

Name: Rizwan Raheem Ahmed

Designation: Full Professor, Faculty of Management Sciences, Indus University

Qualification:

- Post Doctorate (Entrepreneurship) from George Mason University, Virginia, United States
- Post Doctorate (Business/Data Analytics) from State University of New York (SUNY) Plattsburgh, New York, United States
- Post Doctoral Project (Marketing/Consumer Behavior) from Medgar Evers College, City University of New York (CUNY), Brooklyn, New York, United States
- Ph.D. (Marketing) from Hamdard University (Madinat-al-Hikmah), Karachi, Pakistan
- DBA. (Advertising) from Universidad Azteca (México), European and International inter-university degree programs – Innsbruck, Austria
- MS (Management Sciences) from Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST), Karachi, Pakistan
- MBA (General Management) from Institute of Business Administration (IBA) – Karachi, Pakistan
- M.Phil. (Financial Economics) from Hamdard University (Madinat-al-Hikmah), Karachi, Pakistan
- MAS (Human Resource Management) from Department of Public Administration, University of Karachi (KU), Karachi, Pakistan
- PGD(PA), Post Graduate Diploma in Public Administration from Department of Public Administration, University of Karachi (KU), Karachi, Pakistan
- MBA (Executive) in Marketing from Faculty of Business Administration, Pakistan Air Force – Karachi Institute of Economics and Technology (PAF-KIET), Karachi, Pakistan
- M.Sc. (Statistics) from Department of Statistics and Actuarial Sciences, University of Karachi (KU), Karachi, Pakistan
- B.Sc. (Hons.) from Department of Statistics and Actuarial Sciences, University of Karachi (KU), Karachi, Pakistan

Citations Indices & Honors: **Google Scholar:** H-Index 38, I-10 Index 94, Citations 5000, **ISI Web of Science:** Impact Factor 276.006, H-Index 17, I-10 Index 25, Citations 1000, **Scopus:** Citations 1250, H-index 20, and i10-index 32, **ResearchGate:** Downloads & Reads 2.351 million, **HEC Approved Ph.D. Supervisor** (Management Sciences and Business Education). **MEMBER AMERICAN MARKETING ASSOCIATION** - 00429529 – CHICAGO CHAPTER – UNITED STATES OF AMERICA, **Stanford University in USA and Elsevier's Global Ranking:** The top 2% of scientists globally in 2022, 2023, and 2024 ranking.

Email: rizwan.raheem@indus.edu.pk

Research Sites/Links:

Researcher ID (ISI Web of Science/Clarivate): researcherid.com/rid/B-9632-2016

ORCID ID: <http://orcid.org/0000-0001-5844-5502>

Scopus Author ID: <https://www.scopus.com/authid/detail.uri?authorId=56526144600>
SSRN ID: https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=2232178
Publons ID: <https://publons.com/a/572967>
Google Scholar Citations: <http://scholar.google.com.pk/citations?user=miitJnUAAAAJ&hl=en>
ACADEMIA ID: <https://indusuniversity.academia.edu/RizwanRaheemAhmed>
LinkedIn ID: <https://www.linkedin.com/in/rizwan-raheem-ahmed-a3872417/>
Mendeley Elsevier Profile: <https://www.mendeley.com/profiles/rizwan-raheem-ahmed/>
Researchgate – RG ID: https://www.researchgate.net/profile/Rizwan_Ahmed12
American Marketing Association: <https://myama.force.com/s/profile/0053u0000035bgF>
Impactio: <https://www.impactio.com/researcher/rezoa-rahim-ahmed>
Loop Research Network: <https://loop.frontiersin.org/people/1645877/overview>
Sci Profiles: <https://sciprofiles.com/publications>
Verified International Academic Qualifications (WES): https://www.credly.com/badges/97f9edc4-b112-4733-90be-deb198d62ade/public_url

Profile

A Sales & Marketing Professional with 20Plus years of diversified experience for both transnational and national companies proven credentials of continuous successes throughout the career in Sales & Marketing. Moreover, for last eleven and half years, teaching, research, and supervising dissertation for MBA, MS/M.Phil., and Ph.D. level students at Indus University, SZABIST, Sindh Madrasa-tul-Islam University (SMIU), and Dow University of Health Sciences (DUHS), Karachi. Author and co-author of more than 130 Publications in Peer Reviewed Refereed National and International Journals including high impact factor journals, and CPCI Conference Proceedings (HEC Approved Publications). Higher Education Commission of Pakistan has awarded a status of “HEC Approved Ph.D. Supervisor” in the discipline of “Management Sciences and Business Education” for last six years. Moreover, Dr. Ahmed has been a member of American Marketing Association (United States) for more than five years. Dr. Ahmed has been listed for three consecutive years (2022–2024) as one of the top 2% of scientists globally by Stanford University in the USA and Elsevier's ranking. Dr. Ahmed has produced five Ph.Ds. and more than 60 Master's students (M.Phil./MS/MBA) in the field of Business & Management Sciences. Dr. Ahmed is a reviewer of more than 130 prestigious Journals of renowned publication houses. These Journals are recognized and indexed by prestigious indexing institutions including Clarivate – ISI Web of Science (Impact factor), Scopus, and ABDC.

Research Interest

- Marketing
- Consumer Behavior
- Advertising
- Management
- Financial Economics
- Environmental Management
- Artificial Intelligence/Artificial Neural Network

Selected Publications

Marketing and Management

1. **Ahmed RR**, Štreimikienė D, Sulaiman Y, Asim J, Streimikis J, (2024), “Enhancing Competitiveness of Green Environmental Practices and Green Purchase Intentions in Asian Markets: Evidence from the Extended Norm Activation Model”, *Journal of Competitiveness*, Vol. 16 (3), 204–220. <https://doi.org/10.7441/joc.2024.03.10> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 4.430)
2. **Ahmed RR**, Streilkowski W, Štreimikienė D, Salman F, Asim J, Streimikis J, (2024), “Enhancing Environmental Sustainability in Asian Textile Supply Chains: Insights from Agile Practices and Mediating Variables,” *Journal of Business Economics and Management*, Vol. 25 (5), 872–891. <https://doi.org/10.3846/jbem.2024.21789> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 2.710)
3. **Ahmed RR**, Štreimikienė D, Streimikis J, Khouri, S, (2024), “Mobile Learning Using Extended UTAUT Model During COVID-19: Evidence from Developed Countries”, *Economic Research-Ekonomska Istraživanja*, Vol. 37 (1), 2300389. <https://doi.org/10.1080/1331677X.2023.2300389> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition). (Impact factor 3.080)
4. Alam SH, Jiang Y, Zaman I, Jalees T, **Ahmed RR**, (2024), “Behavioral Biases in Consumer Paradox towards Counterfeit Luxury Products: A Comparative Study between China and Pakistan”, *Current Psychology*, Vol. 43 (9), 8117–8132. <https://doi.org/10.1007/s12144-023-04868-8> (ISI Web of Science – Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 2.607)
5. **Ahmed RR**, Štreimikienė D, Streimikis J, Siksnyte-Butkiene I, (2024), “A Comparative Analysis of Multivariate Approaches for Data Analysis in Management Sciences,” *E a M: Ekonomie a Management*, Vol. 27 (1), 192–210. <https://doi.org/10.15240/tu/001/2024-5-001> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 1.575)
6. Haider S, **Ahmed RR**, (2023), “Study of Marketing Strategy Implementation in the Context of Higher Education in Pakistan”, *Transformations in Business and Economics*, Vol. 22, No. 3 (60), 381–407. <http://www.transformations.knf.vu.lt/60/article/stud> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition). (Impact factor 1.824)
7. Ayoungman FZ, Shawon, AH, **Ahmed RR**, Khan MK, Islam MS, (2023), “Exploring the Impact of Institutional Entrepreneurship and Institutional Innovation, and Poverty Reduction on Carbon Footprint in BRICS Economies: What is the Role of Urbanization and Social Entrepreneurship?”, *Environmental Science and Pollution Research*, Vol. 30, 122791–122807. <https://doi.org/10.1007/s11356-023-30868-z> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition). (Impact factor 5.800)
8. **Ahmed RR**, Štreimikienė D, Alam SH, Streimikis J, Hanafi MR, (2023), “Extended Signaling Theory and Role of Corporate Social Responsibility and Brand Personality”, *Inzinerine Ekonomik-Engineering Economics*, Vol. 34 (4), 470–484. <https://doi.org/10.5755/j01.ee.34.4.33348> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition). (Impact factor 1.930)
9. Bukhari F, Hussain S, **Ahmed RR**, Mubasher KA, Naseem MR, Rizwanullah M, Nasir F, Ahmed F, (2023), “Consumers purchase decision in the context of Western Imported Food products? Empirical evidence from Pakistan”, *Heliyon – Business and Economics*, Vol. 9(10), e20358. <https://doi.org/10.1016/j.heliyon.2023.e20358> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 4.000)
10. **Ahmed RR**, Pahi MH, Nadeem S, Soomro, RH, Parmar V, Nasir F, Ahmed F, (2023), “How and When Ethics Lead to Organizational Performance: Evidence from South Asian Firms”, *Sustainability*, Vol. 10 (10), 8147. <https://doi.org/10.3390/su15108147> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition). (Impact factor 3.900)

11. Ali R, **Ahmed RR**, (2023), "Empirical Study of Glocalization on Global Brands of Fast-Food Industry to Increase Consumer Purchase Intention", *Transformations in Business and Economics*, Vol. 22, No. 1 (58), 21–50. <http://www.transformations.knf.vu.lt/58/gp58.pdf> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 1.824)
12. **Ahmed RR**, Zaidi EZ, Alam SH, Štreimikienė D, Parmar V, (2023), "Effect of Social Media Marketing of Luxury Brands on Brand Equity, Customer equity and Customer Purchase Intention", *Amfiteatru Economic*, Vol. 25 (62), 265–282. <https://doi.org/10.24818/EA/2023/62/265> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 2.600)
13. **Ahmed RR**, Štreimikienė D, Qadir H, Streimikis J, (2023), "Effect of Green Marketing Mix, Green Customer value, and Attitude on Green Purchase Intention: evidence from the USA", *Environmental Science and Pollution Research*, Vol. 30 (5), 11473–11495. <https://doi.org/10.1007/s11356-022-22944-7> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition). (Impact factor 5.800)
14. **Ahmed RR**, Akbar W, Aijaz M, Channar ZA, Ahmed F, Parmar V, (2023), "The Role of Green Innovation on Environmental and Organizational Performance: Moderation of Human Resource Practices and Managerial Commitment", *Heliyon – Business and Economics*, Vol. 9 (1), e 12679. <https://doi.org/10.1016/j.heliyon.2022.e12679> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 4.000)
15. **Ahmed RR**, Soomro RH, Štreimikienė D, Streimikis J, (2022), "Digital transformation and Industry 4.0 initiatives: Evidence from business integration management model in Healthcare industry", *Journal of Competitiveness*, Vol. 14 (4), 6–24. <https://doi.org/10.7441/joc.2022.04.01> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 4.725)
16. **Ahmed RR**, Soomro FA, Channar ZA, Hashem EAR, Soomro HA, Pahi MH, Salleh NZM, (2022), "Relationship between different Dimensions of Workplace Spirituality and Psychological Wellbeing: Measuring Mediation Analysis through Conditional Process Modeling", *International Journal of Environmental Research and Public Health*, Vol. 19 (18), 11244. <https://doi.org/10.3390/ijerph191811244> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition). (Impact factor 4.614)
17. **Ahmed RR**, Štreimikienė D, Channar ZA, Soomro HA, Streimikis J, Kyriakopoulos GL, (2022) "Neuromarketing Concept in Artificial Neural Networks: Case of Forecasting and Simulation from the Advertising Industry", *Sustainability*, Vol. 14 (14), 8546. <https://doi.org/10.3390/su14148546> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition). (Impact factor 3.900)
18. Parmar V, Channar ZA, **Ahmed RR**, Štreimikienė D, Pahi MH, Streimikis J, (2022) "Assessing the organizational commitment, subjective vitality and burnout effects on turnover intention in private universities", *Oeconomia Copernicana*, Vol. 13 (1), 251–286. <https://doi.org/10.24136/oc.2022.008> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 6.574)
19. Parmar V, **Ahmed RR**, Štreimikienė D, Streimikis J, (2022) "The Mediating Role of Competitiveness between Entrepreneurial Challenges and Willingness of Female Business Graduates", *Journal of Competitiveness*, Vol. 14 (2), 60–78. <https://doi.org/10.7441/joc.2022.02.04> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition). (Impact factor 3.850)
20. **Ahmed RR**, Arshad F, Qureshi JA, Hashem EAR, Channar ZA, Parmar V, Salleh NZM, (2022) "The Social Media Break-up: Psycho-behavioral Measures and Implications", *IEEE Access*, Vol. 10, 58116–58135. <http://doi.org/10.1109/ACCESS.2022.3178839> (ISI Web of Science – Sciences Citation Index® & Journal Citation Reports/ Sciences Edition). (Impact factor 3.476)
21. Alam SH, **Ahmed RR**, Hashem E AR, Salleh NMZ, Vasa L, Delibasic M, Abrham J. (2022) "Destination Environmental Branding and Sustainable Eco-Conscious Consumer", *Transformations in Business and Economics*, Vol. 21, No. 2 (56), 121–146. <http://www.transformations.knf.vu.lt/56/article/dest> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.824)
22. Zaidi EZ, **Ahmed RR**, Raza S, (2022) "Role of Social Media Marketing in the SME Sector Performance", *Transformation in Business & Economics*, Vol. 21, No. 2 (56), 275–304.

<http://www.transformations.knf.vu.lt/56/article/role> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition). (Impact factor 1.824)

23. Khan S, **Ahmed RR**, Štreimikienė D, Streimikis J, Jatoti MA, (2022) “The Competency-based Training & Assessment, and Improvement of Technical Competencies and Changes in Pedagogical Behavior”, *E a M: Ekonomie a Management*, Vol. 25 (1), 96–112. <https://doi.org/10.15240/tul/001/2022-1-006> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.575)
24. **Ahmed RR**, Qureshi JA, Azam M, Hashem EAR, Parmar V, Salleh NZM, (2022) “The Relationship between Internal Employer Branding and Talent Retention: A Theoretical Investigation for the Development of a Conceptual Framework”, *Frontiers in Psychology*, Vol. 13, 1–11. <http://doi.org/10.3389/fpsyg.2022.859614> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition). (Impact factor 4.232)
25. **Ahmed RR**, Štreimikienė D, Streimikis J, (2022) “The Extended UTAUT Model and Learning Management System during COVID-19: Evidence from PLS-SEM and Conditional Process Modeling”, *Journal of Business Economics and Management*, Vol. 23 (1), 82–104. <https://doi.org/10.3846/jbem.2021.15664> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 2.596)
26. Kazmi SHA, **Ahmed RR**, Soomro KA, Hashem, ARE, Akhtar H, Parmar V, (2021) “Role of Augmented Reality in Changing Consumer Behavior and Decision Making: Case of Pakistan”, *Sustainability*, Vol. 13 (24), 14064. <https://doi.org/10.3390/su132414064> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 3.900)
27. **Ahmed RR**, Štreimikienė D, Zheng X, (2021) “The Impact of Proactive Environmental Strategy on Competitive and Sustainable Development of Organizations”, *Journal of Competitiveness*, Vol. 13 (4), 5–24. <https://doi.org/10.7441/joc.2021.04.01> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Science Edition). (Impact factor 3.850)
28. Asim J, **Ahmed RR**, Štreimikienė D, Rasheed S, Streimikis J, (2021) “Assessing design information quality in the construction industry: Evidence from building information modeling”, *Acta Montanistica Slovaca*, Vol. 26 (2), 235–251. <https://doi.org/10.46544/AMS.v26i2.05> (ISI Web of Science – Sciences Citation Index® & Journal Citation Reports/Sciences Edition) (Impact factor 1.833)
29. **Ahmed RR**, Kyriakopoulos GL, Štreimikienė D, Streimikis J, (2021) “Drivers of Proactive Environmental Strategies: Evidence from the Pharmaceutical Industry of Asian Economies”, *Sustainability*, Vol. 13 (16), 9479. <https://doi.org/10.3390/su13169479> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 3.900)
30. **Ahmed RR**, Štreimikienė D, (2021) “Environmental issues and Strategic Corporate Social Responsibility for Organizational Competitiveness”, *Journal of Competitiveness*, Vol. 13 (2), 5–22. <https://doi.org/10.7441/joc.2021.0201> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Sciences Edition). (Impact factor 3.850)
31. **Ahmed RR**, Štreimikienė D, Channar ZA, Soomro RH, Streimikis J, (2021) “E-banking Customer Satisfaction and Loyalty: Evidence from Serial Mediation through Modified E-S-QUAL Model and Second-Order PLS-SEM”, *Inžinerinė Ekonomik–Engineering Economics*, Vol. 32 (5), 407–421. <http://dx.doi.org/10.5755/j01.ee.32.5.28997> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.830)
32. Štreimikienė D, **Ahmed RR**, (2021) “Corporate Social Responsibility and Brand Management: Evidence from Carroll’s Pyramid and Triple Bottom Line Approaches”, *Technological and Economic Development of Economy*, Vol. 27 (4), 852–875. <https://doi.org/10.3846/tede.2021.14520> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 5.656)
33. Hussain S, **Ahmed RR**, Shamsi AF, (2021) “Technology Confirmation is associated to Improved Psychological Wellbeing: Evidence from an Experimental Design” *Transformations in Business & Economics (TIBE)*, Vol. 20, No. 2 (53), 177–196. <http://www.transformations.knf.vu.lt/53/article/tech> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 1.824)
34. Štreimikienė D, **Ahmed RR**, (2021) “The integration of corporate social responsibility and marketing concepts as a business strategy: evidence from SEM-based multivariate and Toda-Yamamoto causality

model”, *Oeconomia Copernicana*, Vol. 12 (1), 125–157. <https://doi.org/10.24136/oc.2021.006> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition)

(Impact factor 6.574)

35. **Ahmed RR**, Štreimikienė D, Rolle JA, Due PA, (2020) “The COVID-19 Pandemic and the antecedents for the Impulse buying behavior of US Citizens”, *Journal of Competitiveness*, Vol. 12 (3), 5–27. <https://doi.org/10.7441/joc.2020.03.01> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 3.850)
36. Lu J, Ren L, Zhang C, Rong D, **Ahmed RR**, Streimikis J, (2020) “Modified Carroll’s Pyramid of Corporate Social Responsibility to Enhance Organizational Performance of SMEs Industry”, *Journal of Cleaner Production*, Vol. 271, 1–18. <https://doi.org/10.1016/j.jclepro.2020.122456> (ISI Web of Science – Sciences Citation Index® & Journal Citation Reports/Sciences Edition) (Impact factor 11.072)
37. Hussain S, **Ahmed RR**, (2020) “Smartphone buying behaviors in a framework of brand experience and brand equity”, *Transformations in Business & Economics (TIBE)*, Vol. 19, No. 2 (50), 220-242. <http://www.transformations.knf.vu.lt/50/article/smar> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.824)
38. **Ahmed RR**, Qureshi JA, Štreimikienė D, Soomro RH, Vveinhardt J, (2020) “Guerrilla marketing trends for sustainable solutions: Evidence from SEM-based multivariate and conditional process approaches”, *Journal of Business Economics and Management*, Vol. 21(3), 851-871. <https://doi.org/10.3846/jbem.2020.10730> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 2.596)
39. **Ahmed RR**, Romeika G, Kauliene R, Streimikis J, Dapkus R, (2020) “ES-QUAL Model and Customer Satisfaction in Online Banking: Evidence from Multivariate Analysis Techniques”, *Oeconomia Copernicana*, Vol. 11 (1): 55-89. <http://dx.doi.org/10.24136/oc.2020.003> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 6.574)
40. **Ahmed RR**, Štreimikienė D, Abrahám J, Streimikis J, Vveinhardt J, (2020) “Social & behavioural theories and Physicians’ prescription behaviour”, *Sustainability*, Vol. 12(8), 3379; <https://doi.org/10.3390/su12083379> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 3.889)
41. **Ahmed RR**, Vveinhardt J, Warraich UA, Hasan SSU, Baloch A, (2020) “Customer Satisfaction & Loyalty and Organizational Complaint Handling: Economic Aspects of Business Operation of Airline Industry”, *Inzinerine Ekonomik–Engineering Economics*, Vol. 31(1), 114–125. <https://doi.org/10.5755/j01.ee.31.1.8290> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.830)
42. Lu J, Ren L, Zhang C, Wang C, **Ahmed RR**, Streimikis J, (2020) “Corporate Social Responsibility and Employees’ Behavior: Evidence from Mediation and Moderation Analysis”, *Corporate Social Responsibility and Environmental Management*, Vol. 27 (4), 1719–1728. <https://doi.org/10.1002/csr.1919> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 8.464)
43. **Ahmed RR**, Salman F, Malik SA, Štreimikienė D, Soomro RH, Pahi MH, (2020) “Smartphone use and Academic performance of University Students: A Mediation and Moderation Analysis”, *Sustainability*, Vol. 12(1), 439. <https://doi.org/10.3390/su12010439> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 3.889)
44. Bukhari F, Hussain S, **Ahmed RR**, Streimikienė D, Soomro RH, Channar ZA, (2020), “Motives and Role of Religiosity towards Consumer Purchase Behavior in Western Imported Food Products”, *Sustainability* 2020, Vol. 12(1), 356; <https://doi.org/10.3390/su12010356> (ISI Web of Science – Sciences Citation Index® & Journal Citation Reports/Sciences Edition) (Impact factor 3.889)
45. **Ahmed RR**, Hussain S, Pahi MH, Usas A, Jasinskas E, (2019), “Social Media Handling and Extended Technology Acceptance Model (ETAM): Evidence from SEM-based Multivariate Approach”, *Transformations in Business & Economics*, Vol. 18, No. 3 (48), 246-271. <http://www.transformations.knf.vu.lt/48/article/soci> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.875)
46. **Ahmed RR**, Štreimikienė D, Berchtold G, Vveinhardt J, Channar ZA, Soomro RH, (2019) “Effectiveness of online digital media advertising as a strategic tool for building brand sustainability: Evidence from FMCGs

- and Services sectors of Pakistan”, *Sustainability*, Vol. 11(12), 3436. <http://dx.doi.org/10.3390/su11123436> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 3.251)
47. **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2019) “Application of the Theory of Planned Behaviour Model for Examining Customers’ Intentions towards Islamic Hire Purchase Financing”, *Inžinerine Ekonomik–Engineering Economics*, Vol. 30 (2), 236-245. <http://dx.doi.org/10.5755/j01.ee.30.2.21589> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.292)
 48. Hussain S, Qazi S, **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2019) “Innovative user engagement and playfulness on adoption intentions of technological products: Evidence from SEM-based multivariate approach”, *Economic Research-Ekonomska Istraživanja*, Vol. 32 (1), 555-577. <https://doi.org/10.1080/1331677X.2018.1558086> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 2.229)
 49. Štreimikienė D, **Ahmed RR**, Ghauri SP, Vveinhardt J, (2019) “Precipitation and Climate Variables: A Study of Islamabad City”, *Environmental Engineering and Management Journal*, Vol. 18(11), 2377-2386. http://www.eemj.icpm.tuiasi.ro/pdfs/vol18/no11/7_42_Streimikiene_19.pdf (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Sciences Citation Index Expanded Edition) (Impact factor 1.186)
 50. Imran T, **Ahmed RR**, Štreimikienė D, Soomro RH, Parmar V, Vveinhardt J, (2019) “Assessment of Entrepreneurial Traits and Small-Firm Performance with Entrepreneurial Orientation as a Mediating Factor”, *Sustainability*, Vol. 11 (19), 5301; <https://doi.org/10.3390/su11195301> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 3.251)
 51. Ashraf M, Vveinhardt J, **Ahmed RR**, Štreimikienė D, Mangi RA, (2018), “Exploring intervening influence of interactional Justice between Procedural Justice and Job Performance: Evidence from South Asian Countries”, *Amfiteatru Economic (Economic Interferences)*, Vol. 20 (47), 169-184. <http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2702> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.625)
 52. **Ahmed RR**, Channar ZA, Soomro RA, Vveinhardt J, Štreimikienė D, Parmar V, (2018) “Antecedents of symmetry in Physicians' prescription behavior: Evidence from SEM-Based multivariate approach”, *Symmetry*, Vol. 10(12), 721. <https://doi.org/10.3390/sym10120721> (ISI Web of Science –Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 2.645)
 53. **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2018), “The direct and indirect impact of Pharmaceutical industry in Economic expansion and Job creation: Evidence from Bootstrapping and Normal theory methods”, *Amfiteatru Economic*, Vol. 20(48), 454-469. <https://dx.doi.org/10.24818/EA/2018/48/454> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.625)
 54. Hussain S, Qazi S, **Ahmed RR**, Štreimikienė D, Vveinhardt J, (2018) “Employees Management: Evidence from Gamification Techniques”, *Montenegrin Journal of Economics*, Vol. 14 (4), 97-107. <http://dx.doi.org/10.14254/1800-5845/2018.14-4.7> (ISI Web of Science – ESCI – Emerging sources citation index Thomson Reuters / Scopus indexed) (Impact factor 1.201)
 55. **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2017), “Interactive Digital Media and Impact of Customer Attitude and Technology on Brand Awareness: Evidence from the South Asian Countries”, *Journal of Business Economics and Management*, Vol. 18(6), 1115-1134. <http://dx.doi.org/10.3846/16111699.2017.1400460> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.503)
 56. **Ahmed RR**, Vveinhardt J, Štreimikienė D, Ashraf M, Channar ZA, (2017) “Modified SERVQUAL Model and Effects of Customer Attitude and Technology on Customer Satisfaction in Banking Industry: Mediation, Moderation and Conditional Process Analysis”, *Journal of Business Economics and Management*, Vol. 18(5), 974-1004. <http://dx.doi.org/10.3846/16111699.2017.1368034> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.503)
 57. **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2017) “Exploring multidimensional view of intellectual capital and Business ethics on Organizational performance using Bootstrapping method: Evidence from Pakistani

- Pharmaceutical Industry”, *Montenegrin Journal of Economics*, Vol. 13(1), 7–33. <http://dx.doi.org/10.14254/1800-5845/2017.13-1.1> (ISI Web of Science – ESCI – Emerging sources citation index Thomson Reuters / Scopus indexed). (Impact factor 1.201)
58. **Ahmed, RR**, Vveinhardt J, Štreimikienė D, Awais M, (2016), Mediating and Marketing factors influence the prescription behavior of Physicians: An Empirical Investigation, *Amfiteatru Economic*, Vol. 18 (41), 153–167. <http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2496> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 0.581)
59. **Ahmed RR**, Vveinhardt J, Ahmad N, Mujeeb M, (2014), “The Business Outsourcing in Telecommunication Industry: Case of Pakistan”, *Transformations in Business & Economics (TIBE)*, Vol. 13, No.2B (32B): 760–779. <http://www.transformations.knf.vu.lt/32b/article/theb> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.058)

Financial Economics & Econometrics

60. Ghauri SP, **Ahmed RR**, Štreimikienė D, Qadir H, Hayat A, (2024), “Macroeconomic Factors Driving Exchange Rate Volatility and Economic Sustainability: Case Study of Pakistan”, *Amfiteatru Economic*, Vol. 26 (66), 612–628. <https://doi.org/10.24818/EA/2024/66/612> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 2.107)
61. Hakeem S, Ghauri SP, **Ahmed RR**, Štreimikienė D, Streimikis J, (2023), “The Impact of Globalization and Democracy on Social Spending in the South Asian Association for Regional Cooperation (SAARC) Countries “, *Social Indicators Research*, Vol. 167 (1), 94-134. <https://doi.org/10.1007/s11205-023-03095-9> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 3.320)
62. Saghir SP, Qadir H, **Ahmed RR**, Štreimikienė D, Streimikis J, (2022), “The Exports Performance of Pakistan: Evidence from the ARDL Cointegration Analysis”, *Romanian Journal of Economic Forecasting*, Vol. 25 (4), 150–168. https://ipe.ro/rjef/rjef4_2022/rjef4_2022p150-168.pdf (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 0.963)
63. **Ahmed RR**, Ghauri SP, Štreimikienė D, Aqil M, (2021) “Forecasting inflation by using the sub-groups of both CPI and WPI: evidence from auto regression (AR) and ARIMA models”, *Romanian Journal of Economic Forecasting*, Vol. 24 (2), 144–161. http://www.ipe.ro/rjef/rjef2_21/rjef2_2021p144-161.pdf (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 0.963)
64. Kashif M, Palwasha RI, **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2021) “Do investors Herd? An examination Of Pakistan stock exchange”, *International Journal of Finance & Economics*, Vol. 26 (2), 2090–2105. <https://doi.org/10.1002/ijfe.1895> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.634)
65. Kashif M, Chamadia S, **Ahmed RR**, Kalugina OA, Havrysh V, (2020) “Identifying Investment Strategies Using Accounting Information from Stock Market” *Transformations in Business & Economics*, Vol. 19, No. 3 (51), 235–260. <http://www.transformations.knf.vu.lt/51/article/iden> (ISI Web of Science –Social Sciences Citation Index® & Journal Citation Reports/ Social Sciences Edition) (Impact factor 1.824)
66. Štreimikienė D, **Ahmed RR**, Ghauri SP, Aqil M, Streimikis J, (2020) “Forecasting and the casual relationship of sectorial energy consumptions and GDP of Pakistan by using AR, ARIMA, and Toda-Yamamoto Wald models”, *Romanian Journal of Economic Forecasting*, Vol. 23 (2), 131–148. http://www.ipe.ro/rjef/rjef2_20/rjef2_2020p131-148.pdf (ISI Web of Science –Sciences Citation Index® & Journal Citation Reports/ Sciences Citation Index Expanded Edition) (Impact factor 0.963)
67. Ghauri SP, **Ahmed RR**, Štreimikienė D, Streimikis J, (2020) “Forecasting Exports and Imports by using Autoregressive (AR) with Seasonal Dummies and Box Jenkins Approaches: A case of Pakistan”, *Inzinerine Ekonomik–Engineering Economics*, Vol. 31(3), 291–301. <http://dx.doi.org/10.5755/j01.ee.31.3.25323> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.830)
68. Bhutto SA, **Ahmed RR**, Štreimikienė D, Shaikh S, Streimikis J, (2020), “Portfolio Investment diversification at Global stock market: A Cointegration Analysis of Emerging BRICS (P) Group”, *Acta Montanistica*

- Slovaca, Vol. 25(1), 57–69. <http://doi.org/10.46544/AMS.v25i1.6> (ISI Web of Science – Sciences Citation Index® & Journal Citation Reports/Sciences Edition) (Impact factor 1.833)
69. Ghauri SP, **Ahmed RR**, Arby MF, Martinkute-Kauliene R, (2020) “Assessment of Effects of Relative Price Variability on Inflation”, *Transformations in Business & Economics*, Vol. 19, No. 1 (49), 306-322. <http://www.transformations.knf.vu.lt/49/article/asse> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.824)
 70. Ghauri SP, **Ahmed RR**, Vveinhardt J, Štreimikienė D, Qureshi KS, (2019) “The effects of remittances on inflation (CPI and WPI) and exchange rate: A Case of Pakistan”, *Romanian Journal of Economic Forecasting*, Vol. 22 (2), 146–165 http://www.ipe.ro/rjef/rjef2_19/rjef2_2019p146-165.pdf (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 0.831)
 71. Aqil M, **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2019) “Factors influencing the Profitability of Heavy vehicle industry: A Case of Pakistan”, *Montenegrin Journal of Economics*, Vol. 15(1), 61–72. <http://dx.doi.org/10.14254/1800-5845/2019.15-1.5> (ISI Web of Science – ESCI – Emerging sources citation index Thomson Reuters / Scopus indexed) (Impact factor 1.201)
 72. **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2018), “Multivariate Granger Causality between oil and gold prices, and KSE100 index: Evidence from Johansen cointegration and GARCH approaches”, *Acta Montanistica Slovaca*, Vol. 23(2), 216–231. <https://actamont.tuke.sk/pdf/2018/n2/10streimikiene.pdf> (ISI Web of Science – Sciences Citation Index® & Journal Citation Reports/Sciences Edition) (Impact factor 1.181)
 73. **Ahmed RR**, Ghauri SP, Vveinhardt J, Štreimikienė D, (2018) “An Empirical analysis of Export, Import, and Inflation: A Case of Pakistan”, *Romanian Journal of Economic Forecasting*, Vol. 21 (3), 117–130. http://www.ipe.ro/rjef/rjef3_18/rjef3_2018p117-130.pdf (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 0.756)
 74. Palwasha RI, Ahmad N, **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2018), “Speed of Mean Reversion: An Empirical analysis of KSE, LSE and ISE Indices”, *Technological and Economic Development of Economy*, Vol. 24(4), 1435–1452. <https://doi.org/10.3846/20294913.2017.1342286> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 4.344)
 75. **Ahmed RR**, Vveinhardt J, Štreimikienė D, Ghauri SP, Ashraf M, (2018), “Stock Returns, Volatility and Mean Reversion in Emerging and Developed Financial Markets”, *Technological and Economic Development of Economy*, Vol. 24(3), 1149–1177. <http://dx.doi.org/10.3846/20294913.2017.1323317> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 4.344)
 76. **Ahmed RR**, Vveinhardt J, Štreimikienė D, Channar ZA, (2018) “Mean Reversion in International Markets: Evidence from GARCH and Half-Life Volatility Models”, *Economic Research-Ekonomska Istraživanja*, Vol. 31(1), 1198–1217. <https://doi.org/10.1080/1331677X.2018.1456358> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 2.229)
 77. **Ahmed RR**, Vveinhardt J, (2018) “Estimation of Causal Relationship between World Gold Prices and KSE100 Index: Evidence from Johansen Cointegration Technique”, *Acta Oeconomica*, Vol. 68 (1), 51–77. <https://dx.doi.org/10.1556/032.2018.68.1.3> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 0.756)
 78. Štreimikienė D, **Ahmed RR**, Vveinhardt J, Ghauri SP, Zahid S, (2018), “Forecasting Tax Revenues using Time Series Techniques – A Case of Pakistan”, *Economic Research-Ekonomska Istraživanja*, Vol. 31(1), 722–754. <https://doi.org/10.1080/1331677X.2018.1442236> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 2.229)
 79. Vveinhardt J, Štreimikienė D, **Ahmed RR**, Ghauri SP, Ashraf, M, (2017), “Asymmetric influence of Oil and Gold Prices on Baltic and South Asian Stock Markets: Evidence from Johansen Cointegration and ARDL Approach”, *Acta Montanistica Slovaca*, Vol. 22 (4), 422–438. <https://actamont.tuke.sk/pdf/2017/n4/10vveinhardt.pdf> (ISI Web of Science – Sciences Citation Index® & Journal Citation Reports/Sciences Edition) (Impact factor 0.973)
 80. **Ahmed RR**, Vveinhardt J, Štreimikienė D, Majid F, (2017) “Multivariate Granger Causality between Macro variables and KSE 100 Index: Evidence from Johansen Cointegration and Toda & Yamamoto Causality”, *Economic Research-Ekonomska Istraživanja*, Vol. 30(1), 1497–1521.

<http://dx.doi.org/10.1080/1331677X.2017.1340176> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.137)

81. **Ahmed RR**, Vveinhardt J, Štreimikienė D, Ghauri SP, Ahmad N, (2017), “Estimation of Long-Run Relationship of Inflation (CPI & WPI), and Oil Prices with KSE-100 index: Evidence from Johansen Multivariate Cointegration approach”, *Technological and Economic Development of Economy*, Vol. 23(4), 567–588. <http://dx.doi.org/10.3846/20294913.2017.1289422> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 3.244)
82. **Ahmed RR**, Vveinhardt J, Ahmad N, Štreimikienė D, (2017) “Karachi Inter-Bank Offered Rate (KIBOR) Forecasting: Box-Jenkins (ARIMA) Testing Approach”, *E a M: Ekonomie a Management (E&M Economics and Management Research)*, Vol. 2 (2017), 188–198. <http://dx.doi.org/10.15240/tu/001/2017-2-014> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 1.311)
83. Ghauri SP, **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2017), “Estimation of Relationship between Inflation and Relative Price Variability: Granger Causality and ARDL Modeling Approach”, *Amfiteatru Economic (Economic Interferences)*, Vol. 19 (44), 249–274. <http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2607> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 0.664)
84. Ahmad N, **Ahmed RR**, Vveinhardt J, Štreimikienė D, (2016), Empirical Analysis of Stock Returns and Volatility: Evidence from Asian Stock Markets”, *Technological and Economic Development of Economy*, Vol. 22 (6), 808–829. <http://dx.doi.org/10.3846/20294913.2016.1213204> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 2.628)
85. Vveinhardt J, Štreimikienė D, **Ahmed RR**, Ahmad N, Rehman A, (2016), Mean Reversion: An Investigation from Karachi Stock Exchange Sectors, *Technological and Economic Development of Economy*, Vol. 22 (4), 493–511. <http://dx.doi.org/10.3846/20294913.2016.1181685> (ISI Web of Science – Social Sciences Citation Index® & Journal Citation Reports/Social Sciences Edition) (Impact factor 2.628)

PEER REVIEWED RESEARCH ARTICLES IN HEC APPROVED NATIONAL JOURNALS (Y CATEGORY PUBLICATIONS – HEC APPROVED)

1. Jabeen H, Anwar RS, **Ahmed RR**, (2024) ‘Elevating Careers through Technology and Creativity: A Middle-Level Manager's Odyssey’, *Journal of Management Practices, Humanities and Social Science*, Vol. 8 (3): 175–187. <https://doi.org/10.33152/jmphss-8.3.16>
2. Nasir F, **Ahmed RR**, (2019) ‘Organizational Commitment and Job Burnout Effect on Turnover Intention among Private Hospitals of Karachi’, *Journal of Independent Studies and Research-Management, Social Sciences and Economics (JISR-MSSE)*, Vol. 17 (2): 204–224. <http://10.31384/jisrmsse/2019.17.2.13> Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST), Karachi
3. Junejo MI, Sarwar S, **Ahmed RR**, (2017) ‘Impact of In-Service Training on Performance of Teachers: A Case Study of STEVTA Region’, *International Journal of experiential Learning & Case Studies*, Vol. 2 (2): pp. 50–60. <http://journals.iobmresearch.com/index.php/JELCS/article/viewFile/1944/351>, Institute of Business Management (IoBM), Karachi
4. Ahmad N, **Ahmed RR**, Meenai YA, (2015) “Asset Price Bubbles with Specific Focus on Stock Prices in Pakistan”, *Business Review*, Vol. 10 (1): 61–71. https://iba.edu.pk/Business_review/br_vol10Number1.pdf, Institute of Business Administration (IBA), Karachi
5. **Ahmed RR**, Warraich UA, Khoso I, Ahmad N, (2014) “Impact of Stress on Job Performance: An Empirical study of the Employees of Private Sector Universities of Karachi”, *Global Management Journal for Academic and Corporate Studies*, Vol. 4 (2): 104–108. <http://gmjacs.bahria.edu.pk/wp-content/uploads/2017/03/GMJACS-Vol4-no2-2014.pdf>, Bahria University, Karachi
6. **Ahmed RR**, Meenai YA and Hussain F, (2013) “Study of Economic Development of Pakistan through Stock Market: Casual Relationship of Stock Prices and Macroeconomic Indicators”, *Business Review*, Vol. 8 (2): 124–141. http://iba.edu.pk/Business_review/business_review_VOL-8_No_2_Jul-Dec_2013.pdf, Institute of Business Administration (IBA), Karachi.

7. Meenai YA, and **Ahmed RR**, (2012) "A Comparative Study of Leading Business Schools of Pakistan: the market acceptability of IBA Business Graduates in the Corporate Sector", *Business Review*, Vol. 7 (1): 116–127. [http://iba.edu.pk/Business_review/Business_Review_\(Vol.2,No.1\).pdf](http://iba.edu.pk/Business_review/Business_Review_(Vol.2,No.1).pdf), Institute of Business Administration (IBA), Karachi
8. **Ahmed RR**, and Jalees T, (2008), "Pharmaceutical Industry in Pakistan: Unethical Pharmaceutical Marketing Practices", *Market Forces: Journal of Management, Business & Economics*, Vol. 4 (2): 30–39. <http://www.pafkiet.edu.pk/marketforces/index.php/marketforces/article/view/184>, PAF-KIET, Karachi

FOREIGN INTERNATIONAL CONFERENCE PAPERS: CONFERENCE PROCEEDINGS CITATION INDEXED (CPCI) ISI WEB OF SCIENCE ('X' CATEGORY PUBLICATIONS – HEC APPROVED)

1. Dos-Santos MJPL, Ferreiro MF, Mota, M, Ahmad, N, **Ahmed, RR**, Machado-Santos, C, Silva, E. (2019) 'Assessing the Sustainability of Crowdfunding in Social Media and Google Trends', Paper presented in *10th International Conference on Applied Human Factors and Ergonomics (AHFE 2019)*, July 24–28, 2019, Washington D.C. USA. https://doi.org/10.1007/978-3-030-20154-8_18
2. Dos-Santos MJPL, Ferreiro MF, Mota, M, Machado-Santos, C, **Ahmed, RR**, Silva, E, Ahmad, N. (2019) 'Analysis of the Sustainability of European Agricultural Enterprises', paper presented at the proceedings of *the 33rd International Business Information Management Conference (IBIMA)*, Granada, Spain 10–11 April 2019, (pp. 555–567. ISBN: 978-0-9998551-2-6). <https://ibima.org/accepted-paper/analyse-de-la-durabilite-des-entreprises-agricoles-europeennes/>
3. Vveinhardt J, Banikonyte J, **Ahmed RR**. (2017) 'Social Loafing in Group Activities of Manufacturing Companies', paper presented at the proceedings of *the 30th International-Business-Information-Management-Association Conference (IBIMA)*, Madrid, Spain; 8–9 November (pp. 1214–1224, ISBN: 978-0-9860419-9-0). <http://ibima.org/accepted-paper/social-loafing-group-activities-manufacturing-companies/>
4. Vveinhardt J, Gulbovaitė E, **Ahmed RR**. (2017) 'Development and Validation of the Semi-Structured Interview Questionnaire of Congruence of Personal and Organizational Values', paper presented at the proceedings of *the 30th International-Business-Information-Management-Association Conference (IBIMA)*, Madrid, Spain; 8–9 November (pp. 1225–1238, ISBN: 978-0-9860419-9-0). <http://ibima.org/accepted-paper/development-validation-semi-structured-interview-questionnaire-congruence-personal-organizational-values/>
5. Vveinhardt J, Gulbovaitė E, **Ahmed RR**. (2017) 'Congruence of Personal and Organizational Values: Structuring Components of the Phenomenon', paper presented at the proceedings of *the 29th International-Business-Information-Management-Association Conference (IBIMA)*, Vienna, Austria, 3–4 May (pp. 1003–1017, ISBN: 978-0-9860419-7-6). <http://ibima.org/accepted-paper/congruence-of-personal-and-organizational-values-structuring-components-of-the-phenomenon/>
6. Vveinhardt J, Gulbovaitė E, **Ahmed RR**. (2016) 'Do Differences Matter? The Impact of Employees' Socio-demographic Characteristics and Type of Organization on Perception of Values', paper presented at the proceedings of *the 28th International-Business-Information-Management-Association Conference (IBIMA)*, Seville, Spain; 9–10 November (pp. 2792–2809, ISBN: 978-0-9860419-8-3). <http://ibima.org/accepted-paper/differences-matter-impact-employees-socio-demographic-diversitycharacteristics-type-organization-perception-values/>
7. **Ahmed RR**, Ahmed M, Hemani KR. (2016) 'Demographics and motivational variables associated with Internet usage activities: A study of higher education students of Karachi', paper presented at the proceedings of *the 9th Annual International Conference of Education, Research and Innovation (ICERI2016)*, Seville, Spain, 14–16, November (pp. 7144–7154, ISBN: 978-84-617-5895-1). <https://library.iated.org/view/AHMED2016DEM>
8. **Ahmed RR**, Ahmad N, Channar ZA. (2016) 'Relationship between training & development and performance of Business Schools faculty', paper presented at the proceedings of *the 9th Annual International Conference of Education, Research and Innovation (ICERI2016)*, Seville, Spain, 14–16, November (pp. 7164–7173, ISBN: 978-84-617-5895-1). <https://library.iated.org/view/AHMED2016REL>

9. **Ahmed RR**, Vveinhardt J, Channar ZA, Feroz A. (2016) 'Empirical analysis of factors influencing the online shopping Phenomenon: Evidence from Pakistan', Paper presented at publication in *3rd International Scientific Conferences on Social Sciences & Arts (SGEM 2016)*, Bulgaria, 22–31 August (Book 1, Vol. 1, pp. 147–157, ISBN: 978-619-7105-70-4/ISSN: 2367–5659). <http://dx.doi.org/110.5593/sgemsocial2016B11>
10. **Ahmed RR**, Vveinhardt J, Ahmad N. (2016) 'Empirical analysis of Internet Usage and Academic Performance of Students: Evidence from Pakistan', paper presented at the proceedings of *8th annual International Conference on Education and New Learning Technologies (EDULEARN2016)*, Barcelona, Spain; 4–6 July (pp. 3883–3892, ISBN: 978-84-608-8860-4). <https://library.iated.org/view/AHMED2016EMP>
11. **Ahmed RR**, Vveinhardt J, Ahmed M, Hemani KR. (2016) 'Determinants of Faculty Performance of Business Schools: Empirical Evidence from Pakistan', paper presented at the proceedings of *8th annual International Conference on Education and New Learning Technologies (EDULEARN2016)*, Barcelona, Spain; 4–6 July (pp. 4219–4228, ISBN: 978-84-608-8860-4). <https://library.iated.org/view/AHMED2016DET>
12. **Ahmed RR**, Vveinhardt J, Ahmad N. (2016) 'The Impact of Time and Regime on External Debts of Pakistan: An Empirical Study', paper presented at the proceedings of the 27th International-Business-Information-Management-Association Conference (IBIMA), Milan, Italy; 4–5 May (pp. 486–497, ISBN: 978-0-9860419-6-9). <http://ibima.org/accepted-paper/the-impact-of-time-and-regime-on-external-debts-of-pakistan-an-empirical-study/>
13. **Ahmed RR**, Vveinhardt J, Ahmad N, Sadiq H. (2016) 'The Impact of working Conditions on Female Teachers' Performance in Private Universities of Karachi', paper presented at the proceedings of the *10th International Technology, Education and Development Conference (INTED2016)*, Valencia, Spain; 7–9 March (pp. 5543–5552, ISBN: 978-84-608-5617-7). <https://library.iated.org/view/AHMED2016IMP>
14. Vveinhardt J, Minkute-Henrickson R, **Ahmed RR**. (2016) 'Bullying and Ethics in preparing Specialists in Higher Education. QUO VADIS?' paper presented at the proceedings of the *10th International Technology, Education and Development Conference (INTED2016)*, Valencia, Spain; 7–9 March (pp. 5444–5450, ISBN: 978-84-608-5617-7). <https://library.iated.org/view/VVEINHARDT2016BUL>
15. **Ahmed RR**, Vveinhardt J, Meenai YA. (2015) 'An Empirical Analysis of Causal Relationship Between Stock Prices and Real Sector of the Pakistani Economy', paper presented at the proceedings of the *26th International-Business-Information-Management-Association Conference (IBIMA)*, Madrid, Spain; 11–12 November (pp. 337–345, ISBN: 978-0-9860419-5-2). <http://ibima.org/accepted-paper/empirical-analysis-causal-relationship-stock-prices-real-sector-pakistani-economy/>
16. **Ahmed RR**, Meenai YA, Vveinhardt J, Jalees T. (2015) 'Impact of the work related Stress and Job Burnout in Private Educational Institutions and Universities', paper presented at the proceedings of the *8th Annual International Conference of Education, Research and Innovation (ICERI2015)*, Seville, Spain, 16–18, November (pp. 4718–4727, ISBN 978-84-608-2657-6). <https://library.iated.org/view/AHMED2015IMP>
17. Vveinhardt J, **Ahmed RR**, Stonkute E. (2015) 'The Attitude of Students of Different Cultures to Barriers to Learning in Foreign Higher Education Institutions: Case of Lithuania and Pakistan', paper presented at the proceedings of the *9th International Technology, Education and Development Conference (INTED2015)*, Madrid, Spain, 2–4 March (pp. 1230–1240, ISBN: 978-84-606-5763-7). <https://library.iated.org/view/VVEINHARDT2015ATT>

BOOKS, CHAPTERS & CASE STUDIES

1. **Ahmed RR**, (2024), Book: *"Advanced Quantitative Techniques for Business and Social Research: A Comprehensive Guide."* (Kindle Edition), New York: Kindle Direct Publishing: Amazon. ISBN: ISBN-13: 979-8879183559.
2. **Ahmed RR**, (2024), Book: *"Teaching Statistical Research Techniques: Strategies and Resources for Teachers and Professor."* (Kindle Edition), New York: Kindle Direct Publishing: Amazon. ISBN: ISBN-13: 979-8883963987.
3. **Ahmed RR**, (2024), Book: *"Navigating the Future of Pharmaceutical Marketing."* (Kindle Edition), New York: Kindle Direct Publishing: Amazon. ISBN: ISBN-13: 979-8877945418.

4. **Ahmed RR**, (2024), Book: *"PLS-SEM Vs. CB-SEM Modeling: A Comparative Analysis of Two Multivariate Approaches."* (Kindle Edition), New York: Kindle Direct Publishing: Amazon. ISBN: ISBN-13: 979-8884077638.
5. **Ahmed RR**, (2024), Book: *"Innovation in Pharmaceutical Branding: Staying Ahead of the Curve."* (Kindle Edition), New York: Kindle Direct Publishing: Amazon. ISBN: ISBN-13: 979-8878717526.
6. **Ahmed RR**, (2023), Book: *"Pharmaceutical Marketing: Strategies and Best Practices."* (Kindle Edition), New York: Kindle Direct Publishing: Amazon. ISBN: ISBN-13: 979-8850590819.
7. **Ahmed RR**, (2023), Book: *"The Pros and Cons of PLS-SEM and CB-SEM: An In-Depth Analysis."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8850640248.
8. **Ahmed RR**, (2023), Book: *"Quantitative Methods in Business Research: A Practical Guide."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8852588272.
9. **Ahmed RR**, (2023), Book: *"From Idea to Publication: A Step-by-Step Guide for Academic Researchers."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8853583252.
10. **Ahmed RR**, (2023), Book: *"Digital Dominance: Unleashing the Power of Digital Media."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8399629841.
11. **Ahmed RR**, (2022), Book: *"Blended Learning: The Rise of AI: How Artificial Intelligence is Revolutionizing Business and Society."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8850594930.
12. **Ahmed RR**, (2022), Book: *"The Art of Search Engine Optimization (SEO) for Digital Media Content."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8854454667.
13. **Ahmed RR**, (2022), Book: *"From Likes to Leads: A Practical Guide to Social Media Marketing."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8858339397.
14. **Ahmed RR**, (2022), Book: *"Artificial Intelligence and Ethics."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8861277563.
15. **Ahmed RR**, (2022), Book: *"Data Science for Everyone: A Comprehensive Guide to Data Analysis and Visualization."* (Kindle Edition), New York: Kindle Direct Publishing. ISBN-13: 979-8857553565.
16. Dos-Santos MJPL, Ferreiro MF, Mota, M, Ahmad N, **Ahmed RR**, Machado-Santos C, Silva, E. (2020), Book Chapter "Assessing the Sustainability of Crowdfunding in Social Media and Google Trends". In: Kantola J., Nazir S. (Eds) Advances in Human Factors, Business Management and Leadership. AHFE 2019. ISBN: 978-3-030-20154-8. Advances in Intelligent Systems and Computing, vol. 961, pp. 189-196. Springer, Cham, Switzerland. https://doi.org/10.1007/978-3-030-20154-8_18
17. **Ahmed RR**, Ameen N, Shaikh E, Memon F.S. (2015), Book: *"Influence of Children on Family Purchase Decisions"*, ISBN: (eBook): 978-3-668-05689-3, (Book): 978-3-668-05690-9, © GRIN Verlag GmbH, Germany. <http://www.grin.com/en/e-book/305644/influence-of-children-on-family-purchase-decisions>
18. **Ahmed RR**. (2015), Book: *"Study of Economic Development of Pakistan through stock market: (The causal relationship between stock prices and the real sector of the economy)"*, ISBN: (eBook): 978-3-668-07818-5, (Book): 978-3-668-07819-2, © GRIN Verlag GmbH, Germany. <http://www.grin.com/en/e-book/307659/study-of-economic-development-of-pakistan-through-stock-market>
19. **Ahmed RR**. (2014), Book: *"Pharmaceutical Drug Promotion in Pakistan"*, ISBN: 978-3-656-70074-6, © GRIN Verlag GmbH, Germany. <http://www.grin.com/en/e-book/276715/pharmaceutical-drug-promotion-in-pakistan>
20. **Ahmed RR**, Ramzan M. (2014), Case Study: *"N.R. Enterprises-Pharmaceutical Distribution"*, ISBN: 978-93-84648-09-1, International E-Publication, International Science Congress Association, India. http://www.isca.co.in/COMM_MANAGE/Case%20Study/ISBN%20978-93-84648-09-1.pdf
21. **Ahmed RR**. (2014), Case Study: *"Gap Inc.: Supply Chain Analysis Case Report"*, ISBN: 978-93-83520-95-4, International E-Publication, International Science Congress Association, India. http://www.isca.co.in/COMM_MANAGE/Case%20Study/978-93-83520-95-4.pdf

FUNDING INFORMATION

- ❖ The Program for the Innovative Talents of Higher Education Institutions of Shanxi (PTIT), Grant/Award Number: 20191043
- ❖ The Planning Program for Philosophy and Social Sciences of Shanxi, Grant/Award Number: W20191020

- ❖ Key R&D Program of Shanxi Province, China (Social Development), Grant/Award Number: 201903D321004;
- ❖ Taiyuan University of Science & Technology Scientific Research Initial Funding (TYUST SRIF), Grant/Award Numbers: W20182014, W20192003
- ❖ The scientific research work is financially supported by Taif University Researchers Supporting Project 771 number (TURSP-2020/338), Taif University, Taif, Saudi Arabia.
- ❖ The scientific research work is financially supported by Taif University Researchers Supporting Project 775 number (TURSP-2020/338), Taif University, Taif, Saudi Arabia.
- ❖ The scientific research work is financially supported by Taif University Researchers Supporting Project 778 number (TURSP-2020/338), Taif University, Taif, Saudi Arabia.
- ❖ The scientific research work is financially supported by Taif University Researchers Supporting Project 782 number (TURSP-2020/338), Taif University, Taif, Saudi Arabia.
- ❖ The scientific research work is financially supported by Taif University Researchers Supporting Project 785 number (TURSP-2020/338), Taif University, Taif, Saudi Arabia.