



NOSHEEN RAFI

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TWITTER:

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RESEARCH GATE:

<https://www.researchgate.net/profile/nosheen-rafi-2>

RESEARCH SOFTWARES SKILLS

- [SPSS with Extensions](#)
- [Smart PLS](#)
- [Warp PLS](#)
- [R & R studio](#)
- [AMOS](#)
- [Bibliometric Analysis](#)
- [Biblioshiny](#)
- [EndNote](#)
- [Mendley](#)

EDUCATION

National College of Business Administration & Economics
PhD in Business Administration (HEC-PCD No:23207)
2016 - 2021

CGPA: **3.80**
PhD. DISSERTATION

Title: QMS- Business Performance: Its antecedents and mediating role of organizational agility and innovation

Supervisors: Dr. Alia Ahmed, Dr. Imran Shafique

National University of Modern Languages
Masters of Philosophy in Business Administration (M-Phil)

2010 - 2011

CGPA: **3.99**
M-Phil DISSERTATION

Title: Relationship of CRM and New Product Performance in Manufacturing Organizations

Supervisor: Dr. Muhammad Shahzad

National University of Modern Languages
Master in Business Administration (HRM)

2008 – 2009

CGPA: **3.89**

EXPERIENCE

Currently working as Assistant Professor in University of Sialkot, Sialkot Pakistan (2022- onward)

Roles and Responsibilities

- **Approved Supervisor of Ph.D.** from Higher Education Commission, of Pakistan
- Teaching **PhD and MS** level classes
- Supervising **PhD and MS** Students theses
- Working as **Editor** *Review in Business and Economics* owned by University of Sialkot.
- **Member** Board of Studies Business Administration Department, University of Sialkot.

LANGUAGES

- [English](#)
- [Urdu](#)
- [French](#)

HOBBIES

- [Poetry](#)
- [Reading Books](#)
- [Traveling](#)
- [Listening to Music](#)

REFERENCES

Will be furnished on request.

Five years as Lecturer in National College of Business Administration and Economics front lane campus Lahore.

(2016-2020)

Roles and Responsibilities

- Teaching BS and MS level classes
- Supervising **MS and BS** Students theses

Two years as Lecturer of Management Sciences in Lahore Leads University, Lahore.

(2013-2015)

Roles and Responsibilities

- Teaching BS and MS level classes
- Supervising BS Students theses

One year as Lecturer of Management Sciences in Minhaj University, Gulberg Campus.

(2012-2013)

Roles and Responsibilities

- Teaching BS and MS level classes
- Supervising BS Students theses

RESEARCH PUBLICATIONS

▪ **Research Papers**

Web of Sciences Publications

- Abrudan, Denisa Bogdana, **Rafi, N.** "Strategic leadership, environmental uncertainty, and supply chain risk: An empirical investigation of the agribusiness industry." *Agricultural Economics* (2022). **(Impact Factor:1.711)**
- Abrudan, D. B., **Rafi, N.**, Daianu, D. C., & Kalyar, M. N. (2022). Linking green intellectual capital with green innovation: Examining the roles of green dynamic capabilities and 'motivation to achieve legitimacy'. *Agricultural Economics*. **(Impact Factor:1.711)**
- Kalyar, M. N., **Rafi, N.**, & Kalyar, A. N. (2013). Factors affecting corporate social responsibility: an empirical study. *Systems Research and Behavioral Science*, 30(4), 495-505. **(Impact Factor:0.474)**
- Kalyar, M. N., & **Rafi, N.** (2013). 'Organizational learning culture': an ingenious device for promoting firm's innovativeness. *The Service Industries Journal*, 33(12), 1135-1147. **(Impact Factor: 2.579)**
- Kalyar, M. N., **Rafi, N.**, & Ahmad, B. (2012). Organizational learning and organizational commitment: A correlational study in manufacturing context. *African Journal of Business Management*, 6(9), 3349-3355. **(Impact Factor: 1.105)**

Scopus Publications

- **Rafi, N.**, Ahmed, A., Shafique, I., & Kalyar, M. N. (2021). Knowledge management capabilities and organizational agility as liaisons of business performance. *South Asian Journal of Business Studies*. (Scopus: 3.1)
- Assbeihat, M., **Rafi, N.**, (2021). Management of Artificial Intelligence Traffic Systems in Smart Cities. *Academy of Strategic Management Journal*. (In print) (Scopus: 1.7)
- **Nosheen, R.**, Ahmed, A., & Shafique, I. (2017). Cybernetic prototype of CRM for value creation. *Gomal University Journal of Research*, 33(1),125-133 (HEC-X category)

Non-Recognized International Publications

- Kalyar, M. N., **Rafi, N.**, & Azeem, M. (2013). Factors Affecting Company Performance and New Product Performance. *Journal of Sustainable Development Studies*, 2(1).
- **Nosheen, R.**, Masood, K., & Muhammad, A. (2011). Mediating Role of New Product Performance in CRM Process and Company Performance. *Journal of and Sustainable Development Economics*, 2(7), 61-70.
- Masood, K., Shahzad, C., **Nosheen, R.**, & Awais, K. (2011). Effects of self-leadership, knowledge management and culture on creativity. *European Journal of Business and Management*, 3(8), 1-11.
- **Rafi, N.**, & Ismail, M. (2013). The Up-Front Element in Hospitality Industry of Pakistan-Customer Loyalty. *Management and Administrative Sciences Review*,2(2), 207-220.
- Rafi, N. (2013). Is your organization a Learning One: Exploring Learning in FMCG Sector of Pakistan? *Management and Administrative Sciences Review*,1(2), 43-53.
- Chaudhry, M. S., Sabir, H. M., **Rafi, N.**, & Kalyar, M. N. (2011). Exploring the relationship between salary satisfaction and job satisfaction: a comparison of public and private sector organizations. *The Journal of Commerce*, 3(4), 1-14.

Book Chapters

- “Managing Intellectual Capital Through Strategic Leadership: A Complementary Approach” chapter published in *The Dynamics of Intellectual Capital in Current Era*, 2021, pp 257-274 from Springer.

Books

- *Applications of HRM policies in Pakistani News channels: A case study on GEO News* By Lambert Academic Publication, Germany, January 29, 2013
- *CRM Factors Affecting Company Performance: Mediation with New Product Performance* By Lambert Academic Publication, Germany,

May 7, 2012

▪ **Conference Papers**

- Presentation on CRM Dynamics and Company Performance in 2nd International Conference on Contemporary Issues in Business Management (ICIBM-2012)
- Presentation on *Exploring the Effects of Organizational Learning on Organizational Commitment* in International Conference on Management Research 2011, Lahore Pakistan
- Presentation on *The influence of team cohesion and its rudiments on organizational performance* in South Asian International Conference, 2014 Islamabad Pakistan

WORKSHOPS AND CERTIFICATIONS

- One-month online course from University of London on “understanding research methods”
- One-month online Certification from Queen Mary University of London on “Research Methodologies”
- Two months Online Certification from Amsterdam University on “Qualitative Research Methods”

LEADERSHIP AND SUPERVISION EXPERIENCE

▪ **Editorships**

- Editor RADS Journal of Business Management
- Editor International Journal of Operations and Logistics Management
- Managing Editor Review in Business and Economics

▪ **Supervision to MS/MPhil**

- **Madiha Arshad, 2022** (Completed)
Title: Impact of Well-being-oriented Human Resource Management on Organizational Citizenship Behavior through Employees' Well-being
- **Marium Mubashar, 2022** (Completed)
Title: Nexus of Perceived Organizational Politics with Employee Voice Behavior: Examining the Roles of Psychological Safety and Political Skills

TAUGHT COURSES

Extensive experience of teaching university courses at the bachelor, master and doctoral level in Pakistan since 2011.

Masters/ Bachelor level courses

- Principles of Management – 2011-2012, 2017, 2021
- Cases in HRM – 2021, 2022

- Operations Management – 2011 to 2021
- Strategic Human Resource Management – 2018-2019
- Strategic Management – 2019, 2021, 2022
- Business Research Methods – 2020, 2022

Doctoral level courses

- Advanced Techniques in Qualitative Research – 2021
- Management Thoughts and Philosophies 2022