

Muhammad Hasnain Abbas Naqvi

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Academic Work Experience

Associate Professor

Executive Development Center Head.

Director MS Digital Marketing

Lahore Business School (Applied for AACSB accreditation), University of Lahore, Pakistan

September 2024 – Present

- Teaching and coordinating in Management and Marketing related courses.
- Developing curriculum and course materials focused on Management, leadership and marketing areas.
- Heading the training programs in Business School.

Assistant Professor Management

School of Commerce and Accountancy, University of Management and Technology (UMT), Lahore, Pakistan

October 2021 – September 2024

- Led the BS Digital Marketing, coordinating curriculum development and faculty activities.
- Taught courses in Management and Marketing.

Head of Department Management Sciences

School of Management, National College of Business Administration and Economics, Lahore, Pakistan

September 2013 – December 2019

- Program Head of MBA program.
- Teaching Management related courses, development of curriculum and teaching staff training.

Lecturer Management (Summer Session)

Sichuan Normal University, Chengdu Campus, China

July 2017 – July 2019

- Taught undergraduate courses in business administration.
- Supervised student research and internship projects.

Education

Ph.D. Business Administration

School of Economics and Management (ambitious to achieve AACSB accreditation in 2025), Southwest Jiaotong University, China

December 2023

Thesis: Research on driving factors influencing consumer willingness and satisfaction to use social networking sites.

MBA

Institute of Management and Sciences, Lahore, Pakistan

2012

Course Redevelopment in accordance with outcomes based learning guidelines.

- Actively involved in a department-level in drafting and checking of the course outlines in accordance with course learning objectives and learning outcome.
- Drafting all the course outlines in accordance with the guidelines given by the AACSB.
- Utilized various strategies to enhance the authenticity of assessments in line with the rise of generative AI.

Certifications

1. Certificate of Attendance, Center for Teaching & Learning, UMT, August 2022.

Research and Publications¹

Journal Research Papers

- Naqvi, M. H. A., Hongyu, Z., Naqvi, M. H., & Kun, L. (2023). Impact of service agents on customer satisfaction and loyalty: mediating role of Chatbots. *Journal of Modelling in Management*. (Scopus Q2)
- Naqvi, M. H., Naqvi, M. H. A., & Guoyan Sun. (2021). *Measuring the Influence of Web Features in the Online Gamification Environment: A Multimediation Approach*. *Wireless Communications and Mobile Computing*. S.C.I.E.
- Naqvi, M. H. A., Jiang, Y., & Naqvi, M. (2020). Generating customer engagement in electronic-brand communities: a stimulus–organism–response perspective. *Asia Pacific Journal of Marketing and Logistics*. S.S.C.I. (Scopus Q1)
- Jiang, Y., Naqvi, M. H., & Abbas Naqvi, M. H*. (2020). Psychological Predictors of Facebook Use: A Literature Review. *International Journal of Management, Economics and Social Sciences*, 9(2). A.B.S. Grade 1
- Naqvi, M. H. A*, Jiang, Y., Miao, M., & Naqvi, M. H. (2020). The effect of social influence, trust, and entertainment value on social media use: Evidence from Pakistan. *Cogent Business & Management*, 7(1), 1723825. E.S.C.I. (Scopus Q2)
- Naqvi, M. H. A*, Jiang, Y., Miao, M., & Naqvi, M. H. (2020). Linking biopsychosocial indicators with financial risk tolerance and satisfaction through macroeconomic literacy: A structural equation modeling approach. *Cogent Economics & Finance*, 8(1), 1730079. E.S.C.I. (Scopus Q3)
- Shimoli, S. M., Cai, W., Abbas Naqvi, M. H., & Lang, Q. (2020). Entrepreneurship success traits. Do Kenyans possess the desired entrepreneur personality traits for enhanced E-entrepreneurship? Case study of Kenyan students in the people's republic of China. *Cogent Business & Management*, 7(1), 1847863. E.S.C.I. (Scopus Q2)
- Naqvi, M., Li, S., Jiang, Y., & Naqvi, M. H. A. (2019). The rise of social networking sites. *Asia Pacific Journal of Marketing and Logistics*. S.S.C.I. (Scopus Q1)
- Yushi, J., Naqvi*, M. H. A., & Naqvi, M. H. (2018). Using Social Influence Processes and Psychological Factors to Measure Pervasive Adoption of Social Networking Sites: Evidence from Pakistan. *Emerging Markets Finance and Trade*, 1-15. S.S.C.I. (Scopus Q1)
- Naqvi*, M., Jiang, Y., Naqvi, M., Miao, M., Liang, C., & Mehmood, S. (2018). The Effect of Cultural Heritage Tourism on Tourist Word of Mouth: The Case of Lok Versa Festival, Pakistan. *Sustainability*, 10(7), 2391. S.S.C.I. (Scopus Q1)

Papers Submitted/Under Review

- Naqvi, MHA. (2022). Examining green awareness influence on purchase decision: A mediation- moderation approach in “Journal of Strategic Marketing”. Current status: Submitted July 10, 2024
- Naqvi, MHA. (2022). Exploring the effects of Work Related Social Media Use on innovative work performance. Sage Open. Current status: Revision Submitted July 10, 2024

Research Conferences Attended

¹ For full details of my publications, please visit the [Google Scholar profile](https://scholar.google.com/citations?user=udm_GHrYgXgC&hl=en) page.

- Participated as a Co-Author in “The Thirteen Annual Conference on JMS China Marketing Science at Peking University, 2016, Beijing, China.
- Naqvi, M. H. A*, Yushi, J., Naqvi, M. H., & Abid, M. M. (2016, December). Attitudes of audience towards repeat advertisements a case of P.E.P.S.I. ads. In Software, Knowledge, Information Management & Applications (S.K.I.M.A.), 2016 10th International Conference on (pp. 445-447). IEEE.
- Naqvi, M. H. A*, Yushi, J., Naqvi, M. H., & Abid, M. M. (2016, December). How do T.V. promotions affect buying conduct of female: A study conducted in (Lahore) Pakistan. In Software, Knowledge, Information Management & Applications (S.K.I.M.A.), 2016 10th International Conference on (pp. 354-356). IEEE.
- Session Chair for the 8th International Conference on Banking Insurance and Business Management (CBIBM), 8-9 December, 2023, Hailey College of Banking and Finance, Lahore, Pakistan.
- Participated as a Co-Author in the 8th International Conference on Banking Insurance and Business Management (CBIBM), 8-9 December, 2023, Hailey College of Banking and Finance, Lahore, Pakistan.
- Participated as a Co-Author in the 9th ICIBM, 24-25 April, 2024: International Conference on Contemporary Issues in Business and Management, University of Central Punjab, Lahore, Pakistan.

Research Areas/Interests

- Consumer behavior towards AI tools in purchase decision.
- Green Marketing.
- Social Media effects on Work place

Scientific Activities

- Emerging Market Finance and Trade
- Asia Pacific Journal of Marketing and Logistics
- Computers in Human Behavior.
- Journal of Innovation Management
- Information Technology and People
- Supervision of Executive MBA final year student research projects

Consultancy and Training Experience

Industry

- Artificial Intelligence for Managers, Siddiq Leather Works (Pvt) Ltd Tannery, Lahore, Pakistan, March 2023

References

Pakistan-Based

1. Dr. Nauman Ali Chaudary, Assistant Professor Social Sciences, University of the Punjab, Lahore.
Email: naumanali.iscs@pu.edu.pk
2. [Dr Ahsan Ali Ashraf, Associate Professor, Lahore Business School, University of Lahore, Email: ahsan.ali@lbs.uol.edu.pk](#)

Overseas

1. Dr. Ghansham Das, Associate Professor, Foreign Language Department, North Sichuan Medical College, Gaoping District, Nanchong, China.
Email: ghansham@nsmc.edu.cn

