



DR. RAHEEM BUX SOOMRO

Professor

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📺 YouTube Channel: https://www.youtube.com/channel/UCsu5vIDcZO_HPyE-Lb1i3CA

🎓 Google Scholar Research Impact

📖 1,150+ Citations	📈 h-index: 11	🏆 i10-index: 17
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Career Objective:

Research-minded, creative, and innovative person having strong analytical, computational and communication capabilities, eager to undertake research projects in fields of **SMEs** and **Entrepreneurship**.

🇯🇵 Japan's Visit 🌸🌟

I was invited as a Lecturer by **Ritsumeikan University, Osaka, Japan** to deliver an extensive lecture titled Exploring Determinants of Exporting SMEs to an audience of MS and PhD students and faculty members at the Graduate School of Policy Science, Ritsumeikan University (Osaka, Japan) on **November 06, 2025**. Also evaluated research projects of MS students at Ritsumeikan University (Japan) along with other Japanese Professors. This international engagement, hosted by Prof. ODA Hisaya, demonstrated specialized expertise in the field and fostered academic collaboration with a leading Japanese institution.

📺 RBS Business Research Academy | YouTube Channel

📖 Created and uploaded **300+ academic and research-based tutorial videos** on various statistical tools of SmartPLS-4, Statistical Package for Social Scientist (SPSS), Jamovi and Jeffreys's Amazing Statistics Program (JASP) for students, scholars, and researchers.

👉 Columnist / Article Writer

Regularly write columns on various issues of Pakistan Economy for Daily Kawish and Awami Awaz newspapers.

📰 Economic Analyst | TV Commentator

Regularly appear on KTN News (Sindhi TV Channel) as an Economic Analyst.

🧑🏫 Core Skills: Data Analysis, Computational Tools and Teaching

- **Statistical Software Skills:** Proficient in SPSS, SmartPLS, Jamovi, JASP, FsQCA, and SPSS-AMOS for data management, statistical analysis, and presentation. Skilled in applying univariate and multivariate techniques for research in management sciences, social sciences, psychology, and related fields.
- **Office Applications:** Microsoft Power-Point, Word, Excel, Canva, Video Editing tools (Openshot, Filmora).
- **Research Applications:** Turnitin, Grammarly, Quilbot and reference-checking tools, Google Forms, Google Docs, Google Sheets, Zoom, Google Meet and online teaching platforms.
- **AI tools:** ChatGPT and Google Gemini for academic writing, idea generation, and content refinement for research support and information summarization
- **Teaching Skills:** I teach graduate, postgraduate, and PhD students at the Institute of Business Administration, Shah Abdul Latif University, Pakistan. My teaching approach focuses on creating a motivated, disciplined, and interactive learning environment. I believe learning is a two-way process; therefore, I encourage students to participate in discussions, case studies, presentations, and debates. By sharing topics and cases in advance, I help students prepare effectively and contribute confidently in class.

Other skills

- Knowledge of quantitative and qualitative research methodologies
- Data collection, data screening, and information management
- Questionnaire development and survey administration
- Literature review, academic writing, and report preparation
- Interpretation of statistical results and research findings
- Preparation of research proposals, theses, and academic manuscripts
- Strong command of English, Urdu, and Sindhi languages
- Strong communication, presentation, and public speaking skills
- Classroom management and student mentoring skills
- Critical thinking, problem-solving, and decision-making skills
- Teamwork, leadership, and academic coordination skills
- Ability to organize seminars, workshops, and training sessions
- Use of digital tools for teaching, research, and academic presentations
- Content creation for educational and research-based videos

Educational Qualification:

 Year	 Degree	 University / Institute	 Country / Location	 Thesis / Specialization	 Supervisor
2017	PhD in Economics	School of International Trade and Economics, Jiangxi University of Finance and Economics	Nanchang, Jiangxi Province, China	Specialization: International Trade Thesis: <i>Exploring the Determinants of Export Performance of Pakistani Small and Medium-Sized Enterprises (SMEs)</i>	Prof. Yuan Honglin
2010	MPhil in Business Administration	Department of Business Administration, Iqra University	Pakistan	Thesis: <i>Impact of Staff Training on Customer Satisfaction Using SERVQUAL Model: A Case Study of Retail Banks of Pakistan</i>	Dr. Syed Akif Hassan
2003	MBA – Master of Business Administration	Institute of Business Administration, University of Sindh	Jamshoro, Pakistan	Business Administration	—
1997	B.Com – Bachelor of Commerce	Shah Abdul Latif University	Pakistan	Commerce	—

Employment History

S. No.	 Position	 Department / Institute	 University	 Duration
1	Professor	Institute of Business Administration	Shah Abdul Latif University, Khairpur	22-Sept-2022 to Date
2	Associate Professor	Institute of Business Administration	Shah Abdul Latif University, Khairpur	12-Nov-2019 to 21-Sept-2022
3	Assistant Professor	Department of Business Administration	Shah Abdul Latif University, Khairpur	11-Jan-2013 to 11-Nov-2019
4	Lecturer	Department of Business Administration	Shah Abdul Latif University, Khairpur	14-Sept-2004 to 12-Jan-2013

Interests and Activities

- I enjoy playing badminton and am a member of the SALU University Badminton Club.
- Arranged **08** successful Entrepreneurial Mella (Fairs) at of Business Administration, SALU.
- Arranged several presentations on Business Plans.
- I also enjoy current affairs and traveling.

References:

Dr. Aijaz A. Shaikh

Professor @ NUST Business School
National University of Science and
Technology, Islamabad, Pakistan.

Prof. Dr. Rehman Gul Gilal

Professor
Institute of Business Administration
Shah Abdul Latif University Pakistan.

Official Responsibilities

-  Focal Person **Social and Management Sciences Research Labortarty (SMSRL) @ Shah Abdul Latif University**, Khairpur | Since January 2026–
Leading SMSRL operations and providing students and faculty with access to advanced statistical software. Offering research mentoring and technical guidance in data analysis and research methodology.
-  Served as a **Director –Center for Entrepreneurshp Development (CED) @ Shah Abdul Latif University**, Khairpur | 2020–2023
Led the centre to promote entrepreneurship among students and support them in developing business ideas into successful ventures.



Conference Participation & Presentations

- Served as a **Panelist** at the **1st International Conference on Sustainability, Technology, Entrepreneurship and Education (ICSTEE 2026)** at University of Mirpurkhas (Mirpurkhas, Sindh, Pakistan) on 28 Jan 2026.
- **Chaired a Session** in **3rd International Conference on Emerging Business and Economic Trends (ICE BET 2023)** on 21st and 22nd March 2023 at Shaheed Benazir Bhutto University, Shaheed Benazir Abad, Sindh, Pakistan.
- Presented a research paper on “*Examining Entrepreneurial Intention through Cognitive Approach in China and Pakistan Using GEM Data*” 2017 2nd International Conference on Economics, Finance and Management Sciences (ICEFMS2017) held in Xi’an, China during April, 25-26, 2017.
- Presented a research paper on “*Examining Entrepreneurial Intention through Cognitive Approach in China Using GEM Data*” in **ASIA International Conference 2015** on “Future of Marketing and Management” held on 5th and 6th December 2015 at University of Teknologi Malaysia (Kuala Lumpur Campus). Organized by Academia Society and Industry Alliance (ASIA) in collaboration with University of Technology Malaysia (UTM) Innovation and Commercialization Centre at University of Teknologi Malaysia (Kuala Lumpur Campus).

Professional Trainings & Capacity-Building Workshops

- Conducted a productive and inspiring workshop on 16th Feb 2026 on “**From Idea to Research Paper: Research Methodology Workshop in Social Science**” held at the Social and Management Sciences Research Laboratory, Shah Abdul Latif University.
- Conducted (as a Trainer) a **One-Days Workshop on Data Analysis with JASP** on 1st October 2025 at Aror University of Art, Architecture, Design and Heritage, Sukkur.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with Smart PLS-4** on 07 & 08 May, 2024 at Faculty of Management Sciences, Shah Abdul Latif University.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with SPSS** on 22 November, 2023 at the Sindh University campus in Larkana.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with Smart PLS-4** on 21-July-2023 @ Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Larkana Campus. Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with Smart PLS-4** on 21-May 2023 @ Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Larkana Campus.
- Conducted (as a Trainer) a **One-Days Workshop on Data Analysis with SPSS** on 15 & 16 November, 2023 @ Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Larkana Campus.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with Smart PLS-3** on 21-May-2023 @ Shah Abdul Latif University.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with Smart PLS-3** on 09 & 10 November 2022 @ Shah Abdul Latif University.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with Smart PLS-3** on 07 & 08 June 2022 @ Shah Abdul Latif University.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with Smart PLS-3** on 21 & 22 March 2022 @ Shah Abdul Latif University.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with SPSS** on 13 & 14 November, 2021 @ Shah Abdul Latif University with sponsorship of Marvi Rural Development Organization.
- Conducted (as a Trainer) a **Two-Days Workshop on Data Analysis with SPSS** on 13 & 14 November, 2021 @ Shah Abdul Latif University with sponsorship of Marvi Rural Development Organization.
- Attended **03-Days** workshop on **IVEY Case Teaching and Writing** held on September 18 to 20, 2017. Organized by Executive Development Centre (EDC) of Sukkur IBA University.
- Attended a **01-Day** workshop on **Structural Equation Modelling (SEM) using AMOS** held on 16th September, 2017. Organized by Department of Business Administration, Shah Abdul Latif University, Khairpur, Pakistan.
- Attended a **01-Day** workshop on **Structural Equation Modelling (SEM) using AMOS** held on 7th December, 2015 at University of Teknologi Malaysia (Kuala Lumpur Campus). Organized by Academia Society and Industry Alliance (ASIA) in collaboration with University of Technology Malaysia (UTM) Innovation and Commercialization Centre at University of Teknologi Malaysia (Kuala Lumpur Campus).
- Attended a **05-Days HEC Workshop on Research Methodology** jointly organized by HEC (Higher Education Commission of Pakistan) and SALU (Shah Abdul Latif University) at Shah Abdul Latif University from December 16-2013 to December 20-2013.

Journal Reviewer

- Reviewed 01 research paper of **Journal of Financial Services Marketing** Springer Nature Link Journal (Q-II Journal).
- Reviewed 02 research paper of **Social Sciences & Humanities Open** Elsevier journal (Q-I Journal).
- Reviewed 02 research paper of **Digital Business** Elsevier journal (Q-I Journal).
- Reviewed 02 research paper of **Pakistan Business Review** premier journal of **Institute of Business Management** (HEC recognized journal “Y” Category).
- Member Review Panel** of Journal of Independent Study and Research-Management, Social Sciences and Economics (JISR-MSSE) ISSN 1998-4162 (HEC “Y” Category Journal).
- Reviewed 04** Research Papers for **Journal of Global Entrepreneurship Research**. Springer Link. (HEC recognized journal “Y” Category).
- Reviewed 01** Research Paper for **Estudios de Economía Aplicada**. Universidad de Almería. (HEC recognized journal “Y” Category).

Research Reports

- Exploring the Determinants of Export Performance of Pakistani Small and Medium-Sized Enterprises (SMEs) (*Topic of PhD Thesis*).
- Impact of staff training on customer satisfaction using SERVQUAL model: A case study of retail banks of Pakistan (*Topic of M. Phil Thesis*).
- Prepared a report on General Operations of Mashreq Bank (Presently Crescent Bank) during Internship at main branch in Karachi.
- Prepared a Self-Assessment Report of Department of Business Administration for Quality Enhancement Cell (QEC) Shah Abdul Latif University Khairpur.

Research Supervision of MS, MPhil & PhD Scholars

S. No.	Degree	Scholar Name	Research Title	Status
01	 Doctor of Philosophy (PhD)	Ms. Iqra Sami	Assessing the Effect of Adoption of AI on Business Performance of Manufacturing SMEs: Using a Two-Staged Hybrid SEM-ANN Method	- Research Proposal Accepted 1st Seminar Delivered
02	 Doctor of Philosophy (PhD)	Mr. Mashooque Ali Bozdar	The Interplay of Leadership Styles and Knowledge Sharing with Organizational Performance: Recognizing the Mediating Role of Organizational Justice, Learning and Job Satisfaction in SMEs	- Research Proposal Accepted 1st Seminar Delivered
03	 Doctor of Philosophy (PhD)	Mr. Ghulam Ali Machi	How Knowledge Sharing Capability and Innovative Capability Drive Entrepreneurial Performance: The Mediating Role of Dynamic Capabilities	Thesis Submitted for International Review
04	 Doctor of Philosophy (PhD)	Mr. Ghulam Mustafa Shaikh (Co-Supervision)	Do Shifts in Economic Policy Uncertainty Have Asymmetric Impact on Pakistan Stock Returns? (An NARDL Approach with Controlled Macroeconomic Variables of Pakistan, 2010-2021).	 Thesis submitted in 2026 and degree awarded
05	 Doctor of Philosophy (PhD)	Marvi Soomri	The Female Entrepreneurship: The Comparative Study of Rural and Semi-Urban of Sindh Province.	 Thesis submitted and degree awarded in 2023.

06	 Doctor of Philosophy (PhD)	Mr. Mohammad Rafique Shaikh	The Mediating Impact of Organizational Culture on the Association between Performance Management and Employee Retention in Private Commercial Banks of Pakistan.	✔ Thesis submitted and degree awarded in 2023.
07	Master of Science (MS)	Mr. Muhammad Sadam Shah	Predicting the Elements of Knowledge Sharing Behavior in Pakistan's Education Sector: A Comparative Study of Public and Private Educational Institutions in District Khairpur Mir's	✔ Thesis submitted and degree awarded in 2024.
08	Master of Philosophy (MPhil)	Mr. Farzand Ali Sawand	Measuring the Impact of In-store Branding on Shoppers Buying Behavior in Modern Trade SMEs in Sukkur and Larkana Regions	✔ Thesis submitted and degree awarded in 2024.
09	Master of Philosophy (MPhil)	Mr. Muhammad Yaseen Mangrio	The Impact of Leadership Behavior on Employees Job Satisfaction Total Quality Management: A Study on Micro-Finance Banks (MFBs) Operating in Khairpur Mir's District, Pakistan.	✔ Thesis submitted and degree awarded in 2019.
10	MBA Project	Ms. Prinka Kumari	Impact of Technological Change at Organizations Workplace: A Case Study of Banking Sector.	✔ Project Thesis submitted and degree awarded in 2019.
11	MBA Project	<u>Ms. Moneka Sahiti</u>	Impact of Gender Discrimination on Employee Performance on Private Secondary Education of Karachi.	✔ Project Thesis submitted and degree awarded in 2019.
12	MBA Project	<u>Ms. Mehak Zehra</u>	Impact of Gender Discrimination on Employee Performance on Private Secondary Education of Karachi.	✔ Project Thesis submitted and degree awarded in 2019.

Journal Papers

- Raheem Bux Soomro**, Waleed Mugahed Al-Rahmi, Nisar Ahmed Dahri, Latifah Almuqren, Abeer S. Al-mogren & Ayad Aldaijy (2025). **A SEM-ANN analysis to examine impact of artificial intelligence technologies on sustainable performance of SMEs**. Nature Scientific Reports, 15, 5438. (HEC recognized "W" category journal and Indexed with Web of Sciences and Scopus with 3.8 IF). <https://doi.org/10.1038/s41598-025-86464-3>
- Raheem Bux Soomro**, Sanam Gul Memon and Marvi Soomro. "Impact of entrepreneurial knowledge, skills, and competencies on MSME performance: evidence from a developing country", Asia Pacific Journal of Innovation and Entrepreneurship, Vol. 19 No. 1, 2025 pp. 42-72. <https://doi.org/10.1108/APJIE-04-2023-0071> (HEC recognized journal "X" Category and Indexed with Web of Sciences).
- Raheem Bux Soomro**, Waleed Mugahed Al-Rahmi, Nisar Ahmed Dahri, Fahad Alblehai, Abdulrahman Alshimai, Ayad Aldaijy and Anas A. Salameh. Evaluating the Influence of UTAUT Factors on the Adoption of QR Codes in MSMEs: An Application of SEM and ANN Methodologies. IEEE Access, 1. <https://doi.org/10.1109/access.2024.3510375> (HEC recognized journal "W" category and Indexed with Web of Sciences and Scopus with 3.4 IF).
- Raheem Bux Soomro**, Sanam Gul Memon, Nisar Ahmed Dahri, Waleed Mugahed Al-Rahmi, Khalid Aldriwish, Anas A. Salameh, Ahmad Samed Al-Adwan and Atif Saleem. The Adoption of Digital Technologies by Small and Medium-Sized Enterprises for Sustainability and Value Creation in Pakistan: The Application of a Two- Staged Hybrid SEM-ANN Approach. Sustainability 2024, 16(17), 7351. <https://doi.org/10.3390/su16177351> (HEC recognized journal "W" category and Indexed with Web of Sciences and Scopus with 3.3 IF).

5. Nisar Ahmed Dahri, Noraffandy Yahaya, Waleed Mugahed Al-Rahmi, Haitham Ameen Noman, Fahad Alblehai, Yusri Bin Kamin, **Rahim Bux Soomro**, Anna Shutaleva, Ahmad Samed Al-Adwan. Investigating the Motivating Factors That Influence the Adoption of Blended Learning for Teachers' Professional Development. *Heliyon* Vol. 10, Issue 15. <https://doi.org/10.1016/j.heliyon.2024.e34900> (HEC recognized journal "W" Category).
6. Nisar Ahmed Dahri, Ahmed Aldraiweesh, Noraffandy Yahaya, Uthman Alturki, Waleed Mugahed Al-Rahmi, Sultan Almutairy, Anna Shutaleva and **Rahim Bux Soomro**. Extended TAM based acceptance of AI-Powered ChatGPT for supporting metacognitive self-regulated learning in education: A mixed-methods study. *Heliyon* 10 (2024) e29317. DOI: [10.1016/j.heliyon.2024.e29317](https://doi.org/10.1016/j.heliyon.2024.e29317) (HEC recognized journal "W" Category).
7. Nisar Ahmed Dahri, Noraffandy Yahaya, Waleed Mugahed Al-Rahmi, Muhammad Saleem Vighio, Fahad Alblehai, **Rahim Bux Soomro** & Anna Shutaleva. Investigating AI-based academic support acceptance and its impact on students' performance in Malaysian and Pakistani higher education institutions. *Education and Information Technologies* (2024). <https://doi.org/10.1007/s10639-024-12599-x> (HEC recognized journal "W" category and Indexed with Web and Scopus with 4.8 IF).
8. Marvi Soomro, **Dr Raheem Bux Soomro** and Farooq Soomro. The Female Entrepreneurship: The Comparative Study of Rural and Semi-Urban Sindh Province. *Journal of Development and Social Sciences*, April-June 2023, Vol.4, No.2, pp. 189-203. (HEC recognized journal "Y" Category).
9. M. Rafique Shaikh and **Dr Raheem Bux Soomro**. The Mediating Impact of Organizational Culture on the Association between Performance Management and Employee Retention in Private Commercial Banks of Pakistan. *Journal of Development and Social Sciences*, Vol. 4 No. 1 (2023): January to March, pp. 194–203. (HEC recognized journal "Y" Category).
10. Marvi Soomro, **Dr. Raheem Bux Soomro** and Irfan Ali. Factors the Development of Women Entrepreneurship in Beauty-Parlor Industry of Sukkur Sindh, Pakistan. *SALU-Commerce & Economics Review*, Volume 6. No. 1. Year 2020. (HEC recognized journal "Y" Category).
11. Arifal, Irfan Ali, **Raheem Bux Soomro**, Athar K. Shar, Maliha Noor Soomro. Capital structure and financial performance: Does Global financial Crisis matter? *International Journal of Disaster Recovery and Business Continuity*, Vol.11, No. 3, (2020), pp. 2987–3006. (HEC recognized journal "Y" Category).
12. Naveed Razzaque, **Dr. Raheem Bux Soomro** and Dr. Khair Muhammad Memon. Corporate Governance, Ownership Structure, SOEs and CFO Gender Impact on Investment Efficiency: Evidence from Chinese listed firms. *SALU-Commerce & Economics Review*, Volume 6. No. 1. Year 2020. (HEC recognized journal "Y" Category).
13. **Raheem Bux Soomro**, Mirani, I. A., Ali, M. S., & Marvi, S. (2020). Exploring the green purchasing behavior of young generation in Pakistan: opportunities for green entrepreneurship. (13500+ downloads). *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(3), 289–302. <https://doi.org/10.1108/apjie-12-2019-0093> (HEC recognized journal "X" Category).
14. Muhammad Salih Memon, **Raheem Bux Soomro**, Sajid Hussain Mirani y Mansoor Ahmed Soomro. *Exchange Rate Fluctuations & Economy of Pakistan, Time series Analysis (19S9-2A13)*, Vol.8 No. 16 (2020): July - December. (HEC recognized journal "Y" Category).
15. Adiqia Kiani, Noor Mohammad, **Dr. Raheem Bux Soomro**. *The Impact of Globalization on Human Development Index: A Case of Pakistan. Studies of Applied Economics*, VOL 39 (1), 2020. (HEC recognized journal "Y" Category).
16. **Dr. Raheem Bux Soomro**, Dr. Noor Ahmed Brohi, Dr. Khair Muhammad Memon and Dr. Rehman Gul Gilal. *Measuring Customer Satisfaction When Dining at a Casual Restaurant: An Application of KISANG's Model*. *Sukkur IBA Journal of Management and Business*, V 6, N. 2, p. 1-23, Jan. 2020. ISSN 2410-1885. (HEC recognized journal "Y" Category).
17. Marvi Soomro and **Dr. Raheem Bux Soomro**. *Determinants of Entrepreneurial Intentions: An Empirical Study of Female Students in Pakistan*. *SALU-Commerce & Economics Review*, Volume 5, No. 1, 2019, pp. 62-74. (HEC recognized journal "Y" Category).
18. Marvi Soomro and **Dr. Raheem Bux Soomro**. *The Impact of Diversity on Relationship Conflict in Pakistan (Ethnic & Language Differences in Multinational Firms)*. *Global Scientific Journal*, Volume 7, Issue 5, May 2019.
19. Marvi Soomro and **Dr. Raheem Bux Soomro**. *Investigating Intentions of Female Graduates in Sindh by Utilizing the Theory of Planned Behaviour*. *Global Scientific Journal*, Volume 7, Issue 5, May 2019. (HEC recognized journal "Y" Category).

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- 20. Dr. Raheem Bux Soomro** and Yuan Honglin. *Examining Entrepreneurial Intentions in Adult Population in China and Pakistan: GEM Data Evidence*. Pakistan Journal of Commerce and Social Sciences ISSN 1997-8553 (**HEC recognized journal “X” Category**). Vol-12, Issue 03 (Dec-2018).
- 21. Dr. Raheem Bux Soomro** and Dr. Irfan Ali Mirani. *Assessing the Impact of Social and Demographic Factors on Female Entrepreneurial Intention in Pakistan: GEM Data Evidence*. Journal of Independent Study and Research-Management, Social Sciences and Economics (JISR-MSSE) ISSN 1998-4162 (**HEC recognized journal “Y” Category**). Vol-16, Issue 05 (Dec-2018).

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