

Dr. TARIQ JALEES

1. EDUCATIONAL QUALIFICATIONS

a) PhD (Marketing) : UNIMAS, Malaysia (2013)

2. H.E.C. Approved Supervisor

3. WORK EXPERIENCE (1983- to Date)

3.1. PAF-KIET (2005-TODATE)

I have been associated with PAF-KIET since to 2005. Presently I am designated as Professor and Associate Dean, CoMs.

3.2. ADJUNCT FACULTY (1998-2005)

I had been teaching to BBA/MBA students as an adjunct faculty in the leading business schools such as S.Z.A.B.I.S.T. and PAF-KIETS, and I.Q.R.A., etc.

3.3. NATIONAL FIBERS LIMITED (O.C.T.O.B.E.R. 1998 TO APRIL 2002)

I was **General Manager Planning & Coordination** and was responsible for the rehabilitation of the units. With effective budgeting and control, I successfully reduced the cost of the operations, including the retrenchment of 40 officers/executives.

3.4. NATIONAL DEVELOPMENT FINANCE CORPORATION (1983- 1998)

Of the 16 years at National Development Finance Corporation, ten years were in the "Market Research Division," and six years in the "Projects Division". **The last position held at N.D.F.C. was of Assistant Vice President**

4. RESEARCH AND PUBLICATION

Have more than 100 publications, including papers read in International Conference. Only H.E.C. recognized papers are presented below:

1. Qabool, S., & Jalees, T., (2019). Extension of social learning theory for understanding perception towards abusive behavior. Pakistan Business Review, IoBM. (H.E.C. Recognized X, Category).
2. Miao, M. Jalees, T. Qabool, S. & Zaman, S. I. (2019). The effects of personality, culture and store stimuli on impulsive buying behavior: Evidence from the emerging market of Pakistan. Asia Pacific Journal (I.S.I. Thomson Reuters Indexed Journal)

3. Qabool, S., & Jalees, T., (2019). Extension of social learning theory for understanding perception towards abusive behavior. *Pakistan Business Review, IoBM (H.E.C. Recognized X Category)*.
4. Miao, M. Jalees, T. Qabool, S. & Zaman, S. I. (2019). The effects of personality, culture and store stimuli on impulsive buying behavior: Evidence from emerging market of Pakistan. *Asia Pacific Journal*. Retrieved from **(I.S.I. Thomson Reuters Indexed Journal)**.
5. Jalees, T. Rehman M. (2018). Role of visual merchandizing, sensational seeking, and collectivism in consumers' impulsive buying behavior at shopping malls. *Pakistan Journal of Psychological Research, 33(1), 177-190 (H.E.C. Recognized X Category Journal)*
6. Jiang, Yushi, Miao, M. Jalees, T & Zaman, S. I. (2018). Analysis of moral mechanism to buy counterfeit luxury good based on T.R.A. & T.B.P. perspective effecting consumers I China. *Asia Pasific Journal of Marketing and Logistics (S.S.C.I).* 31(3), 647-669.(**SI Thomson Reuters Indexed Journal**)
7. Jiang, Y., Xiao, L., Jalees, T., Naqvi, M. H., & Zaman, S. I. (2018). Moral and Ethical Antecedents of Attitude Toward Counterfeit Luxury Products: Evidence from Pakistan. *Emerging Markets Finance and Trade, 54(15), 3519-3538. I.S.I. Thomson Reuters Indexed Journal*
8. Zaman, S. I., Jalees, T., Jiang, Y. & Kazmi, S. H. A. (2017). Testing and incorporating additional determinants of ethics in counterfeiting luxury research according to the theory of planned behavior. *PSIHOLOGIJA, 2018, Vol. 51(2), 163–196, I.S.I. Thomson Reuters Indexed Journal*
9. Zaman, S. I., Jalees, T., Jiang, Y. & Kazmi, S. H. A. (2017). Testing and incorporating additional determinants of ethics in counterfeiting luxury research according to the theory of planned behavior. *PSIHOLOGIJA, 2018, Vol. 51(2), 163–196, (I.S.I. Thomson Reuters Indexed Journal)*
10. Khan, M., M, Mehmood, N. Jalees, T (2017) Perceived Usefulness of Mobile and Mobile Advertising: Understanding Relationship through Structural Approach, *G.M.J.A.C.S., 7 (2)-111-120. (H.E.C. Recognized Y Category Journal)*
11. Gulzar, S., Advani, A., Jalees, T (2017). Impact of Performance Appraisal On Employees Retention, A Study on Banking Sector of Pakistan, *Journal of Independent Studies and Research, 15(1),85-102. (H.E.C. Recognized Y Category Journal)*

12. Ansari, J., Khalid, F., Jalees, T., & Ramish, M.S., (2017) Consumer's Attitude towards Ramadan Advertising. *South Asian Journal of Management Sciences*, 11(1), 15-30(**H.E.C. Recognized X Category Journal**)
13. Jalees, T., & Raza, A. (2017), Extending T.R.A. Understanding Compulsive Buying Behavior, *International. Journal of Economics and Management*, 11(S.I.), 77-89 (Scopus)
14. Bashir, M.A., Ayub, N. & Jalees, T. (2017). The impact of the firm generated contents and the user generated, contents through social media on brand equity elements. *Pakistan Business Review*, 19(3), 757-773. (**H.E.C. Recognized X Category**)
15. Khan, M.M. Jalees, T. & Reham, M. (2016). Preference determinants for soft drinks brands: An empirical study of Karachi market through Mall Intercepts Method. *GMJCS* 6(2), 49-60 (**HEC Recognized Y Category**)
16. Jalees, T. & Raza, A. (2016). Measuring the effect of product placement strategy on attitudinal aspects. *Pakistan Business Review*, October, 2016, 774-791. (**H.E.C. Recognized Y Category**)
17. Jalees, T. Ahmed, R.R. Meenai, Y.A. & Vveinhardt, J. (2015). Impact of The work related stress and job burnout in private educational institutions and universities. *I.S.I. Thomson Reuters*, 4718-4727 (I.S.I. Thomson Reuter)
18. Jalees, T. Shahid, N. & Tariq, H. (2015). An empirical investigation on the effect of brand loyalty. *Journal of Management Science*. 2(1), 166-184.(H.E.C. YCategory)
19. Rehman, M., Roger, R. S. & Jalees, T. (2015) Effectiveness of support policies for S.M.E.'s n Pakistan for study of Karachi base S.M.E.'s. *Pakistan Business Review*, 16(4), 829-857. (H.E.C. X Category).
20. alees, T. & Run, E. (2014). A structure equation model: socio culture influence on body image of Pakistani consumers. *Journal of Management Sciences*, 1(1), 16-34. (H.E.C. Y Category).
21. Jalees, T. & Rehman, M. (2014). Influence of Idealized fashion models on purchasing behavior. *Journal of Psychological Research*. 29(2), 299-314.(H.E.C. Recognized X Category).
22. Jalees, T. & Tariq, N. (2010). Negative effects of brand extension. *Journal of Independent Studies and Research*, 8(1), 53-64. (H.E.C. Y Categories)
23. Raheem, A. R., & Tariq, J. (2010). Pharmaceutical Marketing Practices in Pakistan. *European Journal of Scientific Research*, 46(3), 402-411.(S.C.C.I.).

24. Jalees, T. (2009). Impact of 'Ideal Models' Being Portrayed by Media on Young Females. *Paradigm*, 13(1), 11-19. (Saga Publication).
25. Jalees, T. & Shah, S. (2004). An Analysis of Job Satisfaction Level of Faculty Members at the University of Sindh. *Journal of Independent Studies and Research (J.I.S.R.)*, 2 (1), 26-30
26. Jalees, T. & Majid, H. (2008). An Empirical Study on Impulsive Buying Behavior. *Journal of Independent Study and Research, (S.Z.A.B.I.S.T.)*, 6(2), 8-12.(H.E.C. Y Cateogroy)

5. BOOKS PUBLISHED

1. Jalees. T. (2015). "Consumer Attitude towards Counterfeit luxury products in Pakistan" on Apr, 2015, Germany: Scholar Press, ISSN Number:978-3-639-70698-7

6. OTHER ACCOMPLISHMENTS:

1. Have received H.E.C.'s travel grants four-time
2. I have successfully supervised Six PhD theses.