

LAHORE SCHOOL OF ECONOMICS

RESEARCH 2024-2025

DEPARTMENT OF BUSINESS ADMINISTRATION

RESEARCH OUTPUT

CATEGORY	2023	2024 (Actual)	2025 (Actual/On-going)
HEC W Category/Impact Factor Journal Articles	17	17	24
HEC X and Y Category Journal Articles	5	6	12
ABDC/ABS/ MLA Journal Articles		2	5
Books			1
Book Chapters		1	1
National Conference Papers			
International Conference Papers	1	3	1
Case Studies	2	4	3
Lahore School Working Papers / International Working Papers	4	3	3
Artistic productions (catalogued)			
MS Research Projects Supervised			
MPhil Theses supervised (Completed)	1		
MPhil Theses supervised (On-going)			
PhD Theses supervised (Completed)			
PhD Theses supervised (On-going)			

RESEARCH PUBLICATIONS (ACTUAL & ON-GOING)

Actual 2024 (Author/s, Title of Publication, Journal, Year)

HEC W Category/Impact Factor Journal Articles

1. Afzal, A. & Amir, B. *Forecasting The Influence of Inflation Reduction Act on USA's Sustainability Paradigm*, Natural Resources Forum, Revision Submitted 2024
2. Afzal, A. & Amir, B. *The Nexus of Sustainable Finance, Digitalisation and Blue Economy on Carbon Emissions and Sustainable Development: Evidence from East Asia*, Management of environmental quality, Revision Submitted 2024
3. Afzal, A. & Awais, M. *Do Blue Economic Resources have Potential for Carbon Management in ASEAN Countries? An Empirical Assessment*, Review of Accounting and Finance, Revision Submitted 2024
4. Anwar, W., Hasan, A., & Nakpodia, F. (2024). Beyond the bottom line: exploring the role of governance mechanisms in promoting corporate tax responsibility. *Corporate Governance: The International Journal of Business in Society*, 24(6), 1472-1496.
5. Chughtai, A.A. and Arifeen, S.R. (2024). "Affective Trust in the Supervisor and Innovative Work Behavior: The Effects of Proactive Skill Development and Learning Goal Orientation". *Journal of Psychology*.
<https://doi.org/10.1080/00223980.2024.2325664>
6. Firdousi, S.F., & Afzal, A. *Exploring The Nexus of Trade Potential, Economic Expansion and Sustainable Growth: The Case of Singapore's Net Zero Emissions Policy*, Journal of Business Economics, Submitted 2024
7. Firdousi, S.F., Afzal, A. & Amir, B. *Green or brown? Unravelling the Sectoral FDI's Impact on Carbon Emissions and Environmental Performance*, Environment, Development and Sustainability, Revision Submitted 2024
8. Firdousi, S.F., Afzal, A. & Amir, B. *Nexus between FinTech, renewable energy resource consumption, and carbon emissions*, Environmental Science and Pollution Research, 2024
9. Firdousi, S.F., Afzal, A. & Rafiq, M. *Assessing the Blue Economy's Impact on Carbon Mitigation and Trade Growth: Evidence from North and Latin America*, Marine Policy, Revision Submitted 2024
10. Firdousi, S.F., Afzal, A., Hasnaoui, J.A. & Noor, R. *Climate change and the European banking sector: the effect of green technology adaptation and human capital*, Review of Accounting and Finance, 2024

11. Habib, F., Ali, Z., Azam, A., Kamran, K. and Pasha, F.M., 2024. Navigating pathways to automated personality prediction: a comparative study of small and medium language models. *Frontiers in Big Data*, 7, p.1387325.
12. Hasan, A., Anwar, W., Zhang, J. H., and Marques, A., Corporate tax avoidance and narrative disclosure tone: a developing country perspective, *Meditari Accountancy Research*, 2024.
13. Hasan, A., Sheikh, N., & Farooq, M. B. (2024). Exploring stakeholder perceptions of tax reform failures and their proposed solutions: a developing country perspective. *Meditari Accountancy Research*, 32(3), 721-755.
14. Khan, S. N., & Riaz, Z. (2024). Exploring the relevance of organizational learning for CSR strategy implementation: Empirical evidence from a developing economy. *Journal of the Knowledge Economy*, 15(1), 3844-3871.
15. Mansoor, Z., & Talat, A. (2024). YouTube Advertisements: A blessing or a curse? Generation Z's perspective about YouTube Advertisements. *OEconomia*.
16. 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
17. Trunk Širca, N., Riaz, Z., Hamid, S., Žurauskė, G., & Stankevičiūtė, Ž. (2024). The interplay among employee resilience, sustainable HRM and work engagement. *Human Systems Management*, 43(4), 573-587.

HEC X and Y Category Journal Articles

1. Aly, D., Hasan, A., Obioru, B., & Nakpodia, F. (2024). Corporate Governance and Environmental Disclosure: A Comparative Analysis. *Corporate Governance: The International Journal of Business in Society*, ahead-of-print.
2. Hasan, A., Anwar, W., Zhang, J., & Marques, Ana. (2024). Corporate tax avoidance and narrative disclosure tone: a developing country perspective. *Meditari Accountancy Research*, ahead-of-print.
3. Hasan, A., Sufi, U., Elmarzouky, M., & Hussainey, K. (2024). The impact of corporate governance on narrative disclosure tone: a machine learning approach. *Journal of Applied Accounting Research*, ahead-of-print.
4. Nauman. Z, **Shahid. S.**, Jawad. Laiba., and Ayyaz. I. (2024). Relationship between Green Advertising Receptivity and Consumer Intention to Purchase Eco labeleds Product: Role of Trust as a Mediator, *Journal of Excellence in Management Sciences*, 3(1), 59-84.
5. Sufi, U., Hasan, A., & Hussainey, K. (2024). Improving the prediction of firm performance using nonfinancial disclosures: a machine learning approach. *Journal of Accounting in Emerging Economies*.

ABDC/ABS/MLA Journal Articles

1. Ejaz, A., Quratulain, S., Aulakh, A. H., Cando-Naranjo, J., & Sabharwal, M. (2024). The Conditional Effects of the Transformational Leadership Behaviors on Leaders' Emotional Exhaustion: Roles of Deep Acting and Emotional Intelligence. *The American Review of Public Administration*, onlinefirst.
2. 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 (ABDC CATEGORY: C)

International Conference Papers

1. Anwar, W., and Hasan, A., Exploring social media disclosure practices of Pakistani firms: A data science approach, ITC Working Paper Series, 2024.
2. Ejaz, A., Islam, O., Quratulain, S., & Lacaze, D. (2024). High Performance Work Systems and Employee Expedience at work: A Test of Mediating Mechanisms. Presented and published in the proceedings of 37th Australian and New Zealand Academy of Management conference (ANZAM), Wollongong, NSW, Australia, 3-5 December.
3. Quratulain, S., Ejaz, A., Khan, A.K., & Sabharwal, M. (2024). Interaction Effects of Workplace Stressors and Employee Resilience on Depersonalization and Turnover Intentions. Presented and published in the proceedings of 37th Australian and New

Zealand Academy of Management conference (ANZAM), Wollongong, NSW, Australia, 3-5 December.

Book Chapters

1. Hasan, A., & Sheikh, N., (2024). Tax Revenue Mobilization in Pakistan: Challenges and Recommendations. *Pakistan Economic Management and Policy Series, Lahore School of Economics.*

Case Studies

1. Arifeen, S. Lifestyle International Pvt (Ltd): Launching a Weight Loss Powder in the Pakistani Market.
2. Arifeen, S. Marhaba's Next Chapter: Crafting Ispaghul for the Future.
3. Fareedy, F. Entrepreneurship & SME: An opportunity knocking at my door!
4. Fareedy, F. Strategic Management: Bhai Bhai & Company: Producer of Export Quality Woolen Products.

Lahore School Working Papers / International Working Papers

1. Anwer, W., & Hasan, A., (2024). Exploring social media disclosure practices of Pakistani firms: A data science approach. *Innovation and Technology Center (ITC) Working Paper 09-2024, Lahore School of Economics.*
2. Sajjad, A. & Talat, A. Fear of Failure and Entrepreneurship in Pakistan: Role of family Support in promoting entrepreneurial intention of youth (2024).
3. Sufi, U., & Hasan, A., (2024). Predicting financial distress through textual tone and corporate governance: an application of artificial intelligence. *Innovation and Technology Center (ITC) Working Paper 08-2024, Lahore School of Economics.*

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

HEC W Category/Impact Factor Journal Articles

1. Afzal, A., Al Khouli, M. & Rafiq, M. Unveiling the intersection of ESG indicators and Green Financing Instruments for Sustainable Europe, Asia-Pacific Finance Journal, Submitted 2025

2. Afzal, A., Rafiq, M. & Babar, A. *Artificial Intelligence and EUs Financial Sector: Navigating Accountability Challenges and Regulation*, Journal of Central Banking, Law and Institutions, Submitted 2025
3. 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).
4. Ali, S. & Khan, S.M. Investigating Sustainability through Stakeholder's Perspective: A Multiple Sequential Mediation Analysis, Ongoing-2025
5. Ali, S. & Khan, S.M. Leadership Alchemy: Examining the Work Engagement of Millennials via Self-Efficacy & Job Enrichment, Ongoing-2025
6. Ali, S., Khan, S.M. & Talat, A. It's a Legitimacy Makeover not just a profile: Navigating CSR issue-selling in a developing country, Journal of the Knowledge Economy, submitted 2025
7. Amir, B., Afzal, A. & Firdousi, S.F. *Multiplayer strategic evolutionary game model analysis on ban of single-use plastic bags under Pakistan environmental protection act 2019*, SAGE Open, Accepted 2025
8. Anwar, W., Hasan, A., and Hussainey, K., Exploring corporate social media disclosure practices: A data science approach, International Journal of Accounting Information Systems (on-going).
9. Anwar, W., & Hasan, A., Exploring social media disclosure practices of Pakistani firms: A data science approach (Impact Factor – Submitted).
10. Arifeen, S. Juxtaposed between Hypervisibility and Invisibility: The case of the Hijab in Pakistan
11. Awais, N. Research on environmental performance
12. Hasan, A., Anwar, W., and Ntim, C.G. Corporate financial distress and social media disclosures: The moderating effect of governance mechanisms, European Management Review (ongoing).
13. Hasan, A., Anwar, W., Elmagrhi, M.H. and Ntim, C.G., Financial clout, global reputation and governance in UK higher education institutions, Financial Accountability & Management, 2025.
14. Hasan, A., Anwar, W., & Ntim, C., Financial Clout, Global Reputation and Governance in Higher Education Institutions (Impact Factor – Submitted).
15. Hasnaoui, A. & Afzal, A. *Evaluating the Environmental Impact of Corporate Social Responsibility (CSR) in the European Union's (EU) Climate Finance Landscape*, Int. J. of Managerial and Financial Accounting, Accepted 2025

16. Hasnaoui, J.A., Afzal, A. & Amir, B. *The impact of financial innovation, financial inclusion, and human capital on National ESG rankings*, Int. J. of Managerial and Financial Accounting, Accepted 2025
17. Kamal, S., & Shahid, S. (2025). Impact of ambidexterity on organizational performance: The moderating role of absorptive capacity. (Under progress)
18. Naz, N. & Ayesha Afzal, A. *Harnessing Innovation for Sustainable Development: The Case of Energy Poverty and Green Growth in South Asia*, Energy Policy Submitted 2025
19. 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.
20. Sajjad, A. & Pasaha, F.M. (2025) Beauty and The Beast: Beautifying Pictures of Healthy Food to Nudge Healthy Eating
21. Shahnawaz, S. & Ali, S. Algorithmic Management of knowledge-based Gig Workers in Pakistan, Ongoing- 2025
22. Shahnawaz, S. & Khan, S.N. “Challenges of Responsible leadership in Building Organizational Legitimacy in Developing Economy”, *Social Responsibility Journal* (2025)
23. Sufi, U., & Hasan, A., Predicting financial distress through textual tone and corporate governance: an application of artificial intelligence (Impact Factor – Submitted).
24. Yasir, H. & Ellahi, A., Rational and Emotional Response to Advertising: A Gender analysis

HEC X and Y Category Journal Articles

1. Ali, S. & Suzuki, R., Quiet Quitting Among Millennials: Investigating the Interplay of Quality of Work Life and Work Engagement, Ongoing-2025
2. Ali, S. Quality of Work Life among Pakistani Millennials, Ongoing-2025
3. Ellahi, A. & Yasir, H., Self-Service Technology Adoption and the Use in Pakistan – Exploring Age and Gender Impact. (Under peer review)
4. Furqan, M. Moderating Role of Life Cycle Stage on Profitability of Firms
5. Furqan, M. Practitioners Perspective of Borrowing

6. Sajjad, A. & Zafar, S. (2025). What Impacts Entrepreneurial Intention of University Students in a Collectivistic Culture?" *Journal of International Education in Business*. (Revisions submitted) (X category)
7. Sajjad, A., Baig, A.T. & Zafar, S. (2025). Well-being of remote working employees: A three-way interaction model. *International Journal of Work Organization and Emotions*. (In revision) (X category)
8. Salman, S. Antecedents of Job Crafting in Academia (Ongoing).
9. Salman, S. The impact of Developmental HR Practices on Innovative Work Behavior in Academia (Ongoing).

ABDC/ABS/ MLA Journal Articles

1. 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)
2. Moazzam, S., & Malik, M. A. R. (2025). Bottom-line mentality: systematic literature review and future research directions. *Journal of Economic and Administrative Sciences*.
3. Sajjad, A. & Pasaha, F.M. (2025) Beauty and The Beast: Beautifying Pictures of Healthy Food to Nudge Healthy Eating
4. Sajjad, A. & Zafar, S. (2025). What Impacts Entrepreneurial Intention of University Students in a Collectivistic Culture?" *Journal of International Education in Business*. (Revisions submitted) (ABDC category C)
5. Sajjad, A., Baig, A.T. & Zafar, S. (2025). Well-being of remote working employees: A three-way interaction model. *International Journal of Work Organization and Emotions*. (In revision) (ABDC category B)

Books

1. Arifeen, S. *Aurora Cases for Principles of Marketing*.

International Conference Papers

1. Arifeen, S. Emotions in online learning in extreme contexts.

Book Chapters

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

Case Studies

1. Fareedy, F. Entrepreneurship: Short class case.
2. Fareedy, F. Strategic Management: Short class case.
3. Mansoor, F., Riaz, Z., Abid, A. & Ali, M. Online Purchase Journey with PriceOye

Lahore School Working Papers / International Working Papers

1. Anwar, W., and Hasan, A., The Strategic Divide: Does Strategic Orientation and Deviation Shape Board Faultlines?, ITC Working Paper Series (ongoing).
2. Sajjad, A. & Pasaha, F.M. (2025) Beauty and The Beast: Beautifying Pictures of Healthy Food to Nudge Healthy Eating (**ongoing**)
3. Sufi, U., & Hasan, A., Do investors value sustainability disclosure? Evidence from an emerging market (Impact Factor – Planned).