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Personal

Father Name: Muhammad RAFIQ KHATAK

Attributes

Date of Birth: 15/03/1978

Nationality: Pakistani

Postal Address: Village & P/O Dak Ismail Khel, Tehsil Pabbi, Dist. Nowshera.

Khyber Pakhtunkhwa, Pakistan

Education

- **Ph.D. (Management Sciences)** (Title: *Interplay of Emotional Intelligence with Enabling Work Environment: An Exploratory Study of Converse Work Stress Relationship.*) Qurtuba University Peshawar. (2017-2021)
- **MS (Management Sciences)** Abasyn University Peshawar. (2012-2014)
- **MBA (Information Technology)** Cecos university Peshawar. (2001-2002)
- **B.Com** University of Punjab, Lahore Pakistan. (1999-2000)
- **PGD (Applied Psychology)** Virtual University of Pakistan. (2014-2015)
- **HRM (Specialization Certificate)** Virtual University Pakistan. (Jan - Sep 2011)

RESEARCH PUBLICATIONS

PAPER TITLE	STATUS	Year Of Publishing
1. Does Emotional Intelligence Dwindle the Stress Due to Time Pressure and Work Overload? A Case Study of Nurses in Public Hospitals	<i>Journal of Contemporary Issues in Business and Government Vol. 28, No. 01, 2022</i> https://cibg.org.au/	Y Category 2022
2. Bonds of Inverse Relationships Amongst Role Ambiguity, Role Conflict, Time Pressure, Work Overload, and Self-Awareness: a systematic inquest of nurses and medical staff of government hospitals in Peshawar, Pakistan	<i>PSYCHOLOGY AND EDUCATION (2022) 59(2): 347-356</i>	Y category 2022
3. Emotional Intelligence and Role Conflict a Bond of Converse Relationship: Evidence from the Hospitals Sector of the Health Industry	<i>Journal of Contemporary Issues in Business and Government Vol. 28, No. 01, 2022.</i> https://cibg.org.au/	Y Category 2022
4. Mental Health among Undergraduates from Malaysia and Pakistan: A Cross-Cultural Study	<i>Journal of Positive School Psychology 2022, Vol.6, No.4, 10085 - 10093</i>	Scopus index Q2
5. Application of Brand Resonance Model Assessing the Relationship between Brand Resonance Dimensions and Extraversion Consumer Personality Trait	<i>INTERNATIONAL JOURNAL OF SPECIAL EDUCATION Vol.37, No.3, 2022</i>	X Category 2022
6. The Role of Self-Management in Reducing Work Stress Caused by Role Conflict, Role Ambiguity, Time Pressure, and Work Overload: Empirical Evidence From Pakistan	<i>Journal of Contemporary Issues in Business and Government Vol. 27, No. 06, 2021.</i> https://cibg.org.au/	Y Category 2021

7. The effect of project managers' emotional intelligence on project success: Evidence from construction projects in Khyber Pakhtunkhwa, Pakistan	<i>EEO. 2021; 20(1): pp.3095-310</i> <i>DOI: 10.17051/ilkonline.2021.01.348</i>	2021 X category
8. Market Inefficiencies and Corporate Investments: Insights from Extended Literature Review	<i>EEO. 2021; 20(1): pp.3106-3117</i> <i>DOI: 10.17051/ilkonline.2021.01.349</i>	2021 X category
9. The Outbreak of COVID-19, Financial Vulnerabilities, and Safeguarding Healthcare Infrastructure Management in Pakistan	<i>EEO. 2021; 20(1): 3586-3595</i> <i>DOI: 10.17051/ilkonline.2021.01.405</i>	2021 X category
10. COVID-19 and its Socio-Economic Implications on the World Economy	<i>EEO. 2021; 20(1): 3582-3585</i> <i>DOI: 10.17051/ilkonline.2021.01.404</i>	2021 X category
11. Examining the Moderating Role of Gender and also investigating the Influence of Marketing Strategies on Online Consumer Buying Behavior	<i>Webology (ISSN: 1735-188X)</i> Volume 18, no. 1	2021 X category
12. The Role of Self-Management in Relation to Stress Caused by Work Overload. A Study Of Nurses In Government Hospitals	<i>Webology (ISSN: 1735-188X)</i> Volume 18, Number 3, 2021	2021 X Category
13. Self-Awareness does it Help in Reducing Work Stress Caused by Work Overload and Role Conflict?	<i>Journal of Managerial Science (JMS)</i> Volume 14 Issue 2	Y category 2020
14. Observing the role of online marketing strategies with consumer buying behavior in the presence of attitude as a mediator	<i>ILMA JOURNAL OF SOCIAL SCIENCES & ECONOMICS</i> Volume 2 Issue 2	Y Category 2021
15. The Relationship of Job Satisfaction and Employee s' Turnover Intention: A Case of Private Sector Universities in Jalalabad, Afghanistan	<i>International Journal of Business Studies Review (IJBSR)</i> Vol. 3, No. 1	2018
16. HEXACO Model Of Personality as a Predictor of Academic Entitlement	<i>Conference paper (ICETEMS-2018)</i>	2019
17. Investigating the Relationship Between HEXACO Model of Personality and Ethical Leadership	<i>Conference paper (ICETEMS-2018)</i>	2019

Experience/ Achievements

- **Lecturer** In Management Science at University of Malakand (March 2018 till present)
- **Visiting Lecturer** at Abasyn University Peshawar. (since March 2016 till 2020)
- **Corporate Relationship Manager**. NCS health science (2016-2017)
- **Lecturer** at KHURASAN UNIVERSITY Jalal Abad Afghanistan. (2012-2016)
- **Lecturer, Coordinator, and Head of Society** at National College of Science and Business Management. (2008-2011)
- **Security Supervisor** at **Omega 247Ltd UK (2004-2008)**
 - Operating Human Resource Information System (HRIS)
 - Coordinating Security Officers
 - Managing the MIS Management Information System.
- **SWITCH Founder**. (Sports, Welfare, Dramatic, Touring, Counseling, and Health Societies).

Subjects That I Teach Mostly:

ENTREPRENEURSHIP, ORGANISATIONAL BEHAVIOR, CHANGE MANAGEMENT, PRINCIPLE OF MANAGEMENT, HUMAN RESOURCE MANAGEMENT.

University of Malakand achievements:

- ✓ Organizer Member of First National Conference
- ✓ Organizer of Inter-Departmental Quiz Competition
- ✓ Organizer of Career Counseling Seminar
- ✓ Organizer of Two Days' Work Shop on STATA, SPSS, AND EViews
- ✓ Organizer Member of Job Fair
- ✓ Organizer of 2nd National Conference
- ✓ Organizer of Workshop on Stock Exchange
- ✓ Organizer of 8 Days Long Tour to Lahore and Islamabad Stock Exchange.

Other Achievement

- ✓ Awarded Best Research Paper at City University National Conference
- ✓ Conduct Workshop on Work Stress and How to Cope it at Women University Peshawar.
- ✓ Member of the Panel Discussion at Soft Skill Training at Youth Training Program.
- ✓ Member of Center of Awareness and Training.

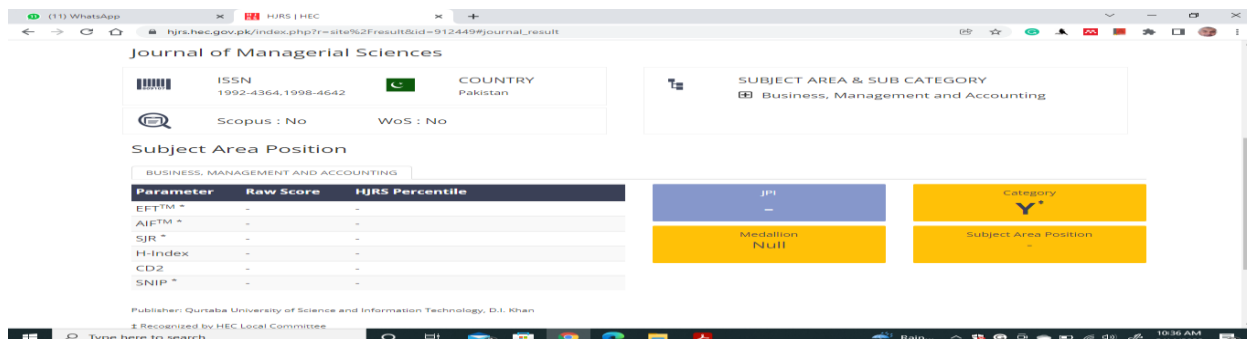
Objective

To Be The Best, Amongst The Best. Excellence Over Perfection. Leading By Example Is My Life Objective.

Skills

- SMART PLS 3.0
 - SPSS 23.0
 - HYPNOTHERAPY
 - ATTITUDE DEVELOPMENT PROGRAM
 - PERSONALITY TRANSFORMATION PROGRAM
 - NURO LANGUSTIC PROGRAM (NLP)
 - CUPPING THERAPY
 - STRONG INTERPERSONAL COMMUNICATION SKILLS.
 - SPIRITUAL HEALING
 - STUDENT COUNSELLING EXPERT
 - MARRIAGE COUNSELING EXPERT
 - CONFLICT MANAGEMENT
 - CONTROLLER OF EXAMINATION
 - EVENT ORGANIZER
 - MANAGING HUMANS CAPITAL
-

Published Papers with Abstract and Journal Information on HJRS



The screenshot shows the HJRS website interface. At the top, it displays the journal title 'Journal of Managerial Sciences'. Below this, there are fields for ISSN (1992-4364, 1998-4642), COUNTRY (Pakistan), Scopus (No), and WoS (No). The subject area is listed as 'Business, Management and Accounting'. A table titled 'Subject Area Position' lists parameters like EFTM, AJTM, SJR, H-index, CD2, and SNIP, with their respective raw scores and HJRS percentiles. To the right, there are buttons for 'JPI', 'Category', 'Medalion Null', and 'Subject Area Position'. The publisher is identified as Qurtuba University of Science and Information Technology, D.I. Khan.

Parameter	Raw Score	HJRS Percentile
EFTM *	-	-
AJTM *	-	-
SJR *	-	-
H-index	-	-
CD2	-	-
SNIP *	-	-

Journal of Managerial Sciences 45 Volume 14 Issue 2 April-June 2020

1. Does Self-Awareness help in reducing Work Stress Caused by Work Overload and Role Conflict?

Imran Rafiq*, Naveed†

Abstract

This study has been conducted to observe the importance of self-awareness in reducing the work stress caused by two common work stressors i.e. work overload and role conflict. The objective of this research was to see the self-awareness level and its effect on work overload and role conflict amongst nurses and medical staff of three major hospitals and nursing schools of district Peshawar, KP. 361 self-administered questionnaires employing a systematic random sample technique were used to obtain this sample size out of 1800 population size. Smart PLS 3.0 was used for data analysis and path analysis. The path coefficients and T- statics result shows an inverse relationship and the p-value is highly significant. The results show that self-awareness negatively impacts the work overload and role conflict with path coefficients (-0.278) and (-0.325), 5.85 and 6.87 T-statistic values with (0.000) P-values and R-square values 7% and 10 % and F-Square value 8% and 11.4% shows the highly significant result. The result demonstrates that knowing own self can help reduce the stress caused by work overload and role conflict.

Keywords: self-awareness, role conflict, work overload.

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Elementary Education Online

ISSN 1305-3515

COUNTRY Turkey

Scopus : Yes WoS : No

SUBJECT AREA & SUB CATEGORY Social Sciences

The journal has been derecognized w.e.f June 24, 2021 due to involvement in dubious activities

Subject Area Position

Parameter	Raw Score	HIRS Percentile
EFTM *	-	-
AIFTM *	-	-
SJR *	0.192	40
H-index	9	42
CD2	0.38	43
SNIP *	0.4255	37

JPI 23

Category X

Medallion Null

Subject Area Position 3639 / 6557

Elementary Education Online, Jan. 2021; Vol 20 (Issue 1): pp.3106-3117

2. Market Inefficiencies and Corporate Investments: Insights from Extended Literature Review

Kanwal Haqqani, Muhammad Aleem*, Shuja Ul Islam, **Imran Rafiq**, Ziauddin,

Abstract:

This study intends to examine the effects of market inefficiencies on corporate investments through a literature review. This study finds that there are three types of market efficiencies- allocation, operational and informational efficiency, and allocation efficiency depends more on informational and operational efficiency. Furthermore, the investors cannot beat the market and earn more profit if the market is efficient; however, the degree of efficiency varies across markets; thus, the markets are categorized into three forms of market efficiency. In the existence of asymmetric information, the corporate prefers to raise funds by issuing debts and investing less amount. The study ascertained that transaction costs, anomalies, asymmetric information, information unavailability, and discrepancy of investors cause capital market inefficiency which further affects the corporate investment decisions.

Keywords: Market inefficiencies, corporate investments, financial system, efficient market hypothesis (EMH)

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Country: Pakistan

Corresponding Author's Email: aleem@cecos.edu.pk

The screenshot displays the journal's metadata page. At the top, it shows the ISSN (1305-3515) and Country (Turkey). Below this, it indicates Scopus: Yes and WoS: No. A red warning message states: "The journal has been derecognized w.e.f June 24, 2021 due to involvement in dubious activities". The "Subject Area Position" section is highlighted, showing a table of parameters and their scores, along with JPI (23) and Subject Area Position (3639 / 6557).

Parameter	Raw Score	HJRS Percentile
EFTM *	-	-
AFTM *	-	-
SJR *	0.192	40
H-Index	9	42
CD2	0.38	43
SNIP *	0.4255	37

Elementary Education Online, Jan. 2021; Vol 20 (Issue 1): pp.3095-3105

3. The effect of project managers' emotional intelligence on project success: Evidence from construction projects in Khyber Pakhtunkhwa, Pakistan

Bilal Khan, Ziauddin, Imran Rafiq, Kanwal Haqqani, Muhammad Aleem*,

Abstract:

The purpose of the present study is to examine the effect of project managers' emotional intelligence on project success in construction projects. Emotional intelligence was measured with four dimensions model such as awareness of own emotions, awareness of other emotions, management of own emotion, and management of other emotions. Similarly, project success is also measured with four dimensions such as communication, mission clarity, troubleshooting, and management support. The data was collected through a self-administered questionnaire from a sample of 218 project managers and project employees. The descriptive stats and structural equation model were applied through SPSS and SmartPLS for data analysis. The results of the study revealed that the emotional intelligence of project managers has a significant and positive effect on project success in construction projects. The study has practical implications for construction companies and recommends the need to look for cognitive intelligence and experience in hardcore management skills to recruit emotionally intelligent managers which results in project success.

Keywords: Project management, project success, emotional intelligence.

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The screenshot displays the journal's metadata page. At the top, it shows the ISSN (1305-3515) and the country (Turkey). The subject area is listed as Social Sciences. A red warning message states: "The journal has been derecognized w.e.f June 24, 2021 due to involvement in dubious activities". Below this, the "Subject Area Position" section includes a table of metrics and two summary boxes.

Parameter	Raw Score	HJRS Percentile
EFTM *	-	-
AIFTM *	-	-
SJR *	0.192	40
H-Index	9	42
CD2	0.38	43
SNIP *	0.4255	37

Summary boxes on the right show: JPI 23, Medallion Null, Category X, and Subject Area Position 3639 / 6557.

Elementary Education Online, Feb. 2021; Vol 20 (Issue 2): pp.751-753

4. COVID-19 and its Socio-Economic Implications on the World Economy

Muhammad Aleem*, Sarah Azhar, Bilal Khan, Ziauddin, Imran Rafiq,

Abstract

The world is currently facing unique and extremely challenging circumstances as a result of a deadly Coronavirus (COVID-19). It appears that the threat of COVID-19 has spread to nearly 190 countries and territories, with additional reports coming up every day. Those negative effects have been observed worldwide, particularly in emerging and developed countries. Tourism, restaurants, hotels, and other food and beverage businesses are severely affected by the economic downturn. In this paper, we, conduct an in-depth analysis of how this infectious disease is affecting various sectors, such as transportation, food and beverage, lodging, and the stock exchanges.

Keywords: COVID-19 Pandemic, world economy, stock market, transportation sector, food and, beverage.

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Elementary Education Online

ISSN: 1305-3515
COUNTRY: Turkey
Scopus: Yes
WoS: No
SUBJECT AREA & SUB CATEGORY: Social Sciences

The journal has been derecognized w.e.f June 24, 2021 due to involvement in dubious activities

Subject Area Position

Parameter	Raw Score	HJRS Percentile
EFTM *	-	-
AJFTM *	-	-
SJR *	0.192	40
H-index	9	42
CD2	0.38	43
SNIP *	0.4255	37

JPI: 23
Category: X
Meditation: Null
Subject Area Position: 3639 / 6557

Elementary Education Online, Feb. 2021; Vol 20 (Issue 2): pp. 615-621

5. The Outbreak of COVID-19, Financial Vulnerabilities, and Safeguarding Healthcare Infrastructure Management in Pakistan

Muhammad Aleem*, Imran Rafiq, Bilal Khan, Ziauddin,

Abstract

This paper aims to highlight the vulnerabilities raised by the COVID-19 pandemic in Pakistan's healthcare Infrastructure and the measures are taken by Pakistan to control and contain the spread of this infectious disease, especially the prevailing second wave of COVID-19. In emerging economies like Pakistan, the impact of this pandemic is even higher due to existing inefficient and defective healthcare infrastructure. Furthermore, due to breach of standard operating procedures (SOPs) and lockdown measures, the promptly increasing new infections caused an overload on the healthcare providers. The prevailing situation is also raising apprehensions about the competence of the government to address the infection and fatality rate among healthcare providers, for instance, as of 27 January 2021, 13,655 confirmed positive cases and 132 deaths were reported amongst health professionals. This pandemic could bring more devastation in terms of fatalities; therefore, Pakistan must ensure utmost protection measures for health professionals. To fight this pandemic in an efficient manner, investing in the persistently underfunded healthcare infrastructure is indispensable.

Keywords: Healthcare infrastructure, first and second wave of COVID-19, Coronavirus Pandemic, Pakistan, vaccination Facilities

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JOURNAL OF CONTEMPORARY ISSUES IN BUSINESS AND GOVERNMENT

ISSN: 1323-6903, 2204-1990
 COUNTRY: Australia
 Scopus: No
 WoS: Yes
 SUBJECT AREA & SUB CATEGORY: Decision Sciences

Subject Area Position

Parameter	Raw Score	HJRS Percentile
EFTM *	-	-
AIETM *	-	-
SJR *	-	-
H-Index	-	-
CD2	-	-
SNIP *	-	-

Decision Sciences

JPI: -
 Category: Y
 Mediation: Null
 Subject Area Position: -

Publisher: SWINBURNE UNIV TECHNOLOGY, FAC BUSINESS & LAW
 * Eigenfactor (EF) and Article Influence (AI) are trademarks of Informa Group

Journal of Contemporary Issues in Business and Government Vol. 27, No. 06, 2021

6. The Role of Self-Management in Reducing Work Stress Caused by Role Conflict, Role Ambiguity, Time Pressure, and Work Overload: Empirical Evidence from Pakistan.

Imran Rafiq, Muhammad Aleem*, Dr. Najwa Mordhah, Rehan Sajid, Ziauddin,

Abstract

The purpose of this research was to observe the role of self-management in reducing work stress caused by common stressors (Role Conflict, Role Ambiguity, Time Pressure, and Work Overload). Stress is a growing concern in a walk of life, the causes of stress are so many specifically work stress is researched so much due to the significant impact of this on all important variables of business and life in general. It is always an interesting quest to find the remedy for such issues, for this purpose emotional intelligence is considered the best copy strategy. This research aims at finding the role of the second dimension of emotional intelligence (self-management) which was taken as the independent variable and 2nd order variable technique was used to obtain the work stress from the four stressors. The smart pls 3.0 software was used to achieve the path coefficients (-0.179, -0.321, -0.285, -0.358) (Role Conflict, Role Ambiguity, Time Pressure, and Work Overload) respectively. R square (0.032, 0.103, 0.081, 0.128), T-statistic (3.510, 6.775, 6.049, 7.333) and p-value (0.000, 0.000, 0.000, 0.000). This study was conducted in the hospital setting of three main hospitals in district Peshawar namely lady reading, Khyber teaching, and Hayatabad medical complex. The sample size of 361 nurses and medical staff was obtained using stratified and systematic random sampling techniques.

Keywords: Work stress, role conflict, role ambiguity, time pressure, work overload, and self-management

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Country: Pakistan

Corresponding Author's Email: aleem@cecos.edu.pk

7. Emotional Intelligence and Role Conflict a Bond of Converse Relationship: Evidence from the Hospitals Sector of the Health Industry.

Imran Rafiq, Muhammad Aleem*, Dr. Ramaisa Aqdas, Ziauddin, Nik Ab Halim bin Nik Abdullah

Abstract

This research study aimed at finding the converse relationship between emotional intelligence and role Conflict at the hospitals of Peshawar, KPK, and Pakistan. Emotional intelligence is considered the Best coping strategy to deal with work stress, while role conflict is the most common practicing Stressor that contributes to the stressful conditions of a person. Hospitals are the most crowded and Overburdened sector of any nation that is heavily dependent on multiple roles of nurses, doctors, and medical staff. The objective of this research was to see the effect of emotional intelligence in Dealing with role conflict between the nurses and medical staff of three big hospitals in the city. The results show a significant inverse relationship between emotional intelligence and role conflict. The P-Value (0.000), T-statistics (16), R-Square (0.32), and path coefficients (-0.56) show highly Significant results of underline relationships. For these findings, SmartPLS 3.0 was used to analyze the response of 359 nurses and medical staff employing stratified sampling and systematic random sampling techniques on a five-point scale of adapted questionnaires.

Keywords: Emotional Intelligence, Role Conflict

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5. Department of International Business School of International Studies, Universiti Utara Malaysia

Country: Pakistan

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8. Does Emotional Intelligence Dwindle the Stress Due to Time Pressure and Work Overload? A Case Study of Nurses in Public Hospitals

Imran Rafiq, Sarah Azhar, Najwa Mordhah, Jawad Hussain, Asma Perveen

Abstract

The objective of this research paper was to observe the impact of emotional intelligence on stress which is triggered by time pressure and work overload. With no regard to public or private organization setup, time pressure and work overload are reported by employees in general. Nurses face the issue on daily basis. Stressful conditions due to time pressure and workload often lead to many organizational concerns in terms of mental health, physical health, absentees' turnover, emotional burnout, etc. emotional intelligence is considered a best-coping strategy and it is studied with many organizational variables which positively related to positive variable and inversely related negative variable. Time pressure and workload were studied with emotional intelligence it was observed that emotional intelligence was inversely related to time pressure and work overload. For this purpose, SmartPLS 3.0 was used to find the path coefficients and R-square, the output shows that the path coefficient for work overload (-0.55) and for time pressure (-0.38), the R-square (0.31) and (0.14) for work overload and time pressure with significance P-value (0.000) (0.000) and T-statistic value (14.9) (8.5) respectively. Nurses of the three main hospitals of Peshawar were the observing unit. And data was collected through self-administrated questionnaires, a stratified and systematic random sample was used to obtain the sample size of 359 out of approximately 2000 nurses including the adjusting nursing schools which work under these hospital settings.

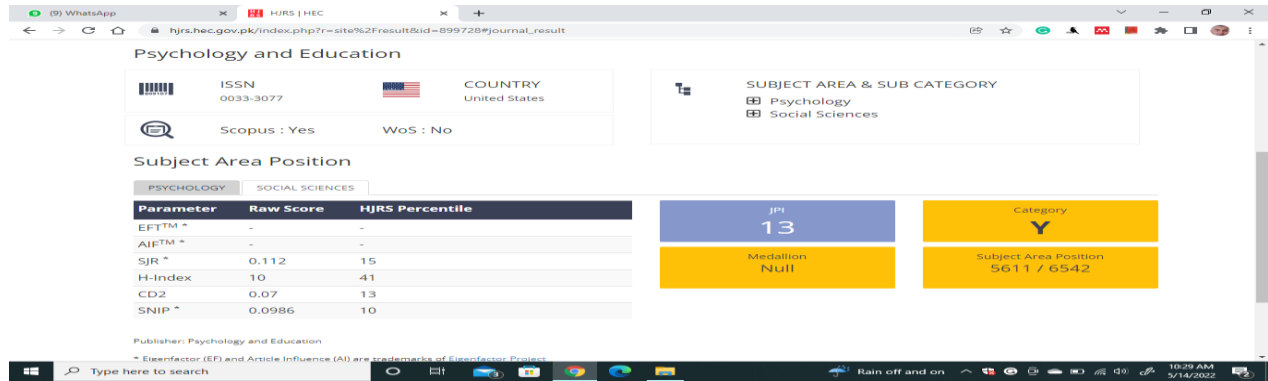
Keywords: Emotional Intelligence, Work Stress, Time Pressure, Work Overload.

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5. Department of Psychology and Counseling, Sultan Idris Education University, Malaysia

Country: Pakistan

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Parameter	Raw Score	HJRS Percentile
EFTM *	-	-
AFTM *	-	-
SJR *	0.112	15
H-index	10	41
CD2	0.07	13
SNIP *	0.0986	10

PSYCHOLOGY AND EDUCATION (2022) 59(2): 347-356

9. Bonds of Inverse Relationships Amongst Role Ambiguity, Role Conflict, Time Pressure, Work Overload, and Self-Awareness: a Systematic inquest of nurses and medical staff of government hospitals in Peshawar, Pakistan.

Imran Rafiq*, Amira E. Elabasy, Anisa Bandial

Abstract

The aim of this study was to observe the role of self-awareness and the work stressors specifically Role Ambiguity, Role Conflict, Time Pressure, and Work Overload. It was presumed that self-awareness ability will be helpful in reducing stress caused by these stressors. To obtain this objective a sample of 361 nurses and medical staff were selected out of 1800 total population employing systematic random sample and stratified sample techniques from three main government hospitals in the district Peshawar. For data analysis, Smartpls 3.0 were used to obtain the path coefficient, T-Statistic. The results show inverse relationships between self-awareness and all work stressors (Role Ambiguity, Role Conflict, Time Pressure, and Work Overload) path coefficients (-0.325)(0.199)(-0.16)(-0.278) respectively with P-values (0.00) (0.00) (0.03) and (0.00) and T-statistic values (3.79)(6.826)(2.96) (5.678) respectively show highly significant results. The results demonstrate that being aware of self can be helpful in reducing stress caused by these stressors.

Keywords: Self-Awareness, Role Ambiguity, Role Conflict, Time Pressure, Work Overload

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The screenshot shows the Webology journal website. At the top, it displays the ISSN (1735-188X) and the country (Iran). Below this, there are search filters for Scopus (Yes) and WoS (No). The 'Subject Area Position' section is active, showing a table of metrics and two summary boxes. The table lists parameters like EFTM, AFTM, SJR, H-index, CD2, and SNIP with their raw scores and HJRS percentiles. The summary boxes show a JPI score of 33 (Medal Honorable Mention) and a Subject Area Position of 2021 / 6542.

Parameter	Raw Score	HJRS Percentile
EFTM *	-	-
AFTM *	-	-
SJR *	0.259	50
H-index	18	59
CD2	1.57	77
SNIP *	0.9448	61

Webology (ISSN: 1735-188X) Volume 18, Number 1, 2021

10. Examining The Moderating Role Of Gender And Also Investigating The Influence Of Marketing Strategies On Online Consumer Buying Behavior

Neelam Akbar¹, Najwa Mordhah², **Imran Rafiq³**, Ziauddin⁴, Sadaf Naheed⁵

ABSTRACT

Online consumer buying behavior is gaining significance in the field of marketing and advertising because it has changed the ways and techniques businesses adopt today for gaining market share with the usage of web-based techniques. The rationale of current research is to investigate the impact of online marketing mix components (product, price and promotion) on online consumer buying behavior, this study also gender as a moderator between online marketing mix components (product, price and promotion) and online consumer buying behaviour. This study adds value to the literature in the following ways; firstly it provides a broader understanding of online consumer buying behavior as a new technique in which businesses operate their activities. Secondly, the role of gender as moderator is investigated between independent and dependent variables of the study. Regression analysis was employed along with dual statistical techniques i.e. Barron and Kenny's and Preacher and Hayes method of bootstrapping for analyzing the role of gender as a moderator. Findings of the study showed that online marketing mix components (product, price and promotion) and online consumer buying behavior were positively and significantly associated with each other. It is observed in the study that gender as moderator moved in the opposite direction and found an insignificant range which showed that gender does not moderate the relationship between independent and dependent variables under study.

Keywords: Marketing Strategies, On Online Consumer Buying Behavior

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5. Research Scholar, Foundation University Rawalpindi Campus.

Country: Pakistan

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11. The Role of Self-Management In Relation To Stress Caused By Work Overload. A Study Of Nurses In Government Hospitals

Dr. Imran Rafiq^{1*}, Dr. Najwa Mordhah², Dr. Asma Perveen³, Amira E. Elabasy⁴

Abstract

This study was designed to observe the role of the self-management aspect of emotional intelligence with work stress caused by work overload. The objective of this research pertains to the underline importance of work overload and the important dimension of emotional intelligence (self-management) amongst the nurses and medical staff of three big hospitals in district Peshawar namely Lady Reading, KTH, complex hospital Peshawar, KPK, and Pakistan. For the underline study, 361 sample sizes out of 1800 staff of nurses and medical staff were selected employing systematic random sampling and stratified random sampling techniques. Smartpls.3.0 was used for data analysis, and path coefficient and T statistic were used to calculate P-value and R square to check the significance of the model. The results show that self-management was inversely related to Work overload with (-0.36) Path Coefficients, (7.3) T-statistic value, and a highly significant (0.000) P-Value. The result proved that self-management significantly decreases the stress caused by work overload.

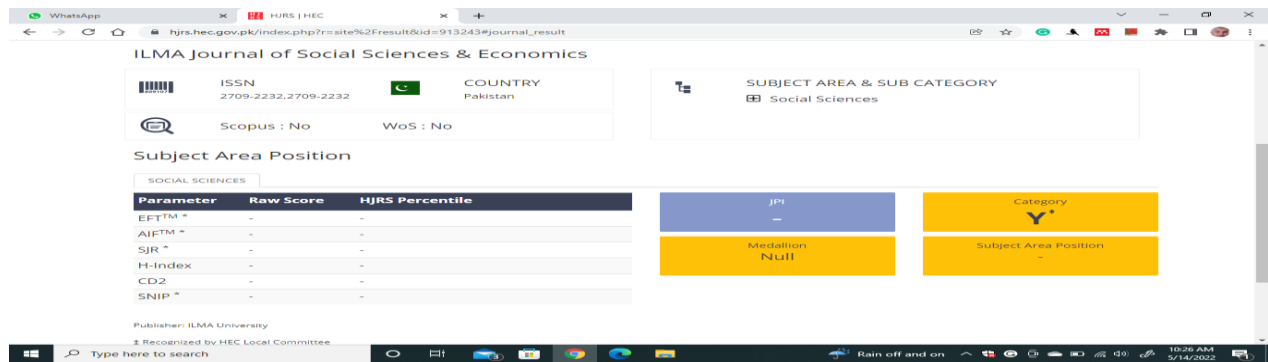
Keywords: self-management, work overload

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12. OBSERVING THE ROLE OF ONLINE MARKETING STRATEGIES WITH CONSUMER BUYING BEHAVIOR IN THE PRESENCE OF ATTITUDE AS A MEDIATOR

Neelam Akbar Marwat1 | Imran Rafiq2* | Zia uddin3 | Muhammad Bilal4

Abstract

Customers are increasingly turning to professional social media networks to learn about businesses and make purchasing decisions. The purpose of this study is to get a better understanding of SMM activities customization and word of mouth, brand experience sensory experience and behavioral experience and social media benefits, cognitive and personal integration, and CBBE in the fashion house business environment by revealing whether marketers may impact customers' attitude toward the brand equity. The survey of 274 followers of high-end fashion companies on digital networking was utilized to evaluate the study model using a statistical program for the natural sciences. The data show significant mental, personal integrative, and socially integrative advantages, but not hedonic benefits, which moderate the SMM–CBBE connection. Furthermore, brand trust, user engagement, and customer satisfaction are all substantially influenced by behavioral and attitudinal consumer engagement. Our studies might be used by luxury fashion management to design SMM tactics that improve Youngsters' overall business journey and customer loyalty evaluations in digital marketing contexts.

Keywords: Social media; WOM; Brand experience; Customization; Cognitive

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**13. The Relationship of Job Satisfaction and Employee s' Turnover
Intention: A Case of Private Sector Universities in Jalalabad,
Afghanistan**

Imran Rafiq¹, Bilal Khan², Saima Batool³

Abstract

This study examines the relationship between Job satisfaction and turnover intention of lecturers in private universities in Jalalabad, Afghanistan. The paper highlights and defines the main concept of job satisfaction and turnover intention. To study job satisfaction in detail the author divides job satisfaction into extrinsic job satisfaction and intrinsic job satisfaction. A questionnaire was used containing elements to measure intrinsic satisfaction and extrinsic satisfaction. The main elements of extrinsic satisfaction i.e. pay, working conditions, head of the department, work at self, and promotion opportunities were selected to measure the extrinsic satisfaction. The questionnaire also contains elements to measure the intention to leave. To achieve this objective a sample of 70 lecturers was selected using the convenience and snowball sampling technique from different universities from the population of 150 lecturers of which 47 questionnaires were received. Linear regression using SPSS 20 was used to test the hypothesis which shows a significant relation of overall job satisfaction to turnover intention in private universities of Jalalabad, Afghanistan. This study also focuses to see the relation of intrinsic satisfaction and different elements of extrinsic satisfaction separately with the turnover intention which shows a significant relationship of (sig.000). There was no significant relationship found between age and qualification to turnover intention and there was no significant relationship found between environmental insecurities to job satisfaction and turnover intention.

Key Words: Job Satisfaction, Turnover, Private Sector Universities, Extrinsic and intrinsic satisfaction

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14. Mental Health among Undergraduates from Malaysia and Pakistan: A Cross-Cultural Study

Asma Perveen¹, Hazalifah Hamzah^{1*}, Fatanah Ramlee¹, Saima Masoom Ali², Imran Rafiq³, Abida Naseer⁴

Abstract

Mental health issues were reported with increased prevalence across the globe during the COVID-19 pandemic era. The present research is focused to study the cross-cultural prevalence of mental health among Malaysian and Pakistani undergraduates during the pandemic phase in 2021. A cross-sectional online survey was conducted on a total of 533 graduates, 263 (49.30%) Malaysian and 270 (50.70%) Pakistani from different universities, with age range 20 - 30 years old ($M = 22.81$; $SD = 2.30$) and including males = 87 (16.30%) and females = 446 (83.70%). The purposive sampling technique was implied and the Mental Health Inventory (MHI-18) was administered to collect data. The results revealed that there was a significant relationship related to the psychological distress dimension of mental health among Malaysian and Pakistani respondents. Males scored lower than females in both Psychological Distress and Psychological Well-Being. Malaysian scored higher in Psychological Well-Being but lower in Psychological Distress as compared to Pakistanis students. Finally, there was no difference in both Psychological Distress and Psychological Well-Being when age is compared. In light of these results, we can conclude that Malaysian has a higher score on psychological well-being as compared to Pakistani undergraduate students. These findings could provide cross-cultural theoretical implications and contribute to evidence-based social policy and social work intervention to promote adults' mental well-being to reduce psychological distress. **Keywords:** Malaysia, Pakistan, mental health, graduate, pandemic

Introduction In recent years, with the rapid of society and technology, personal flexibility is becoming increasingly important. People need to learn how to adapt to a changing world quickly for their well-being, in recent years due to COVID-19 disease, the social, psychological, and financial concerns have changed drastically (Hong et al., 2020). People are struggling to conserve their mental health (Gold, 2020) along with challenging social and financial difficulties. Mental health has vital importance in the overall wellbeing and quality of life of adults in different cultures. Currently the mental

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SUBJECT AREA & SUB CATEGORY: Social Sciences, Medicine

Parameter	Raw Score	HJRS Percentile
EFTM *	-	-
AJFTM *	-	-
SJR *	0.216	43
H-Index	25	69
CD2	0.51	47
SNIP *	0.4229	27

JPI: 26 | Category: X

Medallion: Clay | Subject Area Position: 2964 / 6542

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15. Application of Brand Resonance Model Assessing the Relationship between Brand Resonance Dimensions and Extraversion Consumer Personality Trait

Neelam Akbar Marwat¹, Dr. Imran Rafiq², Dr. Jawad Hussain³, Dr. Asma Perveen⁴

Abstract

The battle for market share that enhances the credibility and reputation of a firm rests upon its branding strategies knotted in its brand resonance that helps them in gaining momentum with revolutionary changes in consumer behavior. Brand resonance is trending in the marketing domain that serves as a supreme phenomenon for the identification of consumer-level of attachment with brands. The rationale of the research is to identify the connection between theory and practice by analyzing the relationship between extraversion consumer personality traits and brand resonance dimensions with the main aim to understand the deep emotional and psychological bonding relationship between the four dimensions of brand resonance. The quantitative data via a structured close-end questionnaire was collected and tested via SPSS for analyzing the results of a female-targeted group of customers. Measurement of dependency of variables was judged with the application of multiple regression analysis. Results of the study proved that there is a significant positive relationship between brand resonance dimensions and personality traits extraversion. Extravert female consumers consider luxurious clothing brands as a product that goes incongruity with their personality traits. The link between personality traits and brand resonance measurement scales helps the brand managers to come up with customized offerings for their actively engaged customers who feel a sense of community and affiliation with the use of specific brands. Brand managers can develop, manage and sustain their brands according to where their brands stand at the level of the resonance model. Knowing the positions of consumers in terms of their loyalty status managers can develop strategic moves for building and enhancing the psychological bond between consumers and the company's products.

KEYWORDS: Brand Resonance, Extraversion, Behavioral Loyalty, Attitudinal Attachments

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