

DR. SAJJAD HUSSAIN

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Academic Researcher | Marketing Professional | Ph.D. in Management Sciences | Data Analyst | Awardee

Experienced academician and researcher with a Ph.D. in Management Sciences, specializing in Entrepreneurship & Innovation within the hospitality and tourism sectors. Published 15+ research papers in reputable journals, focusing on sustainable tourism, SME development, and business model innovation. Skilled in curriculum design, university-level instruction, and digital pedagogy. Adept at applying innovative strategies and statistical tools to improve institutional performance and student outcomes. Demonstrated leadership in academic symposiums and postgraduate supervision.

Technical Skills: SPSS | AMOS | NVivo | Microsoft Office | Moodle | Google Classroom | Turnitin | Zoom | MS Teams | Google Scholar | Scopus | ResearchGate | Web of Science | SEO & Content Blogging | Digital Marketing Strategy | Mendeley | Data Analytics | Smart PLS | Origin | Python | C++ | SQL | Power BI

AREA OF EXPERTISE

✓ Entrepreneurship & Innovation	✓ Marketing & Environment	✓ Higher Education & Policy
✓ Digital Transformation in Academia	✓ SME & Startup Ecosystems	✓ Sustainable Performance
✓ Qualitative & Quantitative Analysis	✓ Artificial Intelligence	✓ Institutional Collaboration
✓ Academic Writing & Publishing	✓ Marketing Analytics	✓ Policy & Social Research
✓ Sustainable Development Goals	✓ Digital Marketing	✓ Hospitality & Tourism

PROFESSIONAL EXPERIENCE

Instructor Management Sciences

2013 – Present

Virtual University of Pakistan

- Designed and delivered curriculum for online distance learning (ODL) across undergraduate and graduate levels.
- Developed and supervised student research and internship projects in marketing and entrepreneurship.
- Led collaborative initiatives between academia and industry, including corporate visits and guest speaker sessions.
- Delivered courses include Digital Marketing, Consumer Behaviour, Advertising & Communication, and Services Marketing.

Guest Lecturer

2023

Universiti Sains Malaysia

- Conducted undergraduate sessions on International Marketing within the AACSB-accredited business program.
- Integrated case studies and real-world scenarios to enrich student understanding of global market dynamics.
- Facilitated class discussions on current international business trends and digital transformation.

TQM Inspector

2002 – 2011

WIL Wah Cantt

- Ensured compliance with ISO standards through regular audits and quality assurance protocols.
- Developed and maintained inspection schedules and comprehensive quality documentation.

EDUCATION

Ph.D. in Management Sciences - Specialization in SME Management Entrepreneurial Innovation (Hospitality Sector)

Universiti Sains Malaysia (AACSB Accredited) | HEC Approved | 2021 – 2025

Thesis: *Eco-innovation and the Sustainable Performance of SME Hotels in Pakistan: The Roles of Green Entrepreneurial Orientation, Environmental Regulations, Competitive Pressures, and IT Capability.*

MS Marketing

COMSATS Institute of Information Technology, Pakistan | 2016 – 2018

MBA Marketing

COMSATS Institute of Information Technology, Pakistan | 2010 – 2012

BSc Computer Science

University of Pakistan | 2004 – 2007

PROJECTS

- Linking Climate Stress and Extremism (2025)** | Supported research design for a multi-district study on climate-induced fragility and extremism in Pakistan. (Grant under review – Lloyd's of London Foundation) with HRDN
- Collaborative research with UNODC:** "The Role of Environment, Climate Change Mitigation and Adaptation in Preventing and Countering Violent Extremism (P/CVE)"
- As a Trainer: Youth Summer School by CHRS & HRDN:** AI & Digital Literacy (Resource Person) 26 July 2025 (<https://www.linkedin.com/company/complete-human-resource-solutions-chrs/posts/>)

PUBLICATIONS

In Process

- How AI is the Game Changer: Evaluating the Impact of Generative AI on Brand Trust, Authenticity, Image, and Follower Behavior in Hotels (In Process Q1 Scopus / SCI)
- CDSL-Driven Insights into Customer Behavior: Linking Empowerment, Environmental Responsibility, and Innovation to SDG 13 in SME Hotels (In Process Qatar Conference Scope leading to Impact factor Publication)
- AI Adoption and Educational Effectiveness in Emerging Higher Education Institutions: The Moderating Role of Digital Literacy and Institutional Support, Emerging Sources Citation Index (ESCI) Scopus, J. of Information & Knowledge Management 2025 Accepted
- S. Hussain et.al. (2025). Harnessing AI capability for sustainable hotel performance in emerging markets: The mediating role of eco- innovation and the moderating effect of market turbulence. International Journal of Innovation Studies.Q1 ESCI (Under Review)
- AI and the Rise of Digital Entrepreneurship Among Pakistani Students: A Theoretical Integration of SCCT and TPB (Under Review Q1)
- AI-Induced Job Insecurity and Employee Burnout: The Moderating Role of AI Self-Efficacy in Emerging Market Manufacturing
- "Drivers of Sustainable Advantage in Construction SMEs: Evidence from an Emerging Market" Under Review Scopus Q1, SCI Q2.
- AI Adoption and SME Performance under Industry 5.0: The Role of Technological, Environmental, and Institutional Drivers in Emerging Markets, Industry and Innovation Scopus & SCI Under- Review
- AI-Induced Job Insecurity and Employee Burnout: The Moderating Role of AI Self-Efficacy in Emerging Market Manufacturing Scopus & SCI Under- Review
- Drivers of Sustainable Advantage in Construction SMEs: Evidence from an Emerging Market" Scopus & SCI – Under Review

Published

- Hussain, S., Syed, T., & Ahmad, N. H. (2025). *Green and smart: Sustainable performance of Pakistani SME hotels: The mediating effect of eco-innovation and the moderating role of artificial intelligence capability*. Multidisciplinary Science Journal. Retrieved from <https://www.malque.pub/ojs/index.php/msj/article/view/6157>
- Syed, T., Ahmad, N. H., & Hussain, S. (2024). *Innovation performance of SMEs: The vital roles of intellectual capital, organizational agility, and organizational inertia*. Salud, Ciencia y Tecnologia - Serie de Conferencias, 3. <https://doi.org/10.56294/sctconf2024.1228>
- Hussain(2025) Beyond Financial Metrics: A Balanced Scorecard Approach to Measure Technology Business Incubation Performance (Gradiva/WOS/Scopus, 2025) <https://zenodo.org/doi/10.5281/zenodo.15696824>
- Hussain, S. (2024). *Financial performance and credit risk in the Islamic banking sector in Pakistan: A panel model method*. Journal of Contemporary Business and Islamic Finance (JCBIF), 4(1), 376–387. Retrieved from <https://journals.iub.edu.pk/index.php/jcbif/article/view/2040>

Additional Publication available on request and can be found over
ORCID: 0000-0002-0310-1363 | Web of Science Researcher ID: MBV-8804-2025

CERTIFICATION & COURSES

- **IBM Data Analyst** Coursera – HEC 2025 (CERTIFIED)
- **IBM Advanced Excel** Coursera- HEC 2025 – In Process
- **IBM Power BI** Coursera- HEC 2025
- **HP LIFE: Social Media Entrepreneurship** (Cert#1571256-24701)
- **HP LIFE: Social Media Marketing** (Cert#1571256-66)
- **Entrepreneurship Skills Management** – Univ. of Maryland (6-week course)
- **HR Management** – Virtual University of Pakistan (2007)
- **Operational Research** – Virtual University of Pakistan (2007)

CONFERENCES, WORKSHOPS & SEMINARS

- **UNODC Policy Network Workshop on P/CVE** – Islamabad (June 2025)
- **AI & STEAM by UPSIGN-UK Pakistan** – Murree (April 2025)
- **EMS 14001 ISO Certification** – 2023
- **Entrepreneurial Startups Seminar** – COMSATS (2022)
- **Smart-PLS Path Modelling Workshop** (2019)
- **South Asian International Conference** – VU/Islamabad Serena Hotel (2017)
- **Indigenous On-Campus Training (IOT) Phase-II** – HEC (2015)
- **IBM SPSS International Workshop** – RCTD (2014)

- **Test Item Development on Bloom's Taxonomy** – VU (2014)
- **Continuous Professional Development Workshop** – VU (2013)
- **Entrepreneurship Conference** – HEC & ICT R&D Fund (2013)
- **OWN YOURSELF Workshop** – Synergy Business Consulting (2013)

MEMBERSHIPS & LEADERSHIP

Vice President, Postgraduate Student Society, USM (2022–2023)

Member, Marketing Research Case Study Group, VU (2014–Present)

ACHIEVEMENTS & AWARDS

Best Business Plan Award – COMSATS Wah (2011)

Distinguished Student Award – Pakistan Ordnance Factories Wah (2001)

REFERENCES

Mr. Arshed Hussain (Senior Marketing and Shipping Administrator Dubai Aluminum)

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Dr Faizan Ul Haq

Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Sintok, Kedah, Malaysia

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Jehangir Khan, (GradIOSH/ CSM/ CEE/ PMP)

Director Quality/OHS/EMS Consultant & Trainer/ ISO Auditor/UK NVQ Assessor/ Aviation SMS & EMS Expert

Email: jahan_pakcem@yahoo.com