

1. PERSONAL DETAILS

Name Ali Taimur Baig

Nationality: Pakistan

Date of birth: 04 January 1991

Gender: Male

Current working Status: Teaching Fellow

Institution: Lahore School of Economics, Pakistan

E-mail address: alitaimurbaig@gmail.com

Institutional Webpage: <https://lahoreschoolofeconomics.edu.pk/getFacultyListing/2>

Google Scholar Profile: <https://scholar.google.com/citations?user=10CNBasAAAAJ&hl=en>

2. ACADEMIC QUALIFICATIONS

(2015-19) M Phil Business Administration (Research)

CGPA: 3.60/4

Lahore School of Economics, Pakistan

M Phil research thesis of 6 credit hours

MPhil Thesis Title: An Integrated Model of the Dark Side of Organizational Citizenship Behavior.

(2013-14) MBA (Major in Marketing)

CGPA: 3.50/4

Lahore School of Economics, Pakistan

MBA research thesis of 3 credit hours

MBA Thesis Title: Effect of Job Satisfaction and Job Stress on Organizational Citizenship Behavior in the Insurance Sector.

(2010-13) BBA(Hons.) Major in Finance and Minor in Mathematics & Statistics

CGPA: 3.82/4

Lahore School of Economics, Pakistan

BBA research thesis of 3 credit hours

Note: Medium of instruction and assessment at Lahore School of Economics is English.

3. EMPLOYMENT HISTORY

December 2019-present	Lahore School of Economics (Department of Business Administration). Teaching Fellow.
September 2016- December 2019	Lahore School of Economics (Department of Business Administration). Teaching Associate.
August 2015-August 2016	Lahore School of Economics (Department of Business Administration). Visiting Teaching Associate.
December 2014 – May 2015	Nishat Chunian Limited, Lahore, Pakistan (Home Textile Division). Assistant Manager Marketing
August 2014	Byco Petroleum Limited, Lahore (Intern)
2012- 2014	Lahore School of Economics (Department of Business Administration). Student Teaching Assistant
August 2012	Packages Limited, Lahore, Pakistan (Intern)
July 2012	Suraj Cotton Private Limited, Lahore, Pakistan (Intern)

4. TEACHING

Winter 2016- ongoing Research Methods, Research Project, Export
Lahore School of Economics Marketing and Industrial Marketing.
Undergraduate courses
(BBA & BSc)

Winter 2017- ongoing
Lahore School of Economics MBA Research Project
MBA courses

5. SUPERVISED STUDENT RESEARCH THESES

2018- ongoing Supervised 500 + undergraduate and MBA research theses.

6. RESEARCH PUBLICATIONS AND CONFERENCE PRESENTATION

CONFERENCE PRESENTATION

Baig, A.T., & Riaz, Z. (2021). Tracing an unyielding work compulsion in an organizational setting. In *Academy of Management Proceedings* (Vol. 2021, No. 1, p. 15381). Briarcliff Manor, NY 10510: Academy of Management.

PUBLISHED PAPERS

Baig, A. T., Nadeem, N, & Sohail, S. (2025). Evangelistic Behavior as a Second Order Construct: how determinants of customer brand identification lead to brand evangelism? *Asian Journal of Business Research*
(ABDC category C; Scopus-indexed; Q3 in Marketing; 34th percentile)

Baig, A. T., & Riaz, Z. (2021). Tracing an Unyielding Work Compulsion: A Moderated Mediation Model of Abusive Supervision and Compulsory Citizenship Behavior. *Frontiers in psychology*, 12, 746823.
(Impact Factor: 2.9; Scopus-indexed; Q1 in General Psychology; 83rd percentile)

Salman, M., & **Baig, A. T.** (2014). Effect of Organizational Ethics on Job Satisfaction of Non-Life Insurance Employees in Pakistan. *Pakistan Business Review*.
(Higher Education Commission of Pakistan–recognized, Y Category; Peer-reviewed journal)

MANUSCRIPTS UNDER REVIEW

It's in my Culture: What Impacts Entrepreneurial Intention of University Students in a Collectivistic Culture?

Entrepreneurship Education (In review)

Authors: Amber Sajjad, Sohail Zafar and Ali Tiamur Baig

Institution: Lahore School of Economics

Well-being of remote working employees: A three-way interaction model

Asia-Pacific Journal of Business Administration (In review)

Authors: Amber Sajjad, Ali Taimur Baig and Sohail Zafar

Institution: Lahore School of Economics

7. RESEARCH INTERESTS

Organizational Citizenship Behavior; Employee Well-being; Job Demands and Resources

8. SOFTWARE PROFICIENCY

AMOS; SPSS; SmartPLS; Stata; MPlus

9. TRAINING & WORKSHOPS ATTENDED

1-day workshop on introduction to Power BI organized by Lahore School of Economics (2025).

5-days workshop on achieving course learning objectives organized by Lahore School of Economics (2024).

4-days workshop on updating course outlines organized by Lahore School of Economics (2023).

1-day workshop on 'Teaching in the 21st Century and classroom dynamics' organized by Lahore School of Economics (2022).

1-day workshop on 'Sampling assumptions in statistical inferences.' organized by Lahore School of Economics (2022).

1-day workshop on how to publish in impact factor journals organized by Lahore School of Economics (2019).

1-day workshop on MPlus organized by the University of Lahore (2018).

10. ACHIEVEMENTS

Inducted into the Dean's Honor List for exceptional academic performance throughout the Bachelor of Business Administration (BBA) program.

Awarded a silver medal for ranking among the top 10% of students in the graduating class of the Bachelor of Business Administration (BBA) program.

Awarded graduate major merit scholarship for MPhil.

Awarded graduate major merit scholarship for MBA.

Awarded minor merit scholarship in BBA for attaining a 4 GPA each semester from 2011 to 2012.

Served as a teaching assistant (TA) for BBA, MBA, and MPhil programs