

NEW MEMBERS OF EDITORIAL BOARD



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Prof. Dr. Zahid Mahmood is teaching at national and overseas educational institutions over a period of ten years in the fields of management, strategic management, marketing, human resource management, total quality management, accounting, research methods, and supervising a number of undergraduate and postgraduate (MPhil & PhD) research dissertations

EDUCATIONAL QUALIFICATION:

- Bachelor of Commerce (B.Com) 1986 – 1988. The University of Punjab, Lahore, Pakistan
- Master of Commerce (M.Com) 1988 – 1990. Specialization in: “Marketing”. Hailey College of Commerce, The

University of Punjab, Lahore, Pakistan

- Master of Business Administration (MBA) 1993 – 1995. Specialization in: “General Management”. University of Wollongong, NSW Australia
- Doctor of Philosophy (PhD) 1997 – 2000. Thesis Title: “An Empirical Investigation of the Successful Implementation of Quality Management in Service Sector Organizations”. University of Western Sydney, NSW Australia.

TEACHING EXPERIENCE & ACADEMIC RANK:

Teaching of Marketing, Management and Finance at PhD, MPhil, MBA, & BBA levels at the:

- o University of Wollongong, Australia. 1994-1996
- o University of Western Sydney Australia. 1997-2002 (Lecturer).
- o University Sains Malaysia. 2003-2004 (Lecturer).
- o Air University, Islamabad, Pakistan. 2004-2006 (Assistant Professor)
- o Federal University Arts, Science and Technology, Islamabad, Pakistan. 2006-2007(Professor/Consultant& Head of Department).
- o Bahria University, Islamabad, Pakistan. 2007-to date. Incharge MPhil & PhD Programs of Bahria University(Professor).

MEMBERSHIP IN OCCUPATIONAL ASSOCIATIONS:

- Australian Marketing Institute.
- The Quality Society of Australia.
- The Australian Institute of Management.

AWARDS:

- Selected for the Best University Teacher Awards for the Year 2009 by the Higher Education Commission of Pakistan. The award consists of the Certificate of Recognition and Cash Prize.
- Received Scholarship for PhD in the University of Western Sydney, Australia for Years of 1996 – 2000.
- Received Scholarship for MBA in the University of Wollongong, Australia for Years of 1993 – 1996.

CURRICULUM DEVELOPMENT:

1. Designed MPhil and PhD Programs (2008) in the Discipline of Management Sciences and developed the curriculum at both levels approved by Higher Education Commission, Pakistan, Bahria University Islamabad.
 - a. Currently - 32 PhD scholars Registered
 - b. Currently - 80 MPhil scholars Registered
2. Devised MBA curriculum, Bahria University, Islamabad
3. Developed the Research Dissertation for MBA Program
4. Developed the Thesis Write-up Manual for MPhil and PhD Student
5. Developed the supervisor and students responsibilities Manual

PAPERS PUBLISHED IN NATIONAL AND INTERNATIONAL JOURNALS:

1. Mahmood, Z. et al., (2013). Impact of Deceptive Advertisement on Consumer Psyche. World Applied Sciences Journal, 26 (12). 1662-1667.
2. Mahmood, Z. et al., (2013). Impact of Customer Relationship Management on Customer Satisfaction. World Applied Sciences Journal, 26 (12). 1653-1656.
3. Mahmood, Z. et al., (2013). The Effect of Intrinsic Motivational Instruments on Job Satisfaction: A case of Pakistani Financial Services Companies. World Applied Sciences Journal, 26 (12). 1656-1661.
4. Mahmood, Z. et al., (2013). Factors Affecting the Job Satisfaction of Employees in Banking Sector of Pakistan, A Generalization from District Sahiwal Pakistan. World Applied Sciences Journal,

26 (10). 1304-1309.

5. Mahmood, Z. et al., (2013). Effect of Brand Image on Brand Loyalty and Role of Customer Satisfaction. *World Applied Sciences Journal*, 26 (10). 1364-1370.

6. Mahmood, Z. et al., (2013). Measuring Impact of Factors Influencing Purchase Intention towards Green Products: Sahiwal Clothing Industry Perspective. *World Applied Sciences Journal*, 26 (10). 1371-1379.

7. Mahmood, Z. et al., (2013). Effect of Workforce Diversity on the Performance of the Students. *World Applied Sciences Journal*, 26 (10). 1380-1384.

8. Mahmood, Z. et al., (2013). Effect of Workforce Diversity on the Performance of the Students. *World Applied Sciences Journal*, 26 (10). 1385-1390.

9. Mahmood, Z. et al., (2013). Factors Affecting Consumer Purchase Decision in Clothing Industry of Sahiwal, Pakistan. *World Applied Sciences Journal*, 24 (7). 844-849.

10. Mahmood, Z. et al., (2013). Effect of Emotional Intelligence, and Stress on Employee Performance in Banking Sector: A Case Study of Okara Domestic, Pakistan. *Management and Administrative Sciences*, 2 (5). 594-602.

11. Mahmood, Z. et al., (2013). Impact of 'After Sales Service' on 'Consumer Buying Behavior' in Sahiwal Pakistan. *Management and Administrative Sciences*, 2 (5). 555-562.

12. Mahmood, Z. et al., (2013). Impact of Labeling on Customer Buying Behavior in Sahiwal, Pakistan. *World Applied Sciences Journal*, 24 (9). 1250-1254.

13. Khan. M. R. & Mahmood, Z (2013). Interest Rate Sensitivity and Stock Returns. *Business Review*, 8 (1), 20-32.

14. Saeed, R. & Mahmood, Z (2013). Impact of Organizational Commitment on Employee Faithfulness. *World Applied*

Sciences Journal, 26 (7). 945-949.

15. Saeed, R. & Mahmood, Z (2013). Factors Effecting Consumer Purchase Decision in Clothing Industry of Sahiwal, Pakistan. *World Applied Sciences Journal*, 24 (7). 844-849.

16. Saeed, R. & Mahmood, Z (2013). Effect of Satisfied Leadership Style on Employee Organizational Commitment in Banking Sector: A case of Okara, Pakistan. *World Applied Sciences Journal*, 24 (7). 957-963.

17. Saeed, R. & Mahmood, Z (2013). Effect of Conflicts in Organizations and its Resolution in Pakistan. *World Applied Sciences Journal*, 26 (3). 393-398.

18. Saeed, R. & Mahmood, Z (2013). Consumer Attitude towards Advertising via Mobile. *World Applied Sciences Journal*, 26 (5). 672-676.

19. Saeed, R. & Mahmood, Z (2013). Buyer faithfulness in FMCG Sector of Pakistan. *Management and Administrative Review*, 2 (5). 594-602.

20. Saeed, R. & Mahmood, Z (2013). Effect of Emotional Intelligence, and Stress on Employee Performance in Banking Sector: A case Study of Okara, Pakistan. *Management and Administrative Review*, 2 (6). 632-639

21. Ashfaq, S, Mehboob A, & Mahmood, Z (2013). Impact of Work-Life Conflict and Work over load on Employee Performance in Banking Sector of Pakistan. *Middle-East Journal of Scientific Research*, 14 (5), 688-695

22. Mahmood, Z. & Munir, M. M. (2013). Empirical Analysis of Relationship between Occupational Stress and Organizational Burnout: Evidence from Higher Educational Institutions of Pakistan. *International Journal of Humanities and Social Science*, 3(9), 180-182.

23. Siddiqui, A. M. & Mahmood, Z. (2013). Macroeconomic Dynamics of

- Standard of Living in South Asia. *The Journal of Distribution Science*, 11 (7), 5-13.
24. Mahmood, Z. & Shahzad, A. (2012). The Mediating-Moderating Model of Organizational Cynicism and Workplace Deviant Behavior: (Evidence from Banking Sector in Pakistan). *Middle-East Journal of Scientific Research*, 12(5).
25. Akbar, M. Rahman, U.A. & Mahmood, Z. (2012). The Myth of Downside Risk Based CAPM: Evidence from Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 4 (6), 860-869.
26. Lodhi, N. R. & Mahmood, Z. (2012). Relationship – Based Approach to ERP System and Financial Performance: A Conceptual Model. *Science Series Data Report Journal*, 4 (9), 95-103.
27. Bilal, A. & Mahmood, Z. (2012). Evaluating The Effectiveness of Customer Relationship Management in Telecom and Banking Industry. *Science Series Data Report Journal*, 4 (7), 86-103.
28. Mahmood, Z. & Siddiqui, M. A. (2012). Outreach and admission to equity in Education: Pakistani Perspective in South Asia. *Science Series Data Report Journal*, 4(1), 23-33.
29. Mahmood, A. & Aziz, M. (2012). Impact of Brand Loyalty Factors on Brand Equity. *International Journal of Academic Research*, Vol. 2, No. 2.
30. Imran, M. & Mahmood, Z. (2011). Sustainable Adaption of TQM Programs in Higher Educational Institute of Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 3(1).
31. Mahmood, Z. & Siddiqui, M. A. (2011). Measurement of inequality and socio-economic indicators of poverty in the four provinces of Pakistan. *European Journal of Social Sciences*, April, 21 (2), 322-335.
32. Ghani, U. & Mahmood, Z. (2011). Factors influencing performance of microfinance firms in Pakistan: Focus on market orientation. *International Journal of Academic Research*, Vol. 3, No. 5, 125-132.
33. Mahmood, Z. & Ghani, U. (2011). Antecedents of Market Orientation in Microfinance Industry in Pakistan. *African Journal of Business Studies*, 5(5): 1822-1831.
34. Ahmed, W. & Mahmood, Z. (2011). An Empirical Investigation of the Association between Creative Advertising and Advertising Effectiveness in Pakistan. *International Journal of Marketing Studies*, Vol. 2, No. 2,
35. Ghani, U. & Mahmood, Z. (2010). Determinants of Performance in the Microfinance Industry of Pakistan: Focus on Market Orientation. *LCBR European Marketing Conference*, Munchi, Germany (Selected Best Top 20).
36. Mahmood, Z. & John, S. (2009). Effective Corporate Strategies for Implementation of Quality Management in Service Organization (Book Chapter-10). *Contemporary Corporate Strategy: Global Perspectives (1sted)*. New York: Rutledge.
37. Mahmood, Z. & John, S. (2009). Strategies for Developing an Excellence Paradigm of Intra-organizational Marketing Culture and Quality Management (Book Chapter-17). *Contemporary Corporate Strategy: Global Perspectives (1sted)*. New York: Rutledge.
38. Akhtar, A. & Mahmood, Z. (2009). A Tri-Pong Variable Analysis of Influence Strategies. *World Applied Sciences Journal*, Vol. 7, no. 9. PP 1080-89.
39. Mahmood, Z. & Riaz, Z. (2008). Using Case Study Research Method to Explore Emergent Relations of Corporate Governance and Social Responsibility. *Journal of Quality and Technology Management*. (top-ten downloaded paper SSRN website www.ssrn.com).

40. Akhtar, S. & Mahmood, Z. (2008). The Relationship - Upward Influence Tactics with Age, Gender and Industry – An analysis of Asian Perspectives. 4th National Human Resource Conference Proceedings Malaysia. (Selected Best Paper)
41. Akhtar, S. and Z. Mahmood, 2007. Upward Influence Tactics, Career Success and Gender. Proceedings of the Academy of Global Business Advancement, Penang, Malaysia,
42. Saeed, J.; Zahid, M. (2006). Towards the Development of an Excellence Paradigm of Intraorganizational Marketing Culture and Quality Management. In: Journal of Management Systems (USA), 39-53
43. Mahmood, Z. (2006). A Conceptual Model To Develop Corporate Culture And Improve The Internal Organizational Communication By Applying Internal Marketing Concepts Towards The Implementation of Quality Management Programs. Journal of Management & Social Sciences. (Included in the Reading for Master's level students in Marketing Strategy course at The Johns Hopkins School of Business USA), 55-68.
44. Mahmood, Z. & Afsari, S. (2006). A Conceptual Framework for Quality Assurance in Higher Education Sector. Journal of Pakistan Business Review, Vol. 2, No: 4, 39-50.
45. Mahmood, Z.; Ahmad, N.; & Imtiaz, S.M.N. (2005). Successful Adaptation of Quality Management Programs in Pakistani ISO Certified Organizations, Journal of Quality and Technology Management Punjab University Press. 1-19.
46. Aurangzeb, Mao Lin, Tom Hintz, and Mahmood, Z. (2005). Visualization of Network Intrusion, Honet International Conference Proceedings, NUST Institute of Informational Technology.
47. Zahid, M. & Saeed, J. (2004). An Empirical Investigation of the Successful Implementation of Quality Management in Service Organizations, Journal of Management Systems, Vol. XVI, No. 1
48. Mahmood, Z. (2004). Internal Marketing provides a Systematic Framework to develop corporate culture and improve the internal organizational communication towards the implementation of quality management programs. International Conference Proceedings Administrative Sciences KFUPM Saudi Arabia.
49. Mahmood, Z., (2003). Theoretical Framework for the Successful Implementation of Quality Management in the Context of Service Organizations. Pakistan Management Review: XL, 2.
50. Mahmood, Z. & Sarmiento, Q.C. (2003). Teachers Written Discourses and STL Knowledge: An In-Service Training Program of Secondary School Teachers' with ESL Background. Journal of Asian Education and Research, Vol. 2, No. 1.
51. Mahmood, Z. (2012-inpress). Macroeconomic Determinants of Social Well-being in South Asia. Journal of Development Studies (in review process).
52. Mahmood, Z. (2014 -inpress). Quality Assurance: The Standards for Teaching and Learning in the Institutions of Higher Education. Journal of Quality and Technology Management.

BOOKS WRITTEN:

1. Mahmood, Z, Mahmood, & Siddiqui, M. A. (2012). Implementation of Quality Management: An Internal Marketing Perspective. LAP Lambert Academic Publishing GmbH & Co. KG Heinrich-Böcking-Str. Saarbrücken, Germany. Now Available on Amazon.

2. Mahmood, Z., (2012). Implementation of Quality Management in Service Sector. LAP LAMBERT Academic Publishing GmbH & Co. KG Heinrich-Böcking-Str. Saarbrücken, Germany.
3. Mahmood, Z., (2010). Handbook for MPhil & PhD Thesis Write-Up. Bahria University Press Islamabad, Pakistan.
4. Mahmood, Z., et al., (2009). Text Book of Cost Accounting and Concepts. KitabMarkaz Publisher, Faisalabad, Pakistan.
5. Mahmood, Z., et al., (2009). Manual of Cost Accounting and Concepts. KitabMarkaz Publisher, Faisalabad, Pakistan.
6. Mahmood, Z., et al., (2007). Text Book of Cost Accounting. KitabMarkaz Publisher, Faisalabad, Pakistan.
7. Mahmood, Z. & Awan, A. (2007). Industrial Management and Human Relation. Allied Book Publisher Urdu Bazar Lahore Pakistan.
8. Mahmood, Z., & Awan, M.A., (in press). Guide for Professional How to Write Research Project/Report and Proposal. Lahore Publisher Pakistan.