

Faculty of Management Sciences

Faculty Profile

Kaukab Abid Azhar

Senior Lecturer

Department of Business Administration

Faculty of Management Sciences

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Faculty Profile:

Kaukab Abid holds an MBA (Marketing) from IoBM and M.A. (English Literature) from University of Karachi. Before joining the academia, he gained four years of corporate experience at a Managerial level in leading MNCs. For the past four years he has been associated with Salim Habib University as a Senior Lecturer, faculty of Management Sciences. Kaukab is a passionate teacher who is committed to create a positive impact by helping students develop market-oriented skills. Currently, he is studying for Ph. D

Academic Qualifications:

- MBA (Marketing), Institute of Business Management (IoBM), Karachi
- M.A. (English Literature), University of Karachi, Karachi
- BBA (Hons.), Institute of Business Management (IoBM), Karachi

Research Interests:

- Consumer Behavior
- Educational Technology
- Management
- Marketing
- Technology Adoption
- E-Commerce

Selected Research Publications:

- Azhar, K. A., & Bashir, M. A. (2018). Understanding e-Loyalty in Online Grocery Shopping. *International Journal of Applied Business and International Management (IJABIM)*, 3(2), 37–56. <https://doi.org/10.32535/ijabim.v3i2.158>
- Azhar, K. A., & Iqbal, N. (2018). Effectiveness of Google Classroom: Teachers' Perceptions. *Prizren Social Science Journal*, 2(2), 52–66.
- Azhar, K. A., & Iqbal, N. (2018b). Turn-taking and gender differences in language classroom. *Journal of NELTA*, 23(1–2), 54–67. (Pakistan). <https://doi.org/10.3126/nelta.v23i1-2.23349>
- Azhar, K. A., & Mahmood, W. (2018). Does Corporate Governance Affect Performance? Evidence from the Textile Sector of Pakistan. *Journal of Southeast Asian Research*. <https://doi.org/10.5171/2018.859648>
- Iqbal, N., Aftab, H., & Azhar, K. A. (2019). *Attitudes of Islamic Learning and Education Faculty Students towards English Language at Karachi University*. 5, 38–49. <https://doi.org/10.33541/jet.v5i1.958>

Conference Participation:

- Relationship of Corporate Governance and Firm Performance: Investigation from Textile Sector of Pakistan. In IBIMA (pp. 4891–4903). **Milan, Italy**: 31st International Business Information Management Association Conference. (Sponsored by Higher Education Commission Pakistan)
- Enhancing Student Engagement through Virtual Classrooms. (2018). NELTA (Nepal English Language Teaching Association). **Kathmandu, Nepal**. (Sponsored by US Consulate Pakistan)
- Challenges in Implementing Formative Assessment. (2018). e-Teacher Plus Conference. Islamabad, Pakistan. (Sponsored by US Consulate Pakistan)
- Implementing Six Thinking Hats in Large Classrooms. (2020). e-Teacher Plus Conference. Karachi, Pakistan. (Sponsored by US Consulate Pakistan)