

# Faculty of Management Sciences

## Faculty Profile

### Dr. Imran Arshad

Assistant Professor  
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#### Faculty Profile:

Dr. Arshad earned his Ph. D. in Finance from University Utara, Malaysia. He completed Master (Finance) from Sukkur IBA and BBA (Finance) from Islamia University, Bahawalpur.

He has 11 years of research and teaching experience, taught various courses including Application of Quantitative Techniques in research, Business Analytics, Financial Institutions and Markets, Legal Environment for Business in Pakistan, Pakistan Economy and Security Trading and Applied Economics, among others.

In addition, he served as project officer in University Utara, Malaysia and visiting faculty member at Asian Institute of Cambodia.

#### Research Interests:

His key areas of research interest are:

- Behavioral Finance,
- Investors Psychology,
- Consumer Finance
- Marketing Analytics.

#### Selected Research Publications:

- Khan, M. A., Arshad, I., & Soomro, R. H. (2020). Determining Customer Satisfaction and Loyalty in Banking sector of Karachi, Pakistan. *Kasbit Business Journal*, 13 (1), 142-159.

- Arshad, I., Khan, M. A., Anjum, S., Wajidi, F. A. (2020). Role of product knowledge and product involvement in determining investment intentions of individual investors in Pakistan (2020). *International Journal of Management*, 11 (11), 454-467.
- Islam, D. Z., Khalid, N., Arshad, I. (2020). Performance of public universities in Pakistan: mediating role of cultural factors, *Hamdard Islamicus*, 43(3), 219-234.
- Arshad, I., Haider, G., Rehman, S. U., Loh, C. I., (2020). The mediating role of management innovation between organizational culture, organizational learning, business strategy, and firms performance in context of Pakistan (2020), *Journal of Critical Review*, 7(10), 3136-3147.
- Arshad, I., & Ibrahim, Y. (2019). Uncertainty avoidance, risk avoidance and perceived risk: A cultural perspective of individual investors. *Hasanuddin Economics and Business Review*, 3(1), 21-33.
- Ibrahim, Y., & Arshad, I. (2018). Examining the impact of product involvement, subjective norm and perceived behavioral control on investment intentions of individual investors in Pakistan. *Investment Management and Financial Innovations*, 14(4), 181-193.

#### **Selected Conference Participation:**

- The impact of leadership style on employee turnover and retention, and mediating job satisfaction and organization commitment, International Conference on Business Management (ICBM), 18-19 August 2014, Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia.
- Examining Relationship between Macroeconomic Variables Using Var Approach, Best track-paper awarded at IEOM 2014, January 7-9, 2014. Conference at Grand Hyatt Bali, Indonesia.
- An Investigation of Decision Making Styles of Pakistani Students. Presented in International Research Conference on Contemporary Management Practices (IRCMP 2013), January 16-17, 2013, at Lums Lahore.
- Are we Teaching Ethics in Marketing: A Survey of Teacher's Attitude and Perception about teaching Ethics in Marketing? Presented in International Academy of Business and Public Administration Disciplines (IABPAD) Conference, October 27-30, 2011, at the Hilton Hotel in Memphis, TN.
- A Survey of Students' Attitudes and Perception about Teaching Ethics in Marketing. Presented in *IAM 2011*, July 12-15, 2011 in Kuala Lumpur, Malaysia.
- A Survey of Students behavior of Using Debit Card and Service Quality Determinants of Debit Card Usage in Pakistan. Presented in the *ICIBM 2011*, held on 13th & 14th June, 2011 in Lahore.