

Dr Anees Wajid

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VITA IN BRIEF

Anees is currently serving as Lecturer in Department of Management Sciences, Hazara University, Mansehra. He has over 6 years of teaching and research experience in Pakistan. Anees has a PhD in Management Sciences from COMSATS University, Islamabad. His research interests include service research and neuromarketing. He has a particular interest in advancement of service dominant logic as a meta theory of marketing. Anees is has published in internationally reputed peer-reviewed journals and reviews for a few international journals.

CURRENT AND PAST POSITIONS

1. Hazara University, Mansehra, Pakistan

Department of Management Sciences

Lecturer,

April 2017 – *present*

2. COMSATS UNIVERSITY ISLAMABAD, PAKISTAN

Department of Management Sciences

Research Associate,

January 2015 – September 2015

EDUCATION

1. COMSATS UNIVERSITY ISLAMABAD, PAKISTAN

Doctor of Philosophy (Management Sciences)

Completion Year: 2022

2. COMSATS UNIVERSITY ISLAMABAD, PAKISTAN

Master of Science (Management)

Completion Year: 2014

3. COMSATS UNIVERSITY ISLAMABAD, PAKISTAN

Bachelor of Science (Business Administration)

Completion Year: 2012

FURTHER/MISCELLANEOUS EDUCATION

ACADEMIC COURSES

1. **University of Copenhagen, Copenhagen, Denmark**
Introduction to Consumer Neuroscience and Neuromarketing
Completed via Coursera, *July 2014.*
2. **Duke University, Durham, USA**
Medical Neuroscience
Completed via Coursera, *January 2014.*

RESEARCH

REFEREED JOURNAL ARTICLES

ISI-INDEXED (IMPACT FACTOR) JOURNALS

1. **Wajid, A.**, Raziq, M. M., Malik, O. F., Malik, S. A., Khurshid, N. (2019), Value Co-creation through Actor Embeddedness and Actor Engagement. *Marketing Intelligence & Planning*. (Q2, ABDC: A, IF: 4.4)
2. Afsar, B., Shahjehan, A., Shah, S. I., & **Wajid, A.** (2019). The mediating role of transformational leadership in the relationship between cultural intelligence and employee voice behavior: A case of hotel employees. *International Journal of Intercultural Relations*, 69, 66-75.(Q1, ABDC:A, IF: 2.8)
3. **Wajid, A.**, Raziq, M. M., Ahmed, Q. M., Ahmad, M. (2021), Observing Viewers' Self-reported and Neurophysiological Responses to Message Appeal in Social Media Advertisements. *Journal of Retailing and Consumer Services*, 59, 102373. .(Q1, ABDC:A, IF: 10.98)
4. Tabassum, M, Raziq, M.M., Rice, J.L., Borini, F., & **Wajid, A.** (2023). Co-creating Organizational Performance and Project Success through Customer Participation, Requirement Risk and Knowledge Integration: A Multi-Study Evidence. *Benchmarking: An International Journal*. .(Q1, ABDC:B, IF: 4.7)
5. Ahmed, M.Q, Wajid, A., & Nazir, A.M. (2023). Examining purchase behaviour through brand advertising strategy in social media fan pages: the mediating effects of consumer engagement behaviours. *International Journal of Internet Marketing and Advertising* (accepted)(Q3, IF: 1.1)
6. Wajid, A, Paracha, O.S & Raziq, M.M. (2023). ACTOR ROLES EMERGENCE THROUGH ACTOR ENGAGEMENT: A SD LOGIC PERSPECTIVE. *Journal of Business and Industrial Marketing*. (Q1, ABDC:A, IF: 3.31)

ISI-INDEXED (NON-IF) JOURNALS

7. Shahjehan, A., Shah, S. I., Qureshi, J. A., & Wajid, A. (2021). A META-ANALYSIS OF SMARTPHONE ADDICTION AND BEHAVIORAL OUTCOMES. *International Journal of Management Studies*, 28(2), 103-125. (Q1, IF: 0.15)

LOCAL/PAKISTANI JOURNALS

8. Wajid, A., Paracha, O.S, Salmana, A. (2020). Actors Value-in-Context through Engagement in an Entrepreneurial Community: A SD Logic Perspective. *International Review of Social Sciences*, Vol 8, Issue.7 153-163. (HEC Category: Y)
9. Ahmed, M.Q, Wajid, A., Nazir, A,M, & Ahmed, T. (2022). Consumer Behavior towards social media under COVID-19: A Multi-Study Evidence from Pakistan. *Foundation University Journal of Business & Economics*, 7(2), 30-46. (HEC Category: Y)

ARTICLES IN BOOKS AND CONFERENCE PROCEEDINGS

1. Wajid, A., Raziq, M. M., & Sadiq Paracha, O. (2022). Linking Actor Roles with Role Readiness and Actor Engagement In An Entrepreneurial Service Context. In *Academy of Management Proceedings* (Vol. 2022, No. 1, p. 13885). Briarcliff Manor, NY 10510: Academy of Management.
2. Raziq, M.M and Wajid. A. (2021). Foreign MNE Subsidiary Emergence, Strategy, Contribution, and Sustainability Practices in Pakistan. *SSRN Electronic Journal*.

CONFERENCE PRESENTATIONS/POSTERS

1. Wajid, A. (2013). Understanding the impact of Advertising on development of Brand Image from a neuromarketing perspective. 5th South Asian International Conference (SAICON), Bhurban, Pakistan.
2. Wajid A. (2016). The impact of exercise intentions on leisure exercise behavior of youth in Pakistan. *New Horizons in Management Sciences and Entrepreneurship: Opportunities and Challenges*, Abbottabad University of Science and Technology (AUST), Abbottabd, Pakistan.
3. Wajid A. (2020). Actor Value-in-Context through their Engagement in an Entrepreneurial Community. *National Conference on Research and Contemporary Issues in Management*, City University, Peshawar, Pakistan.
4. Raziq, M.M and Wajid. A. (2021). Foreign MNE Subsidiary Emergence, Strategy, Contribution, and Sustainability Practices in Pakistan. *Proceedings of 1st International Conference on Business, Management & Social Sciences*, National University of Sciences and Technology (NUST), Islamabad, Pakistan.

THESES AND REPORTS (ACADEMIC)

1. Wajid, A. (2022). *Co-Creating Value through Actor Engagement in a Service Context*. Islamabad, Pakistan: COMSATS University.

2. Wajid, A. (2014). Understanding the Role of Emotion in Developing Brand Image through Advertisement from a Neuromarketing Perspective. Abbottabad, Pakistan: COMSATS University.

EDITORIAL AND REVIEWING ACTIVITIES

AD-HOC REVIEWER

1. Bottomline (2023-)
2. Journal of Business and Industrial Marketing (2023-)
3. Journal Retailing and Consumer Services (2021-)
4. Physiology and Behavior (2023, 2024)
5. Nust Business Review (2024)

PROJECTS, GRANTS, SCHOLARSHIPS, HONORS, & AWARDS

SCHOLARSHIPS

1. Higher Education Commission,
Indigenous Scholarship MS Leading to PhD 2013
2. National Testing Service (NTS)
Scholarship for Undergraduate Studies 2008

SKILLS & EXPERTISE

COMPUTER KNOWLEDGE

Advanced Level (Proficiency in MS Office)

DATA ANALYSIS

Advanced Level Qualitative and Quantitative Analysis

Proficient in:

1. Quantitative Analysis through SPSS and SAS
2. Qualitative Analysis through Nvivo 12 & Atlas.ti
3. Brain Wave Analysis through EEGLAB in MATLAB and EMOTIV Pro Software.

MANAGEMENT/ADMINISTRATIVE EXPERIENCE

1. Hazara University, Mansehra

Department of Management Sciences

Research Coordinator,

September 2020-present

TEACHING, SUPERVISION, CURRICULUM DEVELOPMENT, ACADEMIC CITIZENSHIP, AND OTHER SERVICES

COURSES TAUGHT

Hazara University, Mansehra, Pakistan

1. Consumer Behaviour (Undergraduate)
2. Concepts and Cases in Consumer Behaviour (Post-graduate)
3. Integrated Marketing Communication (Undergraduate)
4. Consumer Psychology (Undergraduate)
5. Strategic Marketing (Post-graduate)
6. Principles of Marketing (Undergraduate)
7. Research Methods (Undergraduate)
8. Advertising (Undergraduate)
9. Principles of Management (Undergraduate)
10. Organizational Theory and Behaviour (Undergraduate)
11. Entrepreneurship (Undergraduate)

GUEST LECTURES

1. Delivered a lecture on 'Neuromarketing, Concepts and Cases' to an MBA class at Bahria University, Islamabad in 2016.
2. Talk on the role of Brain in Business, Organized by Youth Department, Manshera and Hazara University Mansehra, 2022

RESEARCH SUPERVISION

Doctoral Supervision:

Current (Main Supervisor): 0 (Co-supervisor): 1

Undergraduate Supervision:

Current (Main Supervisor): 3 (Co-supervisor): 0

COURSES DEVELOPED

Hazara University, Mansehra, Pakistan

1. Consumer Psychology (Undergraduate Program)

ACADEMIC CITIZENSHIP

Hazara University, Mansehra, Pakistan

1. Member Internal Self-Assessment Reports Committee (2021-)
2. Member Undergraduate Research Committee (2023-)
3. Focal Person Management Science Department for Business Incubation Centre (2023-)
4. Focal Person Hazara University Neuroscience Lab for Sustainable Business Development in Pakistan (2022-)
5. Head of Research Cluster on Biometric Group for Business Research (2023-)
6. Coordinator Undergraduate Entrepreneurship and Innovation (2024-)

OTHER SERVICES

1. Judge of Business Plan Competition at 4th Invention to Innovation Summit KP-2018 for, CECOS University, Peshawar.
2. Co-Chair at 1st International Conference on Interplay of Social Science Research, Responsible Management & Sustainable Future, Bara-Gali, Abbottabad, 19th-20th May, 2023.

COURSES, TRAINING AND WORKSHOPS

WORKSHOPS/TRAININGS CONDUCTED

1. Trainer at “Fast Track Your Business” program by Grant Awarded by Pakistan US Alumni Network and US Embassy Pakistan, 2022.

WORKSHOPS/TRAININGS ATTENDED

1. Completed Faculty Training Teaching, Research and Career Development at Institute of Management Sciences, Peshawar, Pakistan, Under the Project Sharing Knowledge & Strengthening University Partnerships in Khyber Pakhtunkhwa-Phase 2 from June 2022-December, 2022.