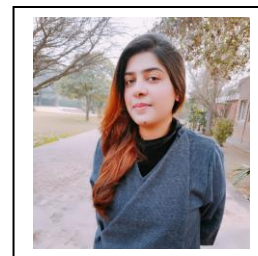


Amber Sajjad

Current working Status: Teaching and Research Fellow

Institution: Lahore School of Economics, Pakistan



<http://lahoreschoolofeconomics.edu.pk/Faculty/Innovationtechnologycenter.aspx>

<https://scholar.google.com/citations?hl=en&user=W15ZY5MAAAAJ>

1. ACADEMIC QUALIFICATIONS

(2015-18) M Phil Business Administration- Research (Marketing)

Lahore School of Economics, Pakistan

M Phil research thesis of 6 credit hours

MPhil Thesis Title: Measuring the effects of consumer confusion on brand love and brand image: A study of high product involvement situation. (Written in English)

CGPA: 3.63/4

(2010-14) BBA (Honors) Majors in Finance and Minor in Marketing

University of Education, Lahore, Pakistan

CGPA: 3.72/4

2. EMPLOYMENT HISTORY

June 2022-present	Lahore School of Economics (ITC). Teaching and Research Fellow.
August 2018-May 2022	Lahore School of Economics (Department of Business Administration). Visiting Faculty.
January 2017-May 2018	Lahore School of Economics (Department of Business Administration). Graduate Teaching and Research Associate.
November 2014-December 2015	The Brand Consultant. Associate consultant marketing and business development
May – October 2014	Infinity Engineering Pvt. Ltd. Assistant manager marketing

3. TEACHING

Winter 2018- ongoing Lahore School of Economics Undergraduate courses (BBA & BSc)	Research Methods, Research Project, Principles of Marketing, Computing-1, Financial Management-1, Marketing Management, Principles of Management, Industrial Marketing, Advertising and Services Marketing
Winter 2019- 2023 Lahore School of Economics MBA courses	MBA Research Project

4. SUPERVISED STUDENT RESEARCH THESES

2018-2025 Supervised 500 + undergraduate and MBA research theses.

5. RESEARCH PROJECTS & GRANTS

2025-2026 ***“Digital Luxury on Metaverse: An analysis of sentiments of digital fashion brands”*** at Lahore School of Economics, ITC research unit. Working paper. May 30, 2026

2024-2025 ***“Beauty and The Beast: Beautifying Pictures of Healthy Food to Nudge Healthy Eating”*** at Lahore School of Economics, ITC research unit. Working paper. May 30, 2025

2023-2024 ***“Fear of Failure and Entrepreneurial Intention: Role of family support”*** at Lahore School of Economics, ITC research unit. Working paper. May 30, 2024

2022-2023 Center of Research in Economics and Business LSDFR Grant (PKR 650,000) ***“Underdog Entrepreneurship: A model to predict entrepreneurial success in poor entrepreneurs”*** at Lahore School of Economics, ITC research unit. Working paper. May 30, 2023

2021-2022 EPSRC (5,250 GBP): ***‘Human Errors in Calorie Estimation and Role of Lefts Right Dominance in Computer and Face-to-face Product Interactions’*** in collaboration with Professor George Chryssochoidis from University of Kent, England.

6. RESEARCH PUBLICATIONS

6.1 CONFERENCE PAPER

“What happened to brand love? A case of consumer confusion” in the 7th Annual Business Research Conference organized by Lahore School of Economics held on **26th-27th** April 2019.

6.2 PUBLISHED PAPERS

Sajjad A., & Pasha F.M., (2025). *Beauty and the beast: an experimental study on the effect of Instagram food posts featuring a celebrity vs without a celebrity on the eating intention of healthy vs unhealthy food (In Press)*. BMC Public Health

Sajjad, A., & Talat, A. (2024). Underdog entrepreneurship: a model to predict the success of poor entrepreneurs. *Journal of Entrepreneurship in Emerging Economies*. doi: 10.1108/JEEE-07-2023-0262

Sohail S, Sajjad A and Zafar S (2022). An examination of dispositional social needs, agent knowledge, and two dimensions of product anthropomorphism: A serial mediation model. *Frontiers in Psychology* 13:913978. doi: 10.3389/fpsyg.2022.913978

Sajjad, W., Sajjad, A., & Asif, M. (2020). Impact of Entrepreneurial Orientation, Access to Finance and Strategic Flexibility on SMEs Performance. *Journal of Management and Research*, 7(1), 1-23. <https://doi.org/10.29145/jmr/71/070101>

6.3 RESEARCH PAPERS CURRENTLY UNDER REVIEW

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

Entrepreneurship Education (In review) (HEC X Category)

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

Platform-Based Brand Innovation in the Metaverse: Assemblage Dynamics on Roblox

Electronic Markets (In review)

Authors: Fahad Mansoor Pasha, Amber Sajjad, Habibah Ali and Komal Kamran

Institution: Lahore School of Economics and FAST University, Lahore

7. RESEARCH INTERESTS

Entrepreneurship and Entrepreneurial Intention
Underdog Entrepreneurship
Women Entrepreneurs
SMEs entrepreneurial orientation and innovation
Employee well-being at workplace
Food packaging and labelling, and its effect on healthiness perception and calorie estimation

8. PROFICIENCY WITH STATISTICAL SOFTWARES

MS Office (Advanced Excel)
SPSS
AMOS
Smart PLS

9. LANGUAGES

Urdu (national)
Punjabi (native)
English (fluent)

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