

PROF. DR. KHAWAR NAHEED

Professor of Business Management | PhD (Malaysia)

PROFESSIONAL PROFILE

A progressive senior Business Management academician and institutional executive with over 21 years of rich teaching, postgraduate research supervision, and administrative governance experience. Proven mastery in strategic curriculum development, launching innovative commercial educational programs, and leading national/provincial high-level review committees.

ACADEMIC & INSTITUTIONAL EXPERIENCE

- **Professor of Business Management** | Bahauddin Zakariya University (BZU), Multan (2025 – Present)
- **Associate Professor** | Bahauddin Zakariya University (BZU), Multan (2022 – 2025)
- **Assistant Professor & Lecturer** | Bahauddin Zakariya University (BZU), Multan (2005 – 2022)
- **Research Associate** | Universiti Kebangsaan Malaysia (UKM), Malaysia (2015 – 2016)

EDUCATION & ACADEMIC ACHIEVEMENTS

- **Ph.D. in Business Management** | National University of Malaysia (UKM) (Graduated from a Top-140 QS Global Ranked Institution under a competitive merit scholarship framework)
- **Master of Commerce (M.Com)** | Bahauddin Zakariya University, Multan (Graduated with Honors, 2nd Position overall, A+ grade in all advanced corporate accounting tracks)
- **Bachelor of Commerce (B.Com)** | Bahauddin Zakariya University, Multan (First-class academic standing)

ADMINISTRATIVE GOVERNANCE & LEADERSHIP ACHIEVEMENTS

- **Institutional Data Management:** Appointed Head/Incharge of University Impact Ranking & Data Systems (2025–Present). Formally manages complex structural data compilation and submission guidelines for PHEC, QS Intelligence Unit, and Times Higher Education (THE) World Rankings.
- **Statutory & Strategic Boards:** Central sitting member for the University and HEC Best Teacher Award Committee, the Civil Award Evaluation Board, and the Departmental NBEAC Accreditation Steering Panel. Appointed Female Director of Student Affairs and Secretary to the Board of Studies.
- **Program Innovation & Clearances:** Successfully secured formal Regulatory NOC clearances for the launch of the PhD Commerce and MS Innovation & Entrepreneurship degree programs. Spearheaded the complete operational layout design and structural deployment for BS Entrepreneurship and e-Commerce specializations.

SCHOLARLY PUBLICATIONS & RESEARCH FOOTPRINT

- **Peer-Reviewed Publications:** Maintained a strong publishing record with 44 academic papers across HEC-recognized (X and Y category) international journals, including *Journal of Tourism Futures*, *Global Knowledge, Memory and Communication*, and *Journal of Infrastructure, Policy and Development*. Research bridges digital banking adoptions, Halal tourism drivers, Islamic work ethics, and SME success predictors.
- **Postgraduate Supervision & Projects:** Successfully supervised 1 PhD doctor and 27 M.Phil. researchers. Actively leading 3 PhD candidates. Served as Principal Investigator for 4 distinct HEC funded research tracks encompassing organizational social capital, e-commerce repurchase models, and public health climate resilience models (RASTA/PIDE).
- **Editorial Service & Conferences:** Maintained regular editorial panel commitments as an expert peer reviewer for over 10 core journals, including *Journal of Business Studies*, *NUML Journal of Business & Management*, and *Journal of Entrepreneurial Education (JEE)*. Presented research at 13 premier global symposiums across Malaysia, Australia, and Turkey.

CORE COMPETENCIES & EXPERT TOOLKITS

Methodological Toolkits: Variance-based Structural Equation Modeling (PLS/SEM), Quantitative Behavioral Modelling, Academic Data Pipeline Analytics.

Expertise: E-Commerce Strategy, Multi-Cohort Project Management, Corporate Governance Review, Civil Conflict Resolution Panels.

REFERENCES

Verified regulatory clearance certificates, HEC evaluation metrics, and reputable international academic references from BZU and UKM are available upon request.