

Dr. Yawar Abbas

Assistant Professor

✉ yawar@uaf.edu.pk

📍 **Permeant Address:** 656, F-2, Johar Town Lahore, Pakistan
Office Address: IBMS, University of Agriculture Faisalabad.

Dr. Yawar Abbas is a highly accomplished academic and research strategist with over 18 years of experience in entrepreneurship, marketing, and research. He specializes in marketing, mentoring students on startup ideas, supervising business gala projects, and fostering innovation-driven learning. Passionate about bridging the gap between academia and industry by encouraging entrepreneurial mindsets among students He also encourages students to develop products and entrepreneur values through assignments and activities during academic sessions.

Key Expertise: Consumer ethical behavior, Entrepreneurship, business incubation and startups, Organic food, Emotions, research methodology

ACADEMIC EXPERIENCE

- **University of Agriculture Faisalabad – Punjab, Pakistan** 2006 – Present
Institute of Business Management Sciences
Assistant Professor

INDUSTRIAL EXPERIENCE

- **Saleem Automotive Pvt Ltd. – Punjab, Pakistan** 2001 – 2006
Manager Operations

ACADEMIA INFORMATION

- **University Utara Malaysia – Malaysia** 2020
Ph.D. Marketing
- **University of Engineering and Technology Lahore – Pakistan** 2015
MS Management
- **Hamdard University Karachi – Pakistan** 2001
MBA Marketing
- **Punjab University Lahore– Pakistan** 1998
B. Com

Ph.D. RESEARCH TITLE

The Role of Environmental Belief Factors and Personal Norms on Organic Food Purchase Intentions

RESEARCH INTERESTS

Consumer rational and moral behaviour, consumer marketing, and organic food marketing.

MEMBERSHIP

Member of degree programs supervision Panel, MBA 3.5, MBA 1.5 Years, MS Marketing, member of synopsis scrutiny committee, secretary board of studies

PUBLICATION

1. Abbas. Y., Perumal, S., & Fauzi, W. M. (2018). An exploratory investigation of consumer motives and impeding barriers to buying organic food products in Pakistan. *Pacific Business Review International*, 11(3), 128-136.
2. Abbas, Y.A, Perumal, S, Fouzi, W.I (2019). The predictors and consequences of personal norms in context of organic food among Pakistani consumers. *International Journal of Financial Research*. 10(3), 314-336.
3. Abbas, Y., Nadeem, M., Javeed, M. N., & Azhar, J. (2022). Factors Affecting the Impulse Purchase Intentions for Luxury Pret. *Journal of Tourism, Hospitality, and Services Industries Research (JTHS)*, 2(02), 26-43.
4. Maqbool, A., Abbas, Y., & Siddique, M. (2021). Measuring the Market Efficiency of Potato Supply Chain in Punjab, Pakistan. *Journal of Tourism, Hospitality, and Services Industries Research (JTHS)*, 1(02), 84-95.
5. Fatima, S., Kumari, K., Abbas, Y., & Abbas, J. (2021). Validation of the students' cognitive engagement measure: Evidence from university students of Karachi. *Pak. Bus. Rev*, 23, 1-19.
6. Perumal, S., Abbas. Y., Jaganathan, M., Fauzi, W.I.M. (2022). Looking at Personal Norms Construct: Analysing Moral Inclination Towards Buying Organic Food Among Pakistani Consumers. *METHODOLOGY*, 11(26), 33.
7. Zhang, J., Cherian, J., Abbas. Y., Abbas, J., Cismas, L. M., Negrut, C. V., & Negrut, L. (2022). Presumption of green electronic appliances purchase intention: The mediating role of personal moral norms. *Sustainability*, 14(8), 4572.
8. Ashraf, M. S., Ishfaq, M., Ali, J., & Abbas, Y. (2021). Antecedents of Task performance and Employee Turnover: What is Mediating Role of Cognitive Trust?. *Competitive Education Research Journal*, 2(3), 109-123.
9. Ghumman, M. A., Irshad, S., Abbas, Y., & Jawad, S. (2022). Antecedents of Customer Wellbeing: Exploring Mediating Role of Customer Loyalty. *Competitive Social Science Research Journal*, 3(1), 669-679.
10. Abbas, Y., Javed, T., & Nasir, A. (2024). Effect of Social Norms and Psychological Factors on Consumer Green Buying Intentions: The Mediating Role of Personal Norms an Entrepreneurial Perspective. *Journal of Entrepreneurship and Business Venturing*, 4(1).
11. Ahsan Ali, Yawar Abbas, Hammad Badar, Kashif Hamid, & Amad Rashid. (2024). Patience for Social Cause: How Perceived Variables of Philanthropy Influence Consumer's Patience During Delayed Delivery While Spiritual Satisfaction Mediates. *Journal of Tourism, Hospitality, and Services Industries Research (JTHS)*, 4(02), 1–23.

STARTUP PROJECTS

- Supervised multiple student-led startup projects, guiding them from idea validation to execution.
- Provided mentorship for business gala participants, ensuring real-world applicability of their business concepts.
- Designed and assigned innovative entrepreneurship projects to foster business acumen among students.