# RIDA AKBAR, Ph.D.

**FROM LAHORE PAKISTAN**
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## CERTIFICATIONS & WORKSHOPS

**Systematic Literature Review – Xplore Chapter5 Pre Conference Workshop**
21st April, 2025
**Qualitative Data Analysis – Xplore Chapter5 Pre Conference Workshop**
21st April, 2025
**Focus on Peer Review – Springer Nature Online Masterclass**
13th Jan, 2025
**Empowering Educators: Aligning Curriculum Design and Innovative Pedagogy with Sustainable Development Goals**
28th & 29th Aug, 2024
**Grant Writing and Management**
16th Aug, 2024
**Introduction to Room Inventory Management and Availability Controls**
15th June, 2024
**Qualitative Research Training Workshop**
22nd & 23rd May, 2024
**Science & Art of Publishing in Top Management Journals**
9th May, 2024
**Paper Development Workshop**
9th May, 2024
**A Practical Guide to Structural Equation Modeling using SmartPLS4**
4th Dec, 2023
**Handling Qualitative Data using NVIVO**
27th Oct, 2023
**Digital Transformation with Google Cloud - COURSERA**
19th Aug, 2023
**Interpersonal Styles**
29th June, 2022
**E.ROZGAAR COURSE (DIGITAL MARKETING)**
April-July, 2020

## EDUCATION

**University of Education Lahore Pakistan**
Nov 2021 – Jan 2025
Ph.D. Management Sciences CGPA: 3.74/4
Thesis Topic: Enhancing Service Quality and Innovation through Technology Adoption, Capabilities, Market Competitiveness, and Structural Empowerment: Evidence from Software Houses of Pakistan
**University of the Punjab Lahore Pakistan**
Nov 2017 – Dec 2019
MS Total Quality Management (MSTQM) CGPA: 3.96/4 (2nd Position)
Thesis Topic: Exploring the Impact of Job Crafting on Job Performance: The Mediating Role of Work Engagement in Pakistani Software Houses
**Allama Iqbal Open University Pakistan**
Dec 2018 – Sep 2020
B.Ed (1.5 Year) Grade: A
Specialization: Teacher Education
**University of the Punjab Pakistan**
Oct 2013 – July 2017
BS Information Technology (BSIT) CGPA: 3.26/4
Final Year Project: Virtual Assistance Forum (Web Development)

## WORK EXPERIENCE

**Lahore Business School, The University of Lahore | Assistant Professor**
Sep 2025– Continue
**Lahore Business School, The University of Lahore | Lecturer**
Sep 2022– Aug 2025
**PUCIT | Visiting Lecturer**
Semester Fall23
**National Law College | Visiting Lecturer**
Session 2022-23
**Lahore School of Innovation & Technology | Visiting Lecturer**
April 2022–Aug 2022
**University of Education Lahore | Visiting Lecturer**
Semester Fall 2020 & Spring 2021
**Allama Iqbal Open University | Part Time Tutor**
Semester Autumn20, Spring21, Autumn21, Spring22
**Govt. Ayesha Post Graduate College for Women Lahore | Lecturer**
Session: 2018-19 & 2019-20

## PUBLICATIONS (12)

Jabeen, r., mehmood, s., khan, a. G., & akbar, r. (2025). Consequences of despotic leadership for work engagement with mediating role of perceived job insecurity: study of banking sector of pakistan. Contemporary journal of social science review, 3(1), 2268-2293.

Bangash, b. S., bangash, u. S., akbar, r., mehmood, s., & naseer, l. (2025). Balancing expectations: harmonizing customer control with employee well-being for long-term success. Contemporary journal of social science review, 3(1), 2294-2312.

## CONFERENCES (16)

1st International Research Conference on Business and Management **(IRCBM-2026) April 2026– USP Multan**
First International Conference on AI, Emerging Trends, Innovation and Applications in Computer and Management Sciences **(ICAIETIA-2025) Sep 2025– MIU Kashmir**
1st Pakistani-Russian International Conference – The Evolving Pakistan-Russia relationship in a Changing Global Order **Feb 2025– FUUAST Karachi**
INTERNATIONAL RESEARCH CONFERENCE **XPLORE 2025 CHAPTER 6** – LAHORE BUSINESS SCHOOL
9th INTERNATIONAL CONFERENCE ON BANKING, INSURANCE AND BUSINESS MANAGEMENT **(CBIBM 2024)**
3rd International Conference on Contemporary Issues in Management and Administrative Sciences **(CIMAS 2024)** LCWU Lahore
4th International Conference on Business and Commerce **(ICBC-2024)**
3rd International Conference on Emerging Trends in Social Sciences **(ICETSS-2024)** MiU Kashmir
THE 5TH UNIVERSITAS MUHAMMADIYAH YOGYAKARTA - INTERNATIONAL GRADUATE CONFERENCE **(UMYGrace) 2024 Indonesia**
INTERNATIONAL RESEARCH CONFERENCE **XPLORE 2024** – CHAPTER 5
5th INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN ENGINEERING, MANAGEMENT AND SCIENCES **(ICETEMS-2023)** PESHAWAR
INTERNATIONAL CONFERENCE ON BUSINESS & MANAGEMENT **(ICBM 2023)**, MAJU, KARACHI
**(ICBA 2023)** 2ND INTERNATIONAL CONFERENCE ON BUSINESS ADMINISTRATION
**(ICORE 2022)** 10th INTERNATIONAL CONFERENCE ON RESEARCH IN EDUCATION
7th INTERNATIONAL CONFERENCE ON BANKING, INSURANCE AND BUSINESS MANAGEMENT **(CBIBM 2022)**
INTERNATIONAL CONFERENCE ON BANKING, INSURANCE AND BUSINESS MANAGEMENT **(CBIBM 2021)**
**(ICBC 2021)** 2ND INTERNATIONAL CONFERENCE ON BUSINESS AND

Bangash, b. S., mehmood, s., khan, a. G., akbar, r., & ghani, t. (2025). Customer control: expanding the framework of management control systems. Contemporary journal of social science review, 3(2), 2159-2173.

Siddiqui, h., mehmood, s., khan, a. G., akbar, r., & naseer, l. (2025). How does leader member exchange affect project innovative work behavior? Role of employee voice behavior and perceived organizational support. Contemporary journal of social science review, 3(2), 2174-2186.

Asif, M., Sarwar, F., Lodhi, R. N., & Akbar, R. (2024). Banking fintech adoption: systematic review with bibliometric and content analysis. *Serbian Journal of Management*, *19*(2), 293-317.

Akbar, R., Khaliq, F., Dad, A. M., & Chandio, S. A. (2024). Big Data Analytical Capabilities and Performance: The Mediating Role of Knowledge Management in IT Firms. *The Asian Bulletin of Big Data Management*, *4*(02), Science-4.

Akbar, R., & Tufail, M. S. (2024). Improving Service Recovery Performance through Readiness for Technology Adoption and Structural Empowerment: Evidence from Software Houses of Pakistan. *Bulletin of Business and Economics (BBE)*, *13*(1).

Khalid, J., Abbas, A., Akbar, R., Javed, M. A., Ijaz, R., Khalid, A., ... & Mouqadas, F. (2024). Assessing The Reliability Of Human Social Scoring System And Its Wireframing: A Scientific Study In The Realm Of Human-Computer Interaction. *Migration Letters*, *21*(S5), 1328-1343.

Shah, S. I., Rasheed, M., Muazzam, H., Akbar, R., Majid, A., & Ismail, M. (2024). Unveiling The Gaps: A Comprehensive Analysis Of Influential Factors Affecting TVET Sector Performance In Punjab, Pakistan. *Migration Letters*, *21*(S4), 1000-1019.

Ahmad, I., Akbar, R., & Javed, M. A. (2023). Nexus between e-service quality and e-customer satisfaction through functional and hedonic values: case of online shopping in Pakistan. *Kybernetes*.

Saeed, H., Shahid, A., Akbar, R., & Usman, A. (2022). Banking Sector Performance Measured By Camels Rating Framework. *Proceedings of 7th International Conference on Banking, Insurance & Business Management (CBIBM2022)*, pg.437-457.

Akbar, R., Usman, A., Lodhi, R. N., & Mukaran, A. T. (2022). A Study of the Relationship Between Job Crafting and the Job Performance of Employees in Pakistan. *Eurasian Journal of Economic and Business Studies*, *65*(3), 5-26.

Khalid, J., Abbas, A., Akbar, R., Mahmood, M. Q., Tariq, A., Khatoon, M., ... & Din, M. J. U. (2020). Significance of electronic word of mouth (e-WOM) in opinion formation. *International Journal of Advanced Computer Science and Applications*, *11*(2).

## TRAINING DELIVERED

Served as a **Resource Person** for 6-day training on MS EXCEL SKILLS to the Officers of Board of Intermediate and Secondary Education Lahore (BISE LHR) under **STAFF TRAINING & DEVELOPMENT CENTRE BISE LHR**

## JOURNAL REVIEWER

Discover Education (Springer Nature)
Discover Sustainability (Springer Nature)
BMC Psychology (Springer Nature)
Heliyon (ScienceDirect)
Journal of Infrastructure, Policy and Development
Asian Research Journal of Arts & Social Sciences
Electronic Commerce Research (Springer)
PLOS ONE (ISSN: 1932-6203)

## MAGAZINE ARTICLE

**Title of ARTICLE:** "National Assets Risks to Prevent Bankruptcy"
**Published in MAGAZINE:** "Politico Vista" first ever bilingual e-magazine of Federal Urdu University of Arts, Science & Technology (FUUAST)
https://irfuuast.com/wp-content/uploads/2023/10/4th-Edition-of-Magazine.pdf
**Title of ARTICLE:** "Tech Trends in Pakistan and the World: Empowering the Youth for a Brighter Future"
**Published in MAGAZINE:** "Politico Vista"
https://lnkd.in/dChHJJRx

## ORGANISE CO-CURRICULAR ACTIVITIES

**Industry Visit** to ORIENT with Industrial Linkages Team of LBS UOL (22nd April, 2026)
**Expert Talk** on the topic "Operational Excellence in Textiles: Challenges, Strategies, and Career Insights", by inviting the Expert from BHB-Fashion Service GmbH & Co. KG (31st Oct, 2024)
**MoU** ceremony between Lahore Business School & LONGi Solar Technology Co., Ltd. China (14th Dec, 2023)
**Industry Visit** with the collaboration of DOLMEN Mall for the students of Supply Chain and Project Management Cluster LBS (30th Nov, 2023)
**Expert Talk** on the topic "Future of Sustainable Green Operations in the Solar Industry", by inviting the Expert from LONGi Solar Technology Co., Ltd. China (18th Oct, 2023)
**Expert Talk** on the topic "Behind the Threads: The Art of Procurement in Textile Manufacturing" at The University of Lahore Pakistan, by inviting the Expert from Style Textile Pvt. Limited Lahore Pakistan (27th Sep, 2023)
Organize a major co-curricular event **RESEARCH COLLOQUIUM**, being a course instructor of BUSINESS RESEARCH METHODS (30th May, 2023)
**SEMINAR** ON 'ANGER MANAGEMENT' for the students of bachelors at The University of Lahore Pakistan (27th May, 2023)
**Expert Talk** on the topic "Ground Handling Operations in Service Sector" at The University of Lahore Pakistan, by inviting the Expert from Dolmen Mall Karachi Pakistan (31st May, 2023)
**Expert Talk** on "Quality Assurance and Monitoring in Export Quality Textile" at The University of Lahore Pakistan, by inviting the Expert from Style Textile Pvt. Limited Lahore Pakistan (15th March, 2023)
**Expert Talk** on the topic "Usage of IT Tools in Research" at The University of Lahore Pakistan, by inviting the Expert from IT Department of BISE Lahore (14th March, 2023)