



Dr. Nosheen Rafi

(HEC-Approved Supervisor)

ADDRESS

Tabuk , KSA

CONTACT

Cell: +966572476769

Cell: +923349783503

EMAIL:

dr.nosheenrafi@gmail.com

LINKEDIN:

linkedin.com/in/nosheen-rafi-phd-21478716

TWITTER:

@DrNosheenRafi

RESEARCH GATE:

https://www.researchgate.net/profile/nosheen-rafi-2

RESEARCH SOFTWARES SKILLS

- SPSS with Extensions
- Smart PLS
- Warp PLS
- R & R studio
- AMOS
- Bibliometric Analysis
- Biblioshiny
- EndNote
- Mendley

EDUCATION

National College of Business Administration & Economics

PhD in Business Administration (HEC-PCD No:23207)

2016 - 2021

CGPA: 3.80

PhD. DISSERTATION

Title: QMS- Business Performance: Its antecedents and mediating role of organizational agility and innovation

Supervisors: Dr. Alia Ahmed, Dr. Imran Shafique

National University of Modern Languages

Masters of Philosophy in Business Administration (M-Phil)

2010 - 2011

CGPA: 3.99

M-Phil DISSERTATION

Title: Relationship of CRM and New Product Performance in Manufacturing Organizations

Supervisor: Dr. Muhammad Shahzad

National University of Modern Languages

Master in Business Administration (HRM)

2008 – 2009

CGPA: 3.89

EXPERIENCE

Head of the Business Administration Department, University of Sialkot, Sialkot Pakistan (August 2024 –November 2024)

Roles and Responsibilities

- Developing and implementing departmental policies, goals, and objectives especially for postgraduate programs.
- Encourage collaboration and innovative research among faculty and students.
- Lead departmental meetings focused on research activities and progress.
- Evaluate faculty based on research output and provide constructive feedback.

LANGUAGES

- [English](#)
- [Urdu](#)
- [French](#)

HOBBIES

- [Poetry](#)
- [Reading Books](#)
- [Traveling](#)
- [Listening to Music](#)

REFERENCES

Will be furnished on request.

- Balance teaching and research responsibilities to support faculty research time.
- Update the curriculum to align with industry trends and emerging research areas.

Head of the Commerce Department, University of Sialkot, Sialkot Pakistan (August 2023 – August 2024)

Roles and Responsibilities

- Developing and implementing departmental policies, goals, and objectives.
- Fostering a collaborative and innovative academic environment.
- Leading departmental meetings and facilitating communication among faculty members.
- Conducting faculty evaluations, providing feedback, and supporting professional development.
- Assigning teaching loads and managing faculty schedules.
- Designing and updating the curriculum to align with industry trends and academic standards.
- Ensuring the curriculum meets accreditation requirements.
- Introducing the MS Accounting and Finance program in the department (In progress).
- Allocating resources efficiently to support academic programs and faculty needs.

Assistant Professor in University of Sialkot, Sialkot Pakistan (March 2022- August 2023)

Roles and Responsibilities

- Teaching **PhD and MS** level classes
- Supervising **PhD and MS** Students theses
- **Editor** *Review in Business and Economics* owned by University of Sialkot.
- **Member** Board of Studies Business Administration Department, University of Sialkot.
- **Member** departmental QEC Committee (DEQC)
- **Member** HEC Self-Assessment Report of PhD Program Preparation Team

Five years as Lecturer in National College of Business Administration and Economics front lane campus Lahore.

(2016-2021)

Roles and Responsibilities

- Teaching BS and MS level classes
- Supervising **MS and BS** Students theses

Two years as Lecturer of Management Sciences in Lahore Leads University, Lahore.

(2013-2015)

Roles and Responsibilities

- Teaching BS and MS level classes
- Supervising BS Students theses

RESEARCH PUBLICATIONS

▪ Research Papers

Web of Sciences & Scopus Publications

- Bilal, M., Alawadh, A., **Rafi, N.**, & Akhtar, S. (2024). Analyzing the Impact of Vision 2030's Economic Reforms on Saudi Arabia's Consumer Price Index. *Sustainability*, 16(21), 9163.
- **Rafi, N.**, Alharbi, K. K., Kalyar, M., Bilal, M., & Abrudan, D. B. (2024). Enhancing employee well-being through prosocial rule-breaking: Insights from the hospitality sector. *Journal of Infrastructure, Policy and Development*, 8(13), 9153.
- Alawadh, A., **Rafi, N.**, Kalyar, M. N., & Abrudan, D. B. (2024). The role of motivation and knowledge in promoting green consumer behavior in Saudi Arabia and Pakistan. *Journal of Infrastructure, Policy and Development*, 8(13), 9152.
- Akhtar, S., Cui, Y., Frimpong, S. E., & **Rafi, N.** (2024). Unlocking the path to sustainable competitive performance of agro-based small and medium enterprises: Evidence from the South Asian Association for Regional Cooperation countries. *Agric. Econ.–Czech*, 70, 309-319.
- Abrudan, Denisa Bogdana, **Rafi, N.** "Strategic leadership, environmental uncertainty, and supply chain risk: An empirical investigation of the agribusiness industry." *Agricultural Economics* (2022).
- Abrudan, D. B., **Rafi, N.**, Daianu, D. C., & Kalyar, M. N. (2022). Linking green intellectual capital with green innovation: Examining the roles of green dynamic capabilities and 'motivation to achieve legitimacy'. *Agricultural Economics*.
- **Rafi, N.**, Ahmed, A., Shafique, I., & Kalyar, M. N. (2022). Knowledge management capabilities and organizational agility as

liaisons of business performance. *South Asian Journal of Business Studies*, 11(4), 397-417.

- Assbeihat, J. M., & **Rafi, N.** (2021). Management of ARTIFICIAL intelligence traffic systems in SMART cities. *Academy of Strategic Management Journal*, 20, 1-9.
- Kalyar, M. N., & **Rafi, N.** (2013). 'Organizational learning culture': an ingenious device for promoting firm's innovativeness. *The Service Industries Journal*, 33(12), 1135-1147. **(Impact Factor: 2.579)**
- Kalyar, M. N., **Rafi, N.**, & Kalyar, A. N. (2013). Factors affecting corporate social responsibility: an empirical study. *Systems Research and Behavioral Science*, 30(4), 495-505.
- **Rafi, N.**, Ismail, M., Javed, I., Akbar, U., Bilal, M., & Ilyas, A. (2023). Impact of Internal and External CSR on Job Satisfaction: Mediating Role of Emotional Labor. *Bulletin of Business and Economics (BBE)*, 12(3), 547-557.
- Ismail, M., Kanwal, S., **Rafi, N.**, Gul, F., Bilal, M., & Akbar, U. (2023). Employee Perceptions of CSR: A Multifaceted Analysis. *Bulletin of Business and Economics (BBE)*, 12(4), 96-107.
- Kalyar, M. N., **Rafi, N.**, & Ahmad, B. (2012). Organizational learning and organizational commitment: A correlational study in manufacturing context. *African Journal of Business Management*, 6(9), 3349-3355.
- **Nosheen, R.**, Ahmed, A., & Shafique, I. (2017). Cybernetic prototype of CRM for value creation. *Gomal University Journal of Research*, 33(1), 125-133 **(HEC-X category)**

Non-Recognized International Publications

- Kalyar, M. N., **Rafi, N.**, & Azeem, M. (2013). Factors Affecting Company Performance and New Product Performance. *Journal of Sustainable Development Studies*, 2(1).
- **Nosheen, R.**, Masood, K., & Muhammad, A. (2011). Mediating Role of New Product Performance in CRM Process and Company Performance. *Journal of and Sustainable Development Economics*, 2(7), 61-70.
- Masood, K., Shahzad, C., **Nosheen, R.**, & Awais, K. (2011). Effects of self-leadership, knowledge management and culture on creativity. *European Journal of Business and Management*, 3(8), 1-11.
- **Rafi, N.**, & Ismail, M. (2013). The Up-Front Element in Hospitality Industry of Pakistan-Customer Loyalty. *Management and Administrative Sciences Review*, 2(2), 207-220.

- Rafi, N. (2013). Is your organization a Learning One: Exploring Learning in FMCG Sector of Pakistan? *Management and Administrative Sciences Review*, 1(2), 43-53.
- Chaudhry, M. S., Sabir, H. M., **Rafi, N.**, & Kalyar, M. N. (2011). Exploring the relationship between salary satisfaction and job satisfaction: a comparison of public and private sector organizations. *The Journal of Commerce*, 3(4), 1-14.

▪ **Book Chapters**

- “Managing Intellectual Capital Through Strategic Leadership: A Complementary Approach” chapter published in *The Dynamics of Intellectual Capital in Current Era*, 2021, pp 257-274 from Springer.
- “Role of Knowledge Management Capabilities in Smart Supply Chains” In *Smart Supply Chain Management*. Springer, Singapore. https://doi.org/10.1007/978-981-96-1333-5_7

▪ **Books**

- *Applications of HRM policies in Pakistani News channels: A case study on GEO News* By Lambert Academic Publication, Germany, January 29, 2013
- *CRM Factors Affecting Company Performance: Mediation with New Product Performance* By Lambert Academic Publication, Germany, May 7, 2012

▪ **Conference Papers**

- Presentation on CRM Dynamics and Company Performance in 2nd International Conference on Contemporary Issues in Business Management (ICIBM-2012)
- Presentation on *Exploring the Effects of Organizational Learning on Organizational Commitment* in International Conference on Management Research 2011, Lahore Pakistan
- Presentation on *The influence of team cohesion and its rudiments on organizational performance* in South Asian International Conference, 2014 Islamabad Pakistan

Research papers under review

- The Dynamic Duo: Competitive Advantage of Knowledge Management Capabilities for QMS-Businesses Performance, Kybernetes. Emerald Publishing.
- “Sustainable HRM Practices and Employee Conscientiousness: A CGV Approach in the Hospitality Industry, *Journal of Business Ethics* (Final revision)

- Factors Influencing Capital Structure of Islamic Banks: A Case from SAARC Region. Journal of Islamic Accounting and Business Research, Emerald Publishing.
- Unleashing the Potential: The Transformative Power of Microcredit on Women's Empowerment in Pakistan, Asian Women

WORKSHOPS AND CERTIFICATIONS

- One-month online course from University of London on “understanding research methods”
- One-month online Certification from Queen Mary University of London on “Research Methodologies”
- Two months Online Certification from Amsterdam University on “Qualitative Research Methods”

LEADERSHIP AND SUPERVISION EXPERIENCE

- **Memberships**
- Member Board of Studies Govt. Lahore College University, Lahore
- **Editorships**
- Editor RADS Journal of Business Management
- Editor NICE Research Journal
- Editor International Journal of Operations and Logistics Management
- Managing Editor Review in Business and Economics
- **Supervision to PhD and MS/MPhil**
- **Rooma Qadeer (PhD), 2022- Continue**
Title: Empowering good: Exploring the synergy between Cause Related Marketing and Knowledge Management for Sustainability in Green manufacturing Sectors (GMS) of Pakistan
- **Madiha Arshad, 2022 (Completed)**
Title: Impact of Well-being-oriented Human Resource Management on Organizational Citizenship Behavior through Employees' Well-being
- **Marium Mubashar, 2022 (Completed)**
Title: Nexus of Perceived Organizational Politics with Employee Voice Behavior: Examining the Roles of Psychological Safety and Political Skills

TAUGHT COURSES

Extensive experience of teaching university courses at the bachelor, master and doctoral level in Pakistan since 2011.

Masters/ Bachelor level courses

- Business Ethics – 2024
- Strategic Management – 2023, 2024
- Operations Management – 2022

- Organizational Development- 2016-2020
- Change Management-2016-2020
- Strategic Human Resource Management – 2018-2019
- Business Research Methods – 2020, 2022

Doctoral level courses

- Advanced Techniques in Quantitative Research – 2021
- Management Thoughts and Philosophies 2022