfolio Diversification: Evidence from Emerging and Frontier Asian Equity Markets. *South Asian Journal of Management Sciences*, 11(2), 109-123
10. Kanwal, M., Shahzad, S. J. H., Rehman, M. U., & Zakaria, M. (2017). Impact of Capital Structure on Performance of Non-Financial Listed Companies in Pakistan. *Pakistan Business Review*, 19(2), 339-353.
11. Narayan, S. W., and Rehman, M. U. (2018). Portfolio Diversification Opportunities within Emerging and Frontier Stock Markets: Evidence from Ten Asian Countries. *Buletin Ekonomi Moneter Dan Perbankan*, 21(1), 1-22.
12. Zada, H., Rehman, M., & Khwaja, M. G., (2018). Application of Fama and French Five-Factor Model of Asset Pricing: Evidence from Pakistan Stock Market. *International Journal of Economics, Management, and Accounting*, 26(1), 1-23.
13. Akhter, S., Malik, M. F., Khwaja, M.G, Mehmood, S., (2018). Flexible HRM Practices and Employee Retention: Developing and Testing of an Integrated Model. *International Journal of Modern Management Sciences* 7(1), 13-27

14. Yaqoob, M., Ali, A., Mughal, S. M., & Mughal, R. (2017). Impact of Sales Force Management on Market Performance. *International Journal of Research Scholars (IJRS)*, 1(2). ISSN: 2521-3547
15. Zada, H., Afeef, M., & Hassan, A. (2017). Does Fama & French's Five-Factor Model Perform Better Than The Capital Asset Pricing Model And Fama & French's three-Factor Model? Evidence From An Emerging Equity Market. *Journal Of Administrative & Business Studies*, 2(2).
16. Afeef, M., Ihsan, A., Zada, H., & Altaf, S. (2017). What Dictates The Dividend-Payout Decision Of Corporations? A Case Study Of Firms Listed At Karachi Stock Exchange, *Sarhad Journal Of Management Sciences*. 3(1), 135-145.
17. Wahab, Y., & Zada, H. (2017). Testing Short Term and Long Term Applicability of CAPM: A Case of Pakistani Cement Industry. *Research Journal of Finance and Accounting*, 8(7), 6-19.
18. Aziz Ahmed Chaudhry, (2017). Impact of Print Advertising on Brand Image and Consumer Buying Behavior. *Journal of Marketing and Consumer Research* ISSN 2422-8451
19. A. Chaudhary., Bashir & S. Hussain. (2017). Impact of Print Advertising on Brand Image and Consumer Buying Behaviour. *Journal of Marketing and Consumer Research*. Vol 41, 01-14
20. Islam, S., Malik, M. I., Hussain, S., Thursamy, R., Shujahat, M., & Sajjad, M. (2018). Motives of excessive Internet use and its impact on the academic performance of business students in Pakistan. *Journal of Substance Use*, 23(1), 103-111.
21. Mubarak, F., & Noor, A. (2018). Effect of authentic leadership on employee creativity in project-based organizations with the mediating roles of work engagement and psychological empowerment. *Cogent Business & Management*, 5(1), 1.
22. Hayat, F., M.D. S. Pirzada, A. A. Khan, The validation of Granger causality through formulation and use of finance growth-energy indexes, *Renewable and Sustainable Energy Reviews*, Volume 81, Part 2, January 2018, Pages 1859-1867
23. Chaudhry A. A., Bashir F., Hussain S.S, "Impact of Print Advertising on Brand Image and Consumer Buying Behaviour", *Journal of Marketing and Consumer Research*, Vol.41, 2017.
24. Khan, M. A., & Kiran, A. (2018). Organizational and task factors aimed at enhancing occupational expertise through teachers' professional development. *Cogent Education*, 5, 1-21.
25. Laeeque, S. H., Bilal, A., Babar, S., Khan, Z., & UI Rahman, S. (2018). How Patient-Perpetrated Workplace Violence Leads to Turnover Intention Among Nurses: The Mediating Mechanism of Occupational Stress and Burnout. *Journal of Aggression, Maltreatment & Trauma*, 27(1), 96-118.
26. Laeeque, S. H., Bilal, A., Babar, S., Khan, Z., & UI Rahman, S. (2018). How Patient-Perpetrated Workplace Violence Leads to Turnover Intention Among Nurses: The

Mediating Mechanism of Occupational Stress and Burnout. *Journal of Aggression, Maltreatment & Trauma*, 27(1), 96-118.

27. Bilal, A., Ahmad, H. M., & Majid, F. (2018). How Formalization Impedes Employee Creativity and Organizational Innovation: A Case of Advertising Agencies in Pakistan. *NUML International Journal of Business & Management*, 13(1), 66-78.
28. Ahmad, H. M., Mushtaq, S., Saeed, M. A., Bilal, A., & Faheem, A. (2018). Influence of Networking on Female Entrepreneurship in Patriarchal Societies: Empirical evidence regarding the Role of Cultural effect as moderator. *Transylvanian Review*, 26(2), 7599-7608.
29. Bilal, A., Ahmed, W., & Zeb, S. (2018). The Impact of emotional intelligence on job satisfaction and performance in the healthcare sector of Pakistan. *Journal of Managerial Sciences*, 12(3).
30. Bilal, A., Ahmed, W., & Zeb, S. (2018). Examining the Relationship between Consumption of Counterfeit Apparel and Construction of Self-Identity: A Study on Pakistani Women. *Pakistan Journal of Women Studies*, 25(2), 37-58.
31. Zaman. K., Bashir. S. (2017). Role of ethical self-identity in predicting buying intentions toward societal friendly products: A study of socially conscious consumers. *Future of Marketing & Management, Journal of Managerial Science*, XI (3). 19-32.

#### **B) Publications in International Conference(s)**

1. Rehman. M.U. & Arshad, A., (2017). Energy Prices and Emerging Market Investor Sentiments, 16th FRAP Oxford, Cambridge University, UK, September 25-27, (2017)
2. Mumtaz, S., Naseem, S. & Mehboob, F. (2017). Impact of Employee Loyalty on Organizational Commitment of Employees with the Moderating role of Supervisor Support in Telecom Sector of Pakistan, 6th International Business Research Conference, 2017, Capital University of Science and Technology (CUST), Islamabad, Pakistan.
3. Mumtaz, S. (2017). Systematic review on the framework of Workplace Spirituality: Current theoretical perspectives and changing trends, 2nd International Conference on Business and Management Perspectives in the Asian Context, Lahore Business School, University of Lahore, Pakistan.
4. Mumtaz, S., Siddiqui, O. & Hanif, B. (2017). Impact of Social Media Utilization on Academic Performance of Students in Islamabad, 2nd International Conference on Business and Management Perspectives in the Asian Context, Lahore Business School, University of Lahore, Pakistan.
5. Zaman. K., Bashir. S. (2017), Consumer's self-identity, 3rd Asia International Conference, Malaysia. Conference Proceedings
6. Zaman. K., Rehman. A., & Mumtaz. A. (2017). Impact of Brand Innovativeness on customer satisfaction through the moderating role of communication, CUST International Business Research Conference, Conference Proceedings

7. Bilal, A., & Khan, F. (2018). How the intention to quit can be reduced using CSR Activities. (Oxford University, Oxford, UK). Oxford: FLE Publishing.
8. Bilal, A., Ahmad, H. M., & Majid, F. (2018). How Team Goal Orientation Through Information Exchange Induces Creativity And Innovation In Advertising Teams. International Conference for Business and Economics. Harvard Campus, Boston, USA: International Journal of Arts and Sciences.
9. Bilal, A., Khan, F., Ahmad, H. M., & Saeed, M. A. (2017). CSR Activities and their impact on employees' intention to quit in SMEs of Pakistan. SMEs, A Source of Socio-Economic Development: Prospects and Challenges. Karachi: Bahria University, Karachi.
10. Naveed, M., Hussain, M. and Bilal, R.A. (2018). New Insights into Dividend Policy: A Customized & Dynamic Sectoral Analysis. Oxford Conference Series (2018), Oxford University, UK
11. Naveed. M., Bashir, S., and Hameed. S (2018). Customized Corporate Investment Modeling across Developed and Developing Countries: A Nested Testing Analysis of the US and Pakistan. "Proceedings of 6th Asia Pacific Conference on Advanced Research" 2-4th Melbourne, Australia.
12. Bilal, R. A., Naveed, M. and Fatima, T. (2018). Economic Activities are Beneficial for Economies but Challenges for Environment: An Empirical Investigation on the Background of the China-Pakistan Economic Corridor. OXFORD Conference Series (2018), Oxford University, UK
13. Naveed. M., Bashir, S., and Hameed. S (2018). Customized Corporate Investment Modeling across Developed and Developing Countries: A Nested Testing Analysis of the US and Pakistan. "Proceedings of 6th Asia Pacific Conference on Advanced Research" 2-4th Melbourne, Australia.
14. Naveed, M., Bilal, R. A. and Bashir, S. (2017). Dynamic and Sectoral Analysis of Firms' Investment Behaviour a Case of US and Pakistani Non-Financial Sector. "Proceedings of 10th European Business Research Conference" 14-15 December 2017 Rome, Italy. ISBN: 978-1-925488-58-6
15. Naveed, M. and Kanwal, S. (2017). Customized Model Selection and Sectoral Analysis of Stock Return: Nested Testing Modeling of Listed Firms Across Sectors. Global Conference on Business and Finance Proceedings. 12(1), 255-266.
16. Khwaja, M.G .,(2017).Determining the impacts of Ketchup Industry rebranding on Customer Satisfaction levels: A Case Study. In the Proceedings of 20th National Research Conference, SZABIST Islamabad. -19 April 2017
17. Khwaja M.G., (2017). Determining The Evolving Role of EWOM in Social Media on Information Adoption and Consumers Purchase. 6th CUST Business Research Conference, CUST Islamabad Campus. 2017
18. Ansari, S. (2018). The effective role of Cooperatives and the need for Islamic Cooperatives in Pakistan: A critical study of Punjab province. 6th International Conference on Interdisciplinary Social Science Studies, USA.

