

Dr. Muhammad Imran



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Executive Summary:

I am an Assistant Professor at Hajvery University, Lahore, with a dynamic academic and research portfolio. Previously, I served as an Assistant Professor at Khwaja Fareed University of Engineering & Information Technology (KFUEIT), RYK.

I hold a PhD in Technology Management & Business from Universiti Tun Hussein Onn Malaysia (UTHM), Malaysia, establishing my expertise in advanced research and academic excellence. My scholarly pursuits include strong proficiency in Research Methodology, advanced skills in data analysis tools (SPSS, SmartPLS, AMOS), and a focus on impactful academic writing.

With 29 published research articles in reputed journals and conferences, I strive to bridge the gap between academia and practice, fostering innovation and collaboration. My research contributions encompass topics in Banking Performance, Green Organizational Culture, SME Innovations, and Organizational Environmental Performance. Moreover, I am committed to fostering innovation, collaboration, and impactful research to enhance academic and professional growth within the academic community.

Academic Qualifications

PhD in Technology Management & Business

Universiti Tun Hussein Onn Malaysia, Johor, Malaysia (2018–2023)

Master of Business Administration (HRM Specialization)

Federal Urdu University of Arts, Science and Technology, Islamabad, Pakistan (2014–2016)

Bachelor of Business Administration (Management Specialization)

Riphah International University, Islamabad, Pakistan (2008–2012)

Skill Set

Expertise in Research Methods and Techniques
Advanced proficiency with SPSS, SmartPLS, and AMOS
Skilled in Academic Writing and Critical Review of Research Articles
Project Planning & Management
Strong Interpersonal, Communication, and Presentation Skills
Pedagogical Training Expertise
Proficient in MS Office Suite (Word, Excel, PowerPoint)
Collaborative Teamwork Spirit

Professional Experience

Assistant Professor

Hajvery University, Lahore

May 2024 – Present

- Teaching courses including Business Research Method, Project Management, Human Resource Management (HRM) and Business Research Method.
- Supervising final-year projects and fostering academic excellence.
- Engaged in research activities, publications, and departmental committee contributions.

Adjunct Professor

Khawaja Fareed University of Engineering & Information Technology (KFUEIT)

January 2024 – May 2024

- I taught different subjects, including HRM, International Business Management (IBM), Engineering Economics, and Housekeeping Operations and Management.
- Supervised BBA final-year projects across disciplines such as Accounting & Finance, HRM, and Supply Chain Management.

Research Scholar Profiles

- **Web of Science Researcher ID:** [HLH-2559-2023](#)
- **Scopus Author ID:** [57251155100](#)
- **ORCID:** [0000-0003-2005-5212](#)
- **Google scholar:** <https://scholar.google.com/citations?user=q4IxIte2XYoC&hl=en>

Research Interest

- Banking Sector Performance
- Green HRM (GHRM) and Green Organizational Culture
- Employee Engagement, Employee performance and Employee Job Satisfaction
- Environmental Performance and Green Innovation
- Organizational Entrepreneurial activities, and SME Business Model Innovation

Research and Publications

Year 2024

1. Irshad, M. B., **Imran, M.**, Saleem, M. A., & Wadood, A. (2024). Factors Affecting Agricultural Credit Access to Farmers in The South Punjab Region of Pakistan. *Journal of Business and Management Research*, 3(3), 320-332. **(HEC Y Category)**
2. Hussain, K., Abid, s. k. & **Imran, M.** (2024). Critical Factors Driving Project Success within the Construction Industry: A Qualitative Insight. *International Journal of Politics & Social Sciences Review (IJPSSR)*, 3(III), 82–99. **(HEC Y Category)**
3. Hussain, K., **Imran, M.**, & Abid, S. K. (2024). Women Entrepreneurship and Sustainable Innovation in South Asian Economies: A SWOT Analysis. *Journal of Asian Development Studies*, 13(3), 649-662. **(HEC Y Category)**
4. Ismail, F., & **Imran, M.** (2024). Tourist Satisfaction: The Impact of Marketing, Environment and E-Commerce. *Quantum Journal of Social Sciences and Humanities*, 5(4), 104-122.
5. Ismail, F., & **Imran, M.** (2024). The Effect of Green Behavior and HRM on Environmental Performance. *Quantum Journal of Social Sciences and Humanities*, 5(4), 74-103.
6. Ismail, F., & **Imran, M.** (2024). Exploring the Impact of Employee Green Behaviour, and Green HRM on Environmental Performance? The Significance of Green Innovation and Moral Credit. *Global Journal of Business Social Sciences Review (GATR-GJBSSR)*, 12(2).
7. Khaddage-Soboh, N., Yunis, **M.**, **Imran, M.**, & Zeb, F. (2024). Sustainable Practices in Malaysian Manufacturing: The Influence of CSR, Transformational Leadership, and Green Organizational Culture on Environmental Performance. *Economic Analysis and Policy*. **(Impact factor 6.5) As a corresponding author.**
8. Meng, X., & **Imran, M.** (2024). The impact of corporate social responsibility on organizational performance with the mediating role of employee engagement and green innovation: evidence

from the Malaysian banking sector. *Economic Research-Ekonomska Istraživanja*, 37(1), 2264945. **(Scopus: Q2: (HEC X Category))**

9. Ahmed, F., Rahman, M. U., Rehman, H. M., **Imran, M.**, Hossain, M. B., & Dunay, A. (2024). Corporate capital structure effects on corporate performance pursuing a strategy of innovation in manufacturing companies. *Heliyon*. **(Impact factor 4: (HEC W Category))**
10. Ismail, F; **Imran, M.** (2024). Exploring the Impact of Employee Green Behaviour, and Green HRM on Environmental Performance? The Significance of Green Innovation and Moral Credit, *GATR-Global J. Bus. Soc. Sci. Review*, 12(2), 56–66.

Year 2023

11. Lohana, S., **Imran, M.**, Harouache, A., Sadia, A., & Ur Rehman, Z. (2023). Impact of environment, culture, and sports tourism on the economy: a mediation-moderation model. *Economic Research-Ekonomska Istraživanja*, 36(3), 2222306. **(Scopus: Q2: (HEC W Category), As a corresponding author**
12. Ismail, F; **Imran, M.** (2023). The Combined Effects of Marketing Strategies and Environmental Factors on Tourist Satisfaction: Does E-Commerce Matter?, 15(1): 139-139. [https://doi.org/10.35609/gcbssproceeding.2023.1\(139\)](https://doi.org/10.35609/gcbssproceeding.2023.1(139)). **(Conference: Scopus Proceedings)**.
13. Ismail, F; **Imran, M.** (2023). How do Employee Green Behaviour, and Green HRM affect Environmental Performance? The Role of Green Innovation and Moral Credit, 15(1): 140-140. [https://doi.org/10.35609/gcbssproceeding.2023.1\(140\)](https://doi.org/10.35609/gcbssproceeding.2023.1(140)). **(Conference: Scopus Proceedings)**.

Year 2022

14. Xu, X., **Imran, M.**, Ayaz, M., & Lohana, S. (2022). The Mediating Role of Green Technology Innovation with Corporate Social Responsibility, Firm Financial, and Environmental Performance: The Case of Chinese Manufacturing Industries. *Sustainability*, 14(24), 16951. **(Impact Factor 3.5, Scopus: Q1, Web of Science: SSCI). As a corresponding author**
15. **Imran, M.**, Ismail, F., Arshad, I., Zeb, F., & Zahid, H. (2022). The mediating role of innovation in the relationship between organizational culture and organizational performance in Pakistan's banking sector. *Journal of Public Affairs*, 22, e2717. **(Scopus: Q2, Web of Science: ESCI)**.
16. **Imran, M.**, & Jingzu, G. (2022). Green Organizational Culture, Organizational Performance, Green Innovation, Environmental Performance: A Mediation-Moderation Model. *Journal of Asia-Pacific Business*, 1-22. **(Scopus: Q3)**.
17. Ismail, F., Juhari, N., Al-Qershi, N. A. M., **Imran, M.**, Alhosani, A. A. H., & Jaes, L. (2022). The Effect of Psychological Contract Towards Deviant Behaviour, Employee Engagement and Employee Commitment. *Webology (ISSN: 1735-188X)*, 19(2). **(Scopus: Q3)**.

Year 2021

18. **Imran, M.**, Arshad, I., & Ismail, F. (2021). Green organizational culture and organizational performance: The mediating role of green innovation and environmental performance. *Jurnal Pendidikan IPA Indonesia*, 10(4), 515-530. (**Scopus Q2**).
19. **Imran, M.**, Ismail, F., Hussain, K., & Zeb, F. (2021). Job Satisfaction and Organizational Performance: Empirical Evidence from Pakistan's Banking sector. *Proceedings of the International Conference on Industrial Engineering and Operations Management* pp. 1616-1625. (**Conference: Scopus Proceedings**).
20. Ismail, F., **Imran, M.**, & Al Hosni, A. A. H. H. (2021). The Influence of Job Satisfaction and Organizational Culture on Organizational Performance: Empirical Evidence from Pakistan's Banking Sector. *Webology* (ISSN: 1735-188X), 18(3). (**Scopus: Q3**)
21. Ismail, F., Ka, H. K., Fern, N. W., & **Imran, M.** (2021). Talent Management Practices, Employee Engagement, Employee Retention; Empirical Evidence from Malaysian SMEs. *Studies of Applied Economics*, 39(10). (**Scopus: Q3**).
22. **Imran, M.**, Ismail, F., Hussain, K., Singh, P. K., & Ansari, A. A. (2021). Achieving sustainable organisational performance through employee job satisfaction and organizational culture. *Psychology*, 58, 3089-3108. (**Scopus: Q4**).
23. Irshad, M. B., Ali, M., **Imran, M.**, Masood, A., & Akhtar, K. (2021) Analysis of Adoption of GlobalGAP Certification in Pakistan. *Proceedings of the International Conference on Industrial Engineering and Operations Management* pp. 1770-1778. (**Conference: Scopus Proceedings**).
24. Zafar, M. Z., Zahid, H., Arshad, I., **Imran, M.**, Muzaffar, S., & Im, L. C. (2021). Individual's Own Consent and External Support Shape Consumer Decision towards Healthy Packaged Food Intention. *Revista Geintec-Gestao Inovacao E Tecnologias*, 11(4), 1980-1996. (**Web of Science: ESCI**).

Year 2020

25. Singh, P. K., Ismail, F. B., Wei, C. S., **Imran, M.**, & Ahmed, S. A. (2020). A Framework of E-Procurement Technology for Sustainable Procurement in ISO 14001 Certified Firms in Malaysia. *Advances in Science, Technology and Engineering Systems Journal*, 5(4), 424-431. (**Scopus: Q4**).
26. **Imran, M.**, & Ismail, F. (2020). The Dimensions of Organizational Culture Influence on Organizational Performance in Pakistan's Public Banking Sector. *Proceedings of the International Conference on Industrial Engineering and Operations Management* pp. 3380-3390. (**Conference: Scopus Proceedings**).

27. Zeb, A., Rehman, F.u., **Imran**, M., Ali, M. and Almansoori, R.G. (2020), "Authentic leadership traits, high-performance human resource practices and job performance in Pakistan. *International Journal of Public Leadership*, 16(3), 299-317. (**Scopus Q3, Web of Science: ESCI**).
28. **Imran, M.**, & Ismail, F. B. (2018). Organizational Culture Influence on Job Satisfaction in the Pakistan Centext. *International Journal of Academic Management Science Research (IJAMSR)*, 2(12).

Under-review article (exceptional endeavor)

Leveraging Environmental Responsibility and Managerial Decision-Making for Enhanced Firm Performance: The Mediating Role of Green Culture, (**Scopus Q2, Web of Science: SSCI**)

References:

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