

## GROUP INTRODUCTION

The Research Group of Entrepreneurship is actively involved in basic and applied research in the fields of Entrepreneurship and Leadership. The scope of research group includes areas like Entrepreneurship, Small and Medium Enterprises (SMEs), Micro and Small Enterprises (MSEs), Governance and Finance etc. The group has published numerous research articles in the mentioned domains.

## GROUP HEAD

### Dr. Muzaffar Asad

Dr. Muzaffar Asad has completed his Doctorate from University Utara Malaysia, an AACSB Accredited university. His research interests include Entrepreneurship & Leadership, Small and Medium Enterprises (SMEs), Micro and Small Enterprises (MSEs) etc. He has published numerous articles in national and international journals of highest repute. Dr Muzaffar is the certified trainer of IBA Karachi, Punjab Education Endowment Fund (PEEF), Akhuwat Institute of Social Entrepreneurship and Management (AISEM) and International Islamic University Islamabad (IIUI). He has conducted several trainings in the domains of Leadership, Entrepreneurship and Research. He is an active member of Editorial Board of Journal of Business (European Journal) and Review Board for International Conferences conducted in collaboration with Emeralds. He has also conducted numerous workshops on CV Writing, Negotiation & Communication Skills, SPSS, and Smart PLS at various academic and professional institutes. Currently he is serving as Assistant Professor at Faculty of Management and Social Sciences, Capital University of Science and Technology, Islamabad.



## RESEARCH AREAS

- Entrepreneurship and Leadership
- Small and Medium Enterprises (SMEs)
- Micro and Small Enterprises (MSEs)
- Human Resource
- Corporate Governance

## GROUP MEMBERS

- Dr. Salman Shabbir
- Dr. Rabia Kiran
- Mr. Syed Hussain Haider
- Mr. Hassam Baig
- Mr. Khawar Zafar

## CURRENT MS STUDENTS

- Ms. Samar Khalid
- Mr. Sayab Nadeem
- Ms. Haleema Majeed
- Mr. Aneel Javaid

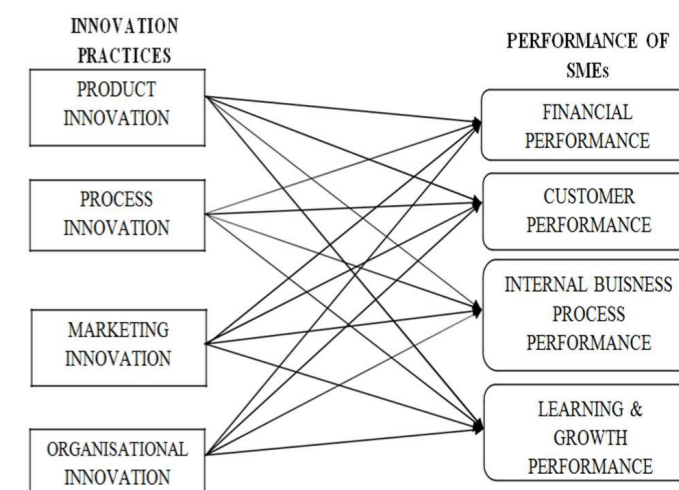
## ALUMNI

### Mr. Hassam Baig

**Thesis Title:** Impact of Team Competence and Team Communication on Information Technology Project Success with a mediating role of Team Cohesion.  
**Year: 2019**

### Mr. Khawar Zafar

**Thesis Title:** Impact of Project Management Practices on Performance of Small and Medium Enterprises with Mediating role of Knowledge Management and Moderating Role of Business Environment.  
**Year: 2018**



## Selected Publications

### Journal Publications

- M. Asad, A. Rizwan, M. Shah, and A. Munir, "Impact of Innovation Practices of Sustainable Performance of SMEs", *Herald National Academy of Managerial Staff of Culture and Arts*, vol. 3, pp. 537-546, 2018.
- M. Asad and U. Abid, "CSR practices and customer's loyalty in restaurant industry: Moderating role of gender", *NUML International Journal of Business & Management*, vol. 13, no. 2, pp. 144-155, 2018.
- M. Shah and M. Asad, "Effect of motivation on employee retention: Mediating role of perceived organizational support", *European Online Journal of Natural and Social Sciences*, vol. 7, no. 2, pp. 511-520, 2018.
- A. Z. Almansour, M. Asad, and I. Shahzad, "Analysis of corporate governance compliance and its impact over return on assets of listed companies in Malaysia", *Science International*, vol. 28, no. 3, pp. 2935-2938, 2016.
- M. Asad, M. N. Sharif, and J. M. Alekam, "Moderating role of entrepreneurial networking on the relationship between entrepreneurial orientation and performance of MSEs in Punjab Pakistan", *Science International*, vol. 28, no. 2, pp. 1551-1556, 2016.
- M. Asad, M. N. Sharif, and M. Hafeez, "Moderating effect of network ties on the relationship between entrepreneurial orientation, market orientation, and performance of MSEs", *Paradigms: A Research Journal of Commerce, Economics, and Social Sciences*, vol. 10, no. 2, pp. 69-76, 2016.
- K. Zahra, K. Majeed, A. Mahmood, and M. Asad, "Impact assessment of community participation in solid waste management projects in selected areas of Faisalabad city", *Journal of Urban Planning and Development*, vol. 138, no. 4, pp. 319-327, 2012.

### Conference Proceedings

- M. Asad, "Microfinance and empowerment: A case study on beneficiaries of a community development program", *8th Asian Management Research and Case Conference. Al Ain: United Arab Emirates University*, 2019.
- M. Asad, "Practices of corporate social responsibility and labor laws in small and medium enterprises of Sialkot", *8th Judicial Conference, Islamabad: Supreme Court of Pakistan*, pp. 1-9, 2018.
- M. Asad, and M. N. Sharif, "Entrepreneurial orientation market orientation and performance of SMEs moderating effect of network ties", *2nd International Conference on Business Management, Jakarta*, 2016.