CURRICULUM VITAE

Dr. Faisal Mustafa   *Professor of Leadership, Entrepreneurship, and Innovation Management*

"Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence forever."

Professional Summary

Dr. Faisal is an accomplished academic and professional with over 22 years of experience in international higher education, business incubation, data science, and IT transformation. He has achieved significant success at a young age, having been appointed as Vice Chancellor, the highest academic position in a university, early in his career. Dr. Faisal has also been recognized as an award-winning higher education individual.

Dr. Faisal holds a PhD from the University of Huddersfield and a Post Graduate Higher Education teaching qualification from the University of Essex, UK. He is known for his industry-relevant teaching approach that prepares students for real-world challenges. He has supervised numerous post-graduate students in their research projects, providing guidance and mentorship to help them achieve their academic goals.

In addition to his academic work, Dr. Faisal has led a number of successful innovation projects, including the development of business incubation programs and the implementation of advanced business intelligence and forecasting systems. He is committed to conducting impactful research that contributes to the academic community and society at large. His research interests span a range of topics including Technology Management, Entrepreneurship and New Venture Strategies in Emerging Markets, Strategic Innovation in Technology Ventures, Business Information Systems, Business Intelligence, Business Forecasting, Business Simulation Modeling, Investment Valuation & Analysis, Artificial Intelligence, AI planning, Advanced Business Innovations, and Semantic web Services platform for businesses.

Dr. Faisal's academic action research focuses on multidisciplinary curriculum development, inclusive learning, and participatory engagement in a collaborative research environment to support teaching & learning in lifelong sector. With an excellent track record in academia, industrial collaboration, and administration, Dr. Faisal brings a wealth of knowledge and expertise to any organization.

Table of Contents

Introduction:

Name:	Faisal Mustafa
Address:	*57 Herbert Road, Southend On Sea, SS3 9JR*
Linkedin Profile:	https://uk.linkedin.com/in/dr-faisal-mustafa-1baa7974
Google Scholar:	https://scholar.google.com/citations?user=UTaNNQQAAAAJ&hl=en
Email:	drfmmalik@gmail.com, f.mustfa@rave.ac.uk
Nationality:	British
Mobile:	00447799124441

Education:

2012	**Ph. D.**	University of Huddersfield, United Kingdom (Business Intelligence)
2011	**PGCE.**	The University of Essex, United Kingdom (Higher Education)
2009	**PGCert.**	The University of Huddersfield, United Kingdom
2001	**MSc.**	Bahria University (Enterprise Systems Development)

Work Experience:

Administrative:

Designation/ Position	From	To
Head (Business & Computing) at Ravensbourne University London	14/11/2022	To Date
Vice Chancellor at Qarshi University, Lahore Pakistan	17/05/2022	13/11/2022
Pro Vice Chancellor at University of South Asia, Lahore Pakistan	05/07/2021	17/05/2022
Provost / Dean at University of Central Punjab, Lahore Pakistan	27/04/2017	05/07/2021
Head of The Professional Institute at University Centre Southend & Thurrock, South Essex College of Further and Higher Education (Adult Education). United Kingdom;	21/09/2009	26/04/2018 (1 year Career Progression / Sabbatical leave)
Programme Director University of Portsmouth (NCC- Leeds, Bradford), United Kingdom	09/08/2006	08/03/2009
Programme Director University of Portsmouth (NCC- Manchester), United Kingdom	16/09/2004	21/08/2006

Academic:

Designation/ Position	From	To
Professor - at Ravensbourne University London	13/11/2022	To date
Professor - at Qarshi University, Lahore Pakistan	17/05/2022	13/11/2022
Professor - at University of Central Punjab, Lahore Pakistan	05/07/2021	17/05/2022
Professor - at University of Central Punjab, Lahore Pakistan	27/04/2017	05/07/2021
Associate Professor → Professor -The Professional Institute at University Centre Southend & Thurrock, South Essex College of Further and Higher Education United Kingdom;	21/09/2009	26/04/2018 (1 year Career Progression / Sabbatical leave)
Principle Lecturer - University of Portsmouth (NCC- Leeds, Bradford), United Kingdom	16/09/2004	21/09/2009
Senior Lecturer – Allama Iqbal Open University, Pakistan	10/09/2001	18/08/2003
Lecturer in Bahria University Islamabad, Pakistan	03/06/2001	14/08/2004

University wide experience summary: (governance, responsibilities and strategic planning):

- o 22 years of higher education managing experience as a Professor, Programme Director, Head of The Professional Institute, Dean, and Provost (Deputy Vice Chancellor) and as a Vice Chancellor.
- o Responsibility for international partnerships (Quality Enhancement, Quality Audits and Institutional Reviews in China, Malaysia, Turkey, Singapore and Qatar)
- o Supervised more than 211 full-time and Adjunct faculty over 4,000 business students in 8 Graduate and Post grad programs
- o Founding Dean of Business Incubator (Takhleeq)
- o Founding Dean of Entrepreneurship, Innovation and Strategic Management Cluster
- o Quality Lead for AACSB, NBEAC, QAA and Ofsted
- o Led development of a new, cross-disciplinary business major curriculum that will draw courses from departments across all four divisions of the University courses (Computing, Business, Mathematics and Media)
- o Facilitated Institute strategic planning process, in preparation for forthcoming university interdisciplinary research target
- o Experience of leading multi-disciplinary team responsible of Business, Accounting, Economics and Finance Schools
- o Leading and management experience of graduate, post graduate and professional courses BBA, MBA, and MS, Executive MBA (EMBA) and PhD programs & with leading awarding bodies; ILM (The Institute of Leadership and Management), CMI (Chartered Management Institute), CILT (Chartered Institute of Logistics and Transport), CIPS (Chartered Institute of Procurement and Supply), CIOB (The Chartered Institute of Building).
- o 20+ years teaching experience as a Lecturer, Senior Lecturer, Programme Leader and as an Associate professor and now finally as a Professor.
- o Teaching and research expertise in Business Information Systems, financial information management Software Engineering, AI, Expert Systems, Conformance planning, Big Data, Machine Learning Tool, Automated Planning, Business support environment developments, computer Networking, Internet security and Web services development.
- o 10 years of experience in Quality Enhancement Reviews, Improvement and Institutional Accreditation
- o 8 years leadership and teaching experience of Teachers Training Programs (PGCE, DTLLS, PTLS) in a successful provisions & experience of implementing a range of quality assurance processes along with a working knowledge of awarding bodies.
- o Working experience of Ofsted Shadow Inspector (HMI)

- o 7 years of Project Management Experience (Prince 2 Qualified)
- o 3 years of experience as an International Institutions Partnership lead.
- o 5 years leading experience as a Senior Data Scientist.
- o Multi-disciplinary educational background; Social Sciences, IT, Engineering and Vocational and Technical Education.
- o Rebuilt major computing and business management pathways, resulting in two successful winning bids for research funding.
- o Enthusiastic Team player ready to take on new challenges and meeting complex deadlines
- o Expenditure tracking, budgets and long-range financial plans. (budget over 17.9 m)
- o Responsible for the new course planning and management of running provisions

Founding Dean of Business Incubator:

Inaugurated in August 2018, Takhleeq Business Incubator, providing an entrepreneurial platform to students, so they may rise and turn their business dreams into reality. A 6-month experiential incubation program backed by state-of-the-art curriculum that focuses on the core entrepreneurial mindset and of young students to transform their projects into sustainable products. Alongside this, the platform also acts as a bridge between the innovation ecosystem of the country and student body at Business school by conducting regular seminars and events. Takhleeq has partnered with global startup platforms like Frontier Incubators, UBI Global, PEP foundation and an active member of World Incubation Summit.

Currently into its 5th cohort, Takhleeq has so far graduated 45 startups with 21 of them actively doing business and on the road to be financially sustainable. A total of USD 4.2 Million in the form of investments and grants have been raised by startups in last 2 years and few are in the process of raising investment.

Founding Head of Entrepreneurship, Innovation and Strategic Management Cluster:

(Started in June 2017 and 338 Students graduated till now)

Thematic research groups working under my supervision: Main area of research are Entrepreneurship and New Venture Strategies in Emerging Markets, Strategic Innovation in Technology Ventures,

Block Teaching Subject Lead: Start-up & growing businesses, idea development, financing new ventures, teaching & training entrepreneurship, academic entrepreneurship & commercialization of research, entrepreneurial universities, triple Helix (Quadruple), sustainable business development and regional development.

Leadership Activities:

- o Administers and provides leadership within the University of Central Punjab on all Teaching and Learning Projects, research and industry collaborations, new academic programs, and financial affairs. Works closely and led Senior Level Team (SLT – Deans, Directors, Registrar, Hods) of the University.
- o Full responsibility for a broad strategic remit for Academic Planning & Performance and line manage the Deans, Directors and HoDs of 9 university faculties.
- o Exercise influence and advocacy (where required) on behalf of the University of The Central Punjab and its interests, through active engagement with external stake holders, industry and individuals
- o Chair, Board of Studies, Board of Faculty, Academic Council and BASR (Board of Advanced Studies and Research), to recruit highly skilled professionals and leading research scholars for professional courses delivery.
- o Chair Equity, Diversity and Inclusion Oversight Board which assesses progress related to goals set forth in the university-wide Strategic plan linked with EDI policy and compliance.
- o Established first ever Strategic plan for the University by considering and input from all stake holders (Learners, Employers, Researchers, Accreditation bodies and regulators requirements
- o Increased emphasis on Out-Of-Class Quality of Learning and Training (Blended learning, internship, funded Projects)
- o Chair, Search Committee, to recruit highly skilled professionals and leading research scholars for professional courses delivery.
- o Always try to secure a financial and sustainable base sufficient to allow the delivery of the University's mission, aims and objectives;
- o Research thematic groups were created to develop a new vision for research in all faculties to fulfill the requirements of Higher Education Commission; hired new research faculty to develop research programs and to achieve KPIs. Faculty productivity goals and standards were developed; the new standards emphasize scholarship, creativity, securing external grant funds, publications, and excellence in teaching.
- o Plays leadership role in policy development for graduate and postgraduate education, reviewing new programs, and fostering interdisciplinary programs in collaboration with faculty and Higher Education Commission, PHEC , PEC and relevant Accreditation bodies.
- o Successfully implemented a robust Strategic Plan 4 year ago and now we are at final stage of evaluation along with tangible outputs and presentable evidences.

o Leading initiatives of Pakistan Higher Education that foster pedagogic development and embedded new learning technologies (e:g; Moodle, Blackboard & MooCs enabling environment).

o Working towards NBEAC and SAQS accreditation as I have 6 year experience and led teams for Triple Accreditation of Business Schools **(AACSB, AMBA, EQUIS)**

o Co-ordinate Business school strategy, Professional courses, education, training, and collaboration with external stakeholders

o Developed and successful provision of AAT (The Association of Accounting Technicians), CISCO , ACCA (Association of Chartered Certified Accountants)

o Ensure and lead projects so faculty attracts sufficient funding (EPRSC) to ensure its future viability

o Member of operational group and senior leadership team to set a strategic vision for the University Centre, Institute, departments and college different departments.

o PDR and Course Quality Management responsibility of BBA, MBA, EMBA, MS and PhD Programmes along with course team of 5- Programme Directors, 5- HODs and 11- Cluster Heads

o Responsibility of improving teaching, learning and assessment by following QIP (Quality improvement plan)

o Quality assurance processes and Leading CPD sessions

o Program Coordination and Management of Graduate, Extended Diploma and Post Graduate level Courses

o International Institution Lead for Quality of approved provisions

Patron and Editor In Chief (Two Journals):

➢ UCP Management Review UCP-MR

- ISSN: 2518-8305 (Print) | ISSN: 2616-7409 (online)
- UCP Business School
- https://ucpmr.ucp.edu.pk/

➢ Paradigms - Research Journal of Commerce, Economics and Social Sciences

- ISSN: 1996-2800 (Print) | ISSN: 2410- 0854 (online)
- UCP School of Accounting and Finance
- https://paradigms.ucp.edu.pk/

Teaching & Learning Experience:

- o Business Specialism
    - o Entrepreneurship, Developing Innovative Ideas for New Companies, Introduction to Social Innovation, Sustaining an Innovation Culture, Business Systems Analysis and Design, Database Design and Development, Social & Legal Aspects of Computing, Web Foundations, Basics of the Business Environment, Business Information Systems Security, Business Research, Information Systems and Project Management, Social Computing for Business, Business Intelligence, Security Management, Project Management for Information Systems

- o Databases
    - o ORACLE, SAP, MS SQL server, MS Access, Big data (Hadoop)

- o Operating System and Environments
    - o Microsoft Windows (all platforms), Linux, Unity

- o Web Development
    - o ASP, Cold Fusion, Flash, JavaScript, XML, HTML, XHTML

- o Software Engineering
    - o Software Engineering (Module A & B), Research Methodology, Software testing, Requirement Analysis and Specification.

- o Management and Quality
    - o Quality Assurance, Quality Control, Project Management

- o Business Information System Development
    - o Financial Analysis, UML, SDLC, IS Project feasibility and development, Quality Assurance, DBMS (Oracle 8\Developer 2000/ JD Edward

Industry Experience and Supervised Projects (R & D):

- o Main areas of Project Supervision are related to Business Information, Social Entrepreneurship and Financial Management; Virtual Educational Environments for learning, Innovation and Commercialization, HCI, BI Application development & implementation. Software Engineering, Qualitative and Quantitative Methods based research. Currently Supervising (314 BS / 18 MS/ 6 PhD Students)

- o Expertise in overseeing technology improvement initiatives and aligning information services with business goals. Proven track record of cutting costs while retaining IT development productivity for Data driven business solutions, Cyber Security, Machine Learning, Data mining, Knowledge Representation, Forensic Analysis, AI and automated planning. Apart from technical side,

efficiently managed operational strategies and directed enterprise-wide implementation projects flawlessly while consistently delivering desired results and contributing to revenue producing activities.

o On Technical side, I led a high-performance, globally distributed team to create leading IT product that drives business value. 10+ years of development and leadership experience of leading and supervising projects in software development. Team leadership includes co-located direct project reports as well as remote, offshore reports. Proven track record of leading teams to deliver autonomously by creating a culture that knows how to participate in development. Comfortable liaising between project teams and customers; proven ability to communicate effectively at all levels of an organization

o The Major Projects with blue chip origination in United Kingdom (Lloyds Bank, Vodafone, Tilbury Port, London Southend Airport, Up Up and Away, DP World London Gateway Port)

Industry Academia Linkages – Projects (along with main responsibility of Teaching):

o Led Transformation, Business Information Systems, Machine Learning and Data Science Projects, Distributed Computing and Algorithms implementation; Carrying out feasibility studies of proposals and making recommendations; Automatically selection and assess analytics workflows; User-control (privacy) in a world of Big Web Data; Extraction and Conceptual search technologies; Cyber Security and forensic analysis, Information Retrieval

o & Graph Analysis / Experimental Software Prototypes; Business Intelligence and Visualization Tools & data with considerations for Privacy and Governance (MiFID II), Development and evaluation of expert system design for banking application.

o During all project, was responsible to lead a team of 215 including Management groups

o (KTIA/EPRSC Funding 3.1 M), Team (6x JAVA developers, 2x system analyst)

o Research project on machine learning algorithms and action-oriented scripting for large scale commercial project involving analysis of images, videos and text. We have designed, built and deployed scalable machine intelligence system to provide customized reports.

o Dynamic Web services Composition related topic, "Optimal Synthesis Plan Generation (OSPG) by considering composite available plans" (My Doctorate Project)Other Major Projects as a Senior Data Scientist- Business Intelligence

o "EPSRCR INTERFACE for autonomic controls", A practical Approach towards implementation. (Research Project)

o Use of RMI (Remote Method Invocation) technique for flight planning system, (Research Project)

o   Data Encryption and Decryption by Using RC5(complete project with Visual interfaces. Team work (3), implemented in 6 months)

o   As a university project designed and implemented International Data Encryption Algorithm for data security and secure storage).(Implemented)

o   Payroll system by using UML, ASP, (Implemented)

o   Student Information System (Black Board), (Implemented)

o   CMS (Campus Monitoring System), (Implemented), (2 years & team work (16)

o   DBMS tailor made Environment to support existing in house built Software's}

Awards / Grants / Funding:

o   Samsung Innovation Campus Project Funding 8.6 m x (For UCP- Lahore, CUST- Islamabad, MAJU Karachi)

o   UNODC (UN office on Drugs and Crime) Global Integrity Education Project 145.2 m

o   KTIA (Knowledge Thurrock Innovation Associates) Funding Source (European Regional Development Fund (ERDF)) Four Projects Completed and one near to completion, HE partners (University of East London, Anglia Ruskin University and SEC University of Essex (Total Funding (£507,000)

o   ESRC Grant (Borough Councils Project) (£200,000)

o   Fee Wavier Scholarship for PhD from The University of Huddersfield, United Kingdom {2008-2012}

o   Research grant for PGcert {2007-2009}

o   Fee Wavier Scholarship for PGCE {2011-2013}

o   Special Recognition for Excellence in Mentoring. 2010, supported Computer Games Design faculty

Journal Publications:

Zhou, H., Li, D., **Mustafa, F**., & Altuntaş, M. (2021). Natural resources volatility and South Asian economies: Evaluating the role of COVID-19. *Resources Policy*, 102524.

[Impact Factor 5.634, JCR Q1, ABDC A Category, ABS 2, Social Sciences Citation Index, Scopus Indexed journal, Elsevier Journal]

Naveed, S., Lodhi, R. N., Mumtaz, M. U., & **Mustafa, F.** (2021). COVID fear and work-family conflict: a moderated mediated model of religiosity, COVID stress and social distancing. Management Research Review.

[ABDC C Category, Scopus Indexed journal, Emerald Journal]

Zaib, S., Talib, M. A., Ahmad, S., Arif, A., **Mustafa, F**., Junaid, M., & Khan, I. (2021). Diabetes and its Association with Peripheral Arterial Disease. *Biomedical Journal of Scientific & Technical Research*, *37*(5), 29735–29746. (***my contribution as a Data scientist using AI Planning environment*)

[International peer reviewed journal, Crossref]

Rana, M. W., **Mustafa, F**., Quddoos, M. U., & Lodhi, R. N. (2021). How Brand Jealousy is an Antidote for Premium to Pay More in the Presence of Materialism and Brand Attachment? *IRASD Journal of Management*, *3*(1), 35–45.

[Crossref, Publons]

Nasir, A., Saadi, M., Gelani, R., & **Mustafa, F.** (2021). Optimal Assignment of Customer-Desired Items to the Fetching Robots in Superstores. *Engineering Journal*, *25*(11), 1–11.

[ESCI, Scopus Indexed, Directory of Open Access Journals (DOAJ)]

Khursheed, A., **Mustafa, F**., & Akhtar, A. (2021). Investigating the roles of meteorological factors in COVID 19 transmission in Northern Italy. *Environmental Science and Pollution Research*, 1–12.

[Impact Factor 4.223, Scopus indexed, Science Citation Index, Science Citation Index Expanded (SCIE), Springer Journal]

Zhang, X., Zhang, X., Yue, X.-G., & **Mustafa, F**. (2021). Assessing the effect of bilateral trade on health in the Asian region: Does digitization matter? *Frontiers in Public Health*, 1876.

[Impact Factor 3.709, JCR Q1, Scopus indexed]

Dong, C, Ji, D., **Mustafa, F**., & Khursheed, A. (2021). Impacts of COVID-19 pandemic on renewable energy production in China: Transmission mechanism and policy implications. *Economic Research-Ekonomska Istraživanja*, 1–14.

[Impact Factor 3.034, JCR Q2, SJR Impact Factor Best Quartile, Taylor and Francis Journal]

Khursheed. A & **Mustafa. F,** (2021). The Role of Innovation Ambidexterity in Technology Startup

Performance: An Empirical Study. Technology Analysis & Strategic Management, 34(1), 1-17.

United Kingdom

[Impact Factor 2.874, Q2, Scopus Indexed, Taylor & Francis Online Journal]

Khursheed, A., **Mustafa, F**., & Khan, A. A. (2021). Turning the COVID-19 crisis into entrepreneurial success: An exploratory study on women innovators of Pakistan. *Enterprise Development & Microfinance*, *32*(1), 57–67.

[ABDC – C Category, Scopus indexed]

Mustafa, F., Khursheed, A., Fatima, M., & Rao, M. (2021). Exploring the impact of COVID-19 pandemic on women entrepreneurs in Pakistan. *International Journal of Gender and Entrepreneurship.*

[ESCI, Scopus indexed, ABDC – C Category, Emerald journal]

Khursheed, A., Fatima, M., & **Mustafa, F**. (2021). Customers' Perceptions toward Islamic Banking in the Gulf Region. Turkish Journal of Islamic Economics, 8.

[ESCI, and Scopus indexed]

Khursheed, A., Fatima, M., **Mustafa, F**., Lodhi, R. N., & Akhtar, A. (2021). An empirical analysis of the factors influencing social entrepreneurship: A gendered approach. *Cuadernos de Gestión*, *21*([Y-Category, ESCI, Scopus Indexed Journal]2), 49–62.

[ESCI, Scopus Indexed Journal]

Khursheed, A., Khan, A. A., & **Mustafa, F**. (2021). Women's social empowerment and microfinance: A brief review of literature. *Journal of International Women's Studies*, *22*(5), 249–265.

[ESCI, Scopus Indexed Journal]

Altaf, M., Saleem, I., **Mustafa, F**., & Anwar, F. (2021). The buy-in benchmark in Islamic banking: Combined effect of brand role clarity and employee brand commitment towards employee brand equity. *Journal of Islamic Marketing.*

[ESCI, ABDC- B-Category, Scopus Indexed]

Shabbir, M. S., Siddiqi, A. F., Kassim, N. M., **Mustafa, F**., & Salman, R. (2020). A child labour estimator: A case of Bahawalpur Division. *Social Indicators Research*, *147*(1), 95–109.

[Impact Factor 2.614, ABDC – A Category, Social Science Citation Index, Springer Journal]

Mustafa, F., Khursheed, A., Rizvi, S. M. U., Zahid, A., & Akhtar, A. (2021). Factors influencing online learning of university students under the covid-19 pandemic. *IJERI: International Journal of Educational Research and Innovation*, *15*, 342–359.

[ESCI, Scopus Indexed Journal]

Khan, F. U., Murtaza, A. F., Sher, H. A., Al-Haddad, K., & **Mustafa, F**. (2020). Cabling constraints in PV array architecture: Design, mathematical model and cost analysis. *IEEE Access*, *8*, 182742–182754.

[Impact Factor 3.745, JCR Q2, SSCI, Scopus Indexed Journal, IEEE journal]

Naeem, M., Saleem, K., Ahmed, S., Muhammad, N., & **Mustafa, F**. (2020). Extreme return-volume relationship in cryptocurrencies: Tail dependence analysis. *Cogent Economics & Finance*, *8*(1), 1834175.

[ABDC -B Category, ESCI, Scopus Indexed Journal, Taylor & Francis Online Journal]

Nasir, A., Khursheed, A., Ali, K., & **Mustafa, F**. (2021). A Markov decision process model for optimal trade of options using statistical data. *Computational Economics*, *58*(2), 327–346.

[Impact Factor 1.876, ABDC – B Category, SCImago, SSCI, Scopus Indexed Journal, Springer Journal]

Tanveer, M., Altaf, M., **Mustafa, F**., & Attiq, S. (2020). Evaluation of advertising effectiveness and advertising expenditures in banking: A time series analysis. *Paradigms*, *14*(1), 34–39.

[Gale Cengage Learning, ProQuest, Crossref, Electronic Journals Library, DOAJ]

Batool, Z., Saleem, I., & **Mustafa, F**. (2020). Despotic and Transformational Leadership in Collectivistic Culture: Evidence from Asian Tech Firms. *Pakistan Journal of Social Sciences (PJSS)*, *40*(1), 227–242.

[Proquest, Open access, EBSCO]

Rao, M., Khursheed, A., & **Mustafa, F**. (2020). The impact of concentrated leverage and ownership on firm performance: A case in Pakistan. *LogForum*, *16*(1).

[Web of Science, ESCI, Scopus Indexed Journal]

Shaheen, M., Lodhi, R. N., **Mustafa, F**., & Zafar, U. (2020b). Country of Origin, Price Sensitivity and Customer Involvement as New Antidotes to Purchase Intention: Evidence from Mobile Phone SME's. *Global Management Journal for Academic & Corporate Studies (GMJACS)*, 46.

[Pro Quest, DOAJ, Google Scholar]

Shabbir, M. S., Siddiqi, A. F., Kassim, N. M., **Mustafa, F**., & Abbas, M. (2019). Analysis of experimental designs with outliers. *Amazonia Investiga*, *8*(18), 53–68.

[Index Copérnico Master List]

Altaf, M., Mokhtar, S. S. M., **Mustafa, F**., & Shahzad, A. (2019). Brand empowerment and brand consistent behavior: Mediating role of brand psychological ownership and employee brand understanding. *Pakistan Journal of Psychological Research*, 477–496.

[Proquest, PsycInfo, Ulrich Periodical Directory, EBSCO, Scopus Indexed journal]

Naeem, M., Shahbaz, M., Saleem, K., & **Mustafa, F**. (2019). Risk analysis of high frequency precious metals returns by using long memory model. *Resources Policy*, *61*, 399–409.

[Impact Factor 5.638, JCR Q1, ABDC B, ABS 2, Social Sciences Citation Index, Scopus Indexed journal, Elsevier Journal]

Suleman, A., Khan, A. A., Bokhari, I. H., & **Mustafa, F**. (2019). The Role of Sustainable Strategies, Sustainable Structure Towards the Sustainable Performance in Family-Owned-Businesses. *Journal of Research & Reflections in Education (JRRE)*, *13*(2).

[Scopus Indexed journal]

Khursheed, A., Fatima, M., **Mustafa, F**., Lodhi, R. N., & Akhtar, A. (2021a). An empirical analysis of the factors influencing social entrepreneurship: A gendered approach. *Cuadernos de Gestión*, *21*(2), 49–62.

[ABDC - B Category, Scopus Indexed journal, Taylor and Francis Online Journal]

Nadeem, M. U., Bokhari, I. H., Khan, M. A., & **Mustafa, F**. (2019). An Examination of Media Frames Regarding Taliban: A Comparative Study of the Editorials of Dawn and The Nation. *Pakistan Journal of Social and Clinical Psychology*, *17*(1), 68–72.

[Scopus Indexed journal]

Khursheed, A., Haider, S. K., **Mustafa, F**., & Akhtar, A. (2019). China–Pakistan economic corridor: A harbinger of economic prosperity and regional peace. *Asian Journal of German and European Studies*, *4*(1), 1–15.

[Springer Open, International Peer reviewed journal]

Altaf, M., Tanveer, M., **Mustafa, F**., & Mushtaq, N. (2019). Relationship of service quality and consumer loyalty: Moderating role of consumer perception of public relationship. *Paradigms*, *13*(1), 25–31.

[Gale Cengage Learning, ProQuest, Crossref, Electronic Journals Library, DOAJ]

Khursheed, A., **Mustafa, F**., Arshad, I., & Gill, S. (2019). Work-family conflict among married female professionals in Pakistan. *Management Studies and Economic Systems*, *4*(2), 123–130.

[Eurasian Scientific Journal Index (ESJI)]

Khursheed, A., **Mustafa, F**., Fatima, M., & Khalid, F. (2019). Antecedents of entrepreneurial intentions: A cross-country study of northern europe and the danube region. *Iranian Journal of Management Studies*, *12*(4), 593–627.

[Scopus Indexed journal, Web of Science, ESCI, Research Papers in Economics (RePEc)]

Rasheed, M., Iqbal, S., & **Mustafa, F**. (2018). Work-family conflict and female employees' turnover intentions. *Gender in Management: An International Journal.*

[Impact Factor 1.208, ABDC – C Category, Social Science Citation Index, Emerald Journal]

Saleem, I., Siddiqi, A. F., Qureshi, T. M., & **Mustafa, F.** (2018). Human Capital Development Typology: A Case Study of the Saudi Arabia. *Journal of Management and Research*, *5*(1), 1–20.

[WorldCat, Crossref, Electronic Journals Library, DOAJ]

Mudassar, A., Waheed, A., & **Mustafa, F.** (2018). The Impact of Remittances on Agricultural Growth and Poverty Alleviation of Least Developed Countries. *Paradigms*, *12*(2), 132–138.

[Gale Cengage Learning, ProQuest, Crossref, Electronic Journals Library, DOAJ]

Khursheed, A., **Mustafa, F.,** Fatima, M., Siddique, F. (2018). Entrepreneurial Intentions: Gem Based Emipirical Analysis On The Northern Europe And Asian Countries. International Journal of Entrepreneurial Knowledge, *6*(2), 59-70.

[Index Copernicus, Ulrich's Periodicals Directory]

Mustafa, F., Khursheed, A., & Fatima, M. (2018). Impact of global financial crunch on financially innovative microfinance institutions in South Asia. *Financial Innovation*, *4*(1), 1–11.

[Impact Factor 3.985, JCR Q2, Social Science Citation Index (SSCI), Scopus Indexed Journal, Springer Journal]

Khan, A. A., **Mustafa, F**., & Khursheed, A. (2018). *Impact of global financial crisis on socially innovative microfinance institutions in Pakistan.*

[International Peer reviewed journal. Index Copernicus, Ulrich's Periodicals Directory]

Mustafa, F., Saleem, I., & Zafar, J. (2018). Social Media Governance: Role of E-Promotion Mix. *Journal of Business Strategies*, *12*(1), 109.

[OJS, ProQuest, Crossref, Electronic Journals Library, DOAJ]

Mustafa, F., Siddiqui, F., Khursheed, A., & Shah, S. G. M. (2018). Assessing performance of commercial banks in Pakistan: A study on finance innovation with camel model application. OmniScience: A Multi-disciplinary Journal, 8(1), 38-45. *International Peer-reviewed Journal* - India

[Index Copernicus]

Mustafa. F., "Semantic Web & AI" The Society for the Study of Artificial Intelligence and Simulation of Behaviour (AISB), University of Edinburgh (ISSN0268-4179) - United Kingdom

[International peer reviewed journal, Index Copernicus, Ulrich's Periodicals Directory]

Mustafa. F., Markus Lumnir. (2002). Web Services Support for Amazon business cloud hub in micro economics, International Journal of Applied Computing & Business frameworks. International Peer-reviewed Journal - United Kingdom

[International Peer reviewed journal. Index Copernicus, Ulrich's Periodicals Directory]

Conference Publications and Presentations:

Tashfeen. R., Azhar.T, **Mustafa. F.** & Khursheed. A (2020). "Corporate Governance Choices at Varying Levels of Leverage: A Simultaneous Equations Framework" presented online at International Conference on Business and Commerce organized by University of the Punjab on 24th November 2020.

Mustafa. F., Khursheed. A. & Lodhi. R. N (2020). "Exploring challenges faced by Women Entrepreneurs in Pakistan: A COVID-19 Perspective" presented online at International Conference on Business and Commerce organized by University of the Punjab on 24th November 2020.

Khursheed. A, **Mustafa. F**, Fatima. M, & Siddique. F (2019). "Antecedents of Entrepreneurial Intentions: A Cross- Country Study of Northern Europe and the Danube Region" Presented at 3rd International Conference on Business, Economics and Management - ICBEM 2019, Organized by Institute of Business Administration (IBA) Sukkur, Pakistan March 2-3, 2019.

Khursheed. A, **Mustafa. F**, & Fatima. M, (2019). "Role of Gender in Entrepreneurial Intentions: GEM Based Empirical Analysis on the Northern Europe and Asian Countries". Presented at 2nd International Interdisciplinary Conference on Gender Work and Society - 2019, Organized by Lahore University of Management Science (LUMS), Pakistan April 27-28, 2019.

Khursheed. A, Fatima. M, & **Mustafa. F** (2019). "Customers' Perceptions toward Islamic Banking in the Middle East Region" Sarajevo Islamic Finance and Economics Conference SIFEC- 2019, Organized by European Association for Islamic Economics, Banking and Finance (EUIEBIF) on 25 Oct 2019 at Sarajevo, Bosnia and Herzegovina.

Khursheed, A, Haider. K, & **Mustafa. F.** (2019). "CPEC – A Harbinger of Economic Prosperity and Regional Peace." Presented at China Pakistan Economic Corridor: Managing the Change organized by LUMS Suleman Dawood Business School, Centre of Excellence, and China Pakistan Management Initiative on 17-18 January 2019 at LUMS University, Lahore, Pakistan.

Mustafa, F, "Semantic Web, Evolving the Big data into a Technical Context", International Conference on Computer Engineering and Technology

Mustafa. F, T.L McCluskey "Dynamic Web Services Composition Current Issues" Annual Research Conference 2008, University of Huddersfield United Kingdom (ISBN 978-1-86218- 0673)

Mustafa, F. and McCluskey, T. L. (2012). "OSPG (Optimal Synthesis Plan Generation), A Services Composition Process by Considering Composite Available Plans", 14th Finnish Artificial Intelligence Conference, STeP 2010

Mustafa. F, T.L McCluskey "Dynamic Web Services Composition" International Conference on Computer Engineering and Technology (ICCET 2009 (IEEE)), Singapore (ISBN978-1-4244- 33346).

Invited Talks / Presentations.

o *Data Mining concept for Business Applications*, University of London, United Kingdom, 18 Dec, 2007

o *Strong AI Support for real time applications & environments*, at University of Birmingham, United Kingdom June 2008.

o *Big Data tools and deployment platforms to support Business Applications*, at The university of Huddersfield, United Kingdom Aug 2009

o *Future of Sematic Web application development*, at University of Edinburgh, United Kingdom Oct 2009

o *BI and Big Data stacks (by using Hadoop Platform)*, at University of Leeds, United Kingdom, May 2011

o *Future of Sematic Web application development*, at Aachen University of Technology, Germany June 2012

o *Algorithms for data visualization to support business intelligence*, at University of Edinburgh, United Kingdom Oct 2012

o *Computational thinking fundamentals and concept of conformance planning*, at University of Helsinki, Finland, May 2014

o *Business Intelligence and Analytics*, at University of Technology Malaysia, June 2015

o *Limitations attached to Big Data visualization platforms for large health dept. data sets*, at South China University of Technology, China Oct 2018