

LAHORE SCHOOL OF ECONOMICS

RESEARCH 2025-2026

DEPARTMENT OF BUSINESS ADMINISTRATION

**RESEARCH OUTPUT FOR THE DEPARTMENT OF BUSINESS
ADMINISTRATION**

| CATEGORY | 2025 (Actual) | 2026 (On-going) |
|---|----------------------|------------------------|
| HEC W Category Journal Articles | 11 | 23 |
| HEC X Category Journal Articles | 3 | |
| HEC Y Category Journal Articles | 1 | 7 |
| ABDC/ABS/ MLA Journal Articles | 1 | 7 |
| Books | | 1 |
| Book Chapters | 1 | 1 |
| National Conference Papers | | |
| International Conference Papers | | 1 |
| Case Studies | 3 | 1 |
| Lahore School Working Papers / International Working Papers | 2 | 4 |
| Artistic productions (catalogued) | | |
| MS Research Projects Supervised | 2 | |
| MPhil Theses supervised (Completed) | | |
| MPhil Theses supervised (On-going) | 1 | 1 |
| PhD Theses supervised (Completed) | | |
| PhD Theses supervised (On-going) | 5 | 5 |

RESEARCH PUBLICATIONS (ACTUAL & ON-GOING)

Actual 2025 (Author/s, Title of Publication, Journal, Year)

HEC W Category Journal Articles

1. Afzal, A., Amir, B., Firdousi, S. F. & Rafiq, M. I. From Capital to Climate: Analysing Green Investment Strategies in China's Insurance Sector for Sustainable Development; Available SSRN 5298233, 2025
2. Afzal, A., Belascu, L., Martinez-Gonzalo, J. M. & Awais, M. Do blue economic resources have potential for carbon management in ASEAN countries? An empirical assessment; Review of Accounting and Finance 1, 2025
3. Afzal, A., Firdousi, S. F., Rafiq, M. I. Assessing the blue economy's impact on carbon mitigation growth levels: Evidence from North and Latin America; Marine Policy 180, 106803, 2025
4. Amir, B. & Afzal, A. The nexus of sustainable finance, digitalisation and blue economy on carbon emissions and sustainable development: evidence from East Asia; Management of Environmental Quality: An International Journal 3, 2025
5. Amir, B., Firdousi, S. F. & Afzal, A. Foreign investment and local emissions: Decoding the sectoral FDI-Environment nexus Environment, Development and Sustainability, 1-35, 2025
6. Amir, B., Firdousi, S. F. & Afzal, A. Multiplayer Strategic Evolutionary Game Model Analysis on the Ban of Single-use Plastic Bags Under the Pakistan Environmental Protection Act 2019; SAGE Open 15 (1), 21582440251324722, 2, 2025
7. Arifeen, S. R. (2025), "Juxtaposed between hypervisibility and invisibility: The case of the hijab in Pakistan". Gender in Management: An International Journal, Vol. 40 No. 5 pp. 699–715, doi: <https://doi.org/10.1108/GM-10-2024-0539>
8. Hasan, A., Anwar, W., Elmagrhi, M. H., & Ntim, C. G. (2025). Financial Clout, Global Reputation, and Governance in UK Higher Education Institutions. Financial Accountability & Management, 41(3), 554-582.
9. Hasan, A., Sufi, U., Elmarzouky, M. & Hussainey, K. The impact of corporate governance on narrative disclosure tone: a machine learning approach, Journal of Applied Accounting Research, 2025
10. Pasha, F.M., Habib, F., Kamran, K., Azam, A., Ali, Z. and Hussain, D., 2025. Let the Customers Speak Their Hearts Out: The Role of Verbosity and Emotions in Online Viewer-to-Viewer Engagement. Human Behavior and Emerging Technologies, 2025(1), p.6282833.
11. Sajjad, A. and 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. BMC Public Health, 25(1), p.4116.

HEC X Category Journal Articles

1. Hasan, A., Anwar, W., Zhang, J. H., & Marques, A. (2025). Corporate tax avoidance and narrative disclosure tone: a developing country perspective. Meditari Accountancy Research, 33(1), 114-143.
2. Hasan, A., Sufi, U., Elmarzouky, M., & Hussainey, K. (2025). The impact of corporate governance on narrative disclosure tone: a machine learning approach. Journal of Applied Accounting Research, 26(3), 577-602.
3. Nakpodia, F., Olan, F., Ogunyemi, T., & Hasan, A. (2026). Navigating the roadblocks: exploring challenges in implementing corporate social responsibility (CSR) initiatives in a Sub-

Saharan African economy's small and medium enterprises (SMEs). *European Business Review*, 38(1), 17-45.

HEC Y Category Journal Articles

1. Baig, A. T., Nadeem, N. & Sohail, S. Evangelistic Behavior as a Second Order Construct: how determinants of customer brand identification lead to brand evangelism? *Asian Journal of Business Research*, 2025.

ABDC/ABS/MLA Journal Articles

1. Hasan, A., Sufi, U., Elmarzouky, M. & Hussainey, K. The impact of corporate governance on narrative disclosure tone: a machine learning approach, *Journal of Applied Accounting Research*, 2025

Book Chapters

1. Hasan, A., & Sheikh, N., (2025). Tax Revenue Mobilization in Pakistan: Challenges and Recommendations. *Pakistan Economic Management and Policy Series*, Lahore School of Economics, 9(10), 11-397.

Case Studies

1. Khan, A. Note on Distribution in Sales and Marketing within Business Contexts in Pakistan
2. Khan, A. & Khurram. Brand Rejuvenation at Fauji Foods: Repositioning, Repackaging and AD-making
3. Khan, A. & Muzzammil. Sales and Marketing of FMCGs in Pakistan: LU Biscuits

Lahore School Working Papers / International Working Papers

1. Anwer, W., & Hasan, A., (2025). The Strategic Divide: Does Strategic Orientation and Deviation Shape Board Faultlines? *Innovation and Technology Center (ITC) Working Paper 08-2025*, Lahore School of Economics.
2. Sufi, U., & Hasan, A., (2025). Do investors value sustainability disclosure? Evidence from an emerging market. *Innovation and Technology Center (ITC) Working Paper 03-2025*, Lahore School of Economics.

MS Research Projects Supervised

1. Furqan, M. Haseeb, A. "Evolving Paradigms in Entrepreneurship Education, Perceived Desirability and Perceived Feasibility on Entrepreneurship "
2. Furqan, M. Qadeer, A. "Understanding Islamic Financial Inclusion through Social Influence and Islamic Financial Literacy: The Moderating Role of Religiosity"

MPhil Theses supervised (On-going)

1. Hasan, A. Hussain, L. "The impact of mineral resource availability on national ESG rankings – A comparative study"

PhD Theses supervised (On-going)

1. Furqan, M. (PhD candidate: Murtaza, F)

2. Hasan, A. (PhD candidate: Salman, S)
3. Riaz, Z. (PhD candidate: Kashif, A)
4. Ejaz, A. (PhD candidate: Khan, F.)
5. Shahid, S. (PhD candidate: Salman, M.)

Actual/On-going 2026 (Author/s, Title of Publication, Journal, Year)

HEC W Category Journal Articles

1. Afzal, A. Artificial Intelligence (AI) and European Union's Financial Sector: Navigating Accountability, Challenges, and Regulation
2. Afzal, A. CSR, Climate Finance, and the CSRD Framework: Evidence on Environmental Performance in EU Countries
3. Afzal, A. Evaluating the Environmental Impact of Corporate Social Responsibility (CSR) in the European Union's (EU) Climate Finance Landscape
4. Afzal, A. Unveiling the Intersection of ESG Indicators, Green Finance and Environmental Performance in Europe
5. Ahmed, F., Hassan, K., Hasan, A., & Greiling, D., Out of frying pan into the fire: An institutional logics-based exploration of power sector reforms in Pakistan (Impact Factor – Planned).
6. Amin, A., Ali, R., Rehman, R. & Riaz, Z. Female directors training program and firm value: The Moderating role of family ownership and corporate social responsibility. 2026-2027.
7. Anwer, W., & Hasan, A., Exploring social media disclosure practices of Pakistani firms: A data science approach (Impact Factor – Submitted).
8. Arifeen, S. R. Career construction by British Pakistan Muslim women
9. Forecasting the Influence of Inflation Reduction Act on USA's Sustainability Paradigm
10. Hasan, A., Anwar, W., & Ntim, C. G., Corporate Financial Distress and Social Media Disclosures: The Moderating Effect of Governance Mechanisms (Impact Factor – Submitted).
11. Hasan, A., Sufi, U., & Nakpodia, F., Exploring Sustainability Reporting Practices in an Emerging Market: Insights from Corporate Governance and Disclosure Tone (Impact Factor – Submitted).
12. Kamal, S., and Shahid, S., (2026). Impact of Absorptive Capacity on Firm: Exploring Roles of Strategic Alliances, R&D Investment, Government tax incentives, and Appropriability Mechanisms. *Journal of Business Research*. Impact Factor: 1.3
13. Kamal, S., and Shahid, S., (2026). Impact of ambidexterity on o performance. The moderating role of absorptive capacity.
14. Kamal, S., and Shahid, S., (2026). Navigating green futures: Investigating the role of organizational ambidexterity in fostering green entrepreneurial intentions among university students in Pakistan.
15. Kashif, A. & Riaz, Z. Technology Sourcing Strategy and Firm Performance: The Mediating Role of Dynamic Capabilities in SMEs. 2026-2027.
16. Pasha, F. M. & Riaz, Z. An Online Purchase Journey with PriceOye – Understanding Regret and the Endowment Effect in Hybrid Retail. 2026-2027.
17. Pasha, F.M. and Sajjad, A., "For Whom Do Firms Signal? A Multi-audience Perspective on Firm-level Marketing Signals". *Journal of Business Research* (2026) (submitted)
18. Ray, P., Ray, S., Riaz, Z. & Sharmelly, R. Latecomer firms, Autonomous trajectories and catching-up in global value chains. 2026-2027.

19. Sajjad, A., Pasha, F. M. & Riaz, Z. Digital Luxury on Metaverse: An analysis of consumer sentiments of digital fashion. 2026-2027.
20. Shahid. S., and Ayyaz. I. (2026). Factors Influencing Medical Tourism Adoption and the Role of Country Branding as a Mediator to Develop Coherent Medical Tourism Strategies. *Impact Factor: 3.791*
21. Sufi, U., & Hasan, A., Predicting financial distress through textual tone and corporate governance: an application of artificial intelligence (Impact Factor – Submitted).
22. Sufi, U., Hasan, A. & Fawad Ahmed, F. Do sustainability reporting and managerial ownership affect investor confidence? Evidence from an emerging market, *European Management Review, 2026 (Ongoing)*
23. Sufi, U., Hasan, A. & Zhang, Z. H. Using machine learning to predict financial distress through corporate governance and narrative disclosures, *Journal of Forecasting, 2026 (Ongoing)*

HEC Y Category Journal Articles

1. Ellahi, A. & Yasir, H., Self-Service Technology Adoption and the Use in Pakistan – Exploring Age and Gender Impact. (Under peer review)
2. Sajjad, A., Zafar, S. & Baig, A. T. It's in my Culture: What Impacts Entrepreneurial Intention of University Students in a Collectivistic Culture? *Entrepreneurship Education (Springer), 2026.*
3. Shahid. S., and Ahmad. A. and Ayyaz. I. (2026). Impact of Brand Personality on Loyalty Intention through the Mediation of Brand Attachment: Moderating Effect of Brand Reputation.
4. Shahid. S., and Asif. A. (2026). The effect of Visual Merchandising on Consumer Shopping Behavior and building Consumer Brand Relationship in Pakistani Apparel Stores: Moderation Store Environmental Factors.
5. Shahid. S., and Nadeem. Samra. (2026)
6. Shahid. S., and Zaka. N. and Ayyaz. I. (2026). The Impact of Big Five Personality Traits on Consumer Buying Behaviour (Impulsive and Compulsive Buyers).
7. Yasir, H. & Ellahi, A., Rational and Emotional Response to Advertising: A Gender analysis (Planned)

ABDC/ABS/ MLA Journal Articles

1. Butt, M. H. N. & Malik, M. A. R. Ethical Predispositions and Ethical Behavior: Impact of Materialistic and Post Materialistic Values, On-Going
2. Butt, M. H. N. & Malik, M. A. R. Materialistic and Post Materialistic Values: Impact of Leadership and Employees Creating Facades of Conformity, To Be Submitted
3. Butt, M. H. N. & Malik, M. A. R. Work Family Conflict and Enrichment: Impact of Materialistic and Post Materialistic Values, To be Submitted
4. Hasan, A., Sufi, U. & Nakpodia, F. Exploring Sustainability Reporting Practices in an Emerging Market: Insights From Corporate Governance and Disclosure Tone, *Corporate Social Responsibility and Environmental Management, 2026 (Actual publication)*
5. Pasha, F.M. and Sajjad, A., "For Whom Do Firms Signal? A Multi-audience Perspective on Firm-level Marketing Signals". *Journal of Business Research (2026) (submitted)*
6. Sufi, U., Hasan, A. & Ahmed, F. Do sustainability reporting and managerial ownership affect investor confidence? Evidence from an emerging market, *European Management Review, 2026 (Ongoing)*
7. Sufi, U., Hasan, A. & Zhang, J. H. Using machine learning to predict financial distress through corporate governance and narrative disclosures, *Journal of Forecasting, 2026 (Ongoing)*

Books

1. Afzal, A. The End of Growth without Development? The Emergence and Consequences of Political Stability in India and Pakistan, 2000-2020

Book Chapters

1. Hasan, A., KASB Bank: Sold for a Song, Oxford (Book Chapter – Submitted).

Case Studies

1. Mansoor, F., Riaz, Z. & Abid, A. Case Study: Muhammad Ali’s Online Purchase Journey with PriceOye – Understanding Regret and the Endowment Effect in Hybrid Retail

Lahore School Working Papers / International Working Papers

1. Habib F., Jaffery A.A. (2026). AI assisted automation in Education. International Working Paper
2. Habib F., Jaffery A.A. (2026). Virtual Influencers as Social Actors. International Working Paper
3. Sufi, U. & Hasan, A. Is fintech adoption a catalyst for sustainability performance through green innovation?, 2026 (Ongoing)
4. Sufi, U., & Hasan, A., Is fintech a catalyst for sustainability performance through green innovation? Evidence from a cross-country analysis (Planned).

MPhil Theses supervised (On-going)

1. Hasan, A. Hussain, L. “The impact of mineral resource availability on national ESG rankings – A comparative study”

PhD Theses supervised (On-going)

1. Furqan, M. (PhD candidate: Murtaza, F)
2. Hasan, A. (PhD candidate: Salman, S)
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4. Ejaz, A. (PhD candidate: Khan, F.)
5. Shahid, S. (PhD candidate: Salman, M.)