

MALIK, MUHAMMAD YOUSAF

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Mailing Address: Institute of Business Management Sciences, University of Agriculture Faisalabad, Jail Road, Faisalabad.



I have over a decade of experience in research and teaching in Management Science and Business Administration across China and Pakistan. In addition to publishing and reviewing academic articles, I have actively trained, mentored, and taught students and professionals in Pakistan and the UAE.

EDUCATION

- **Doctor of Philosophy (PhD)** – Business Administration 2019-2025
School of Economics and Management
Dalian University of Technology, Dalian, P.R. China
- **Master of Science (MSc)** - Marketing and Business Management 2010-2012
UoB Business School
University of Bedfordshire, England, UK
- **Master of Business Administration (MBA)** - Human Resource Management 2009-2010
Bahria Business School
Bahria University, Islamabad, Pakistan
- **Bachelor of Business Administration (BBA)** - Human Resource Management 2005-2009
University Institute of Management Sciences
PMAS Arid Agriculture University, Rawalpindi, Pakistan

EXPERIENCE

- **University of Agriculture Faisalabad, Pakistan (2015-2024)** Lecturer
Job Description:
Teaching, Research and Administration
Highlights:
Supervised 40 students; Class In-charge; Secretary, Board of Studies
- **Shaheed Benazir Bhutto University, Shaheed Benazir Abad, Pakistan (2015)** Lecturer
Job Description:
Teaching, Research and Administration
Highlights:
Supervised 08 students, Member Departmental Research Committee, Communication Specialist at Office of Research, Innovation and Commercialization
- **SYSMAC Management Consultant, Dubai, United Arab Emirates (2013-2014)** Program Consultant
Job Description:
Marketing and Training (ISO 9001, OHSAS, QHSE, and ISO 14001)
Highlights:
Networking; Generating Business Leads; Developing and delivering trainings.

PUBLICATIONS

- **Malik, M. Y.**, Wang, L., & Zhu, F. (2024). Understanding variations of governmentality and governance structures at the project level in project-based organizations. *International Journal of Managing Projects in Business*, 17(4/5), 644–685. <https://doi.org/10.1108/IJMPB-11-2023-0249> (SSCI, IF=3.2, SJR=Q1, ABS=1, ABDC=C)
- Alvi, T. T., Karim, A., Khan, M. F., & **Malik, M. Y.** (2024). China Pakistan Economic Corridor (CPEC)- Governance Encounters and Current Advances. *Journal of Social & Organizational Matters*, 3(2), 423–441. <https://doi.org/10.56976/jsom.v3i2.88> (Higher Education Commission Pakistan 'Y' Category Journal)
- Hafeez, M., Rehman, S. U., Faisal, C. M. N., Yang, J., Ullah, S., Kaium, M. A., & **Malik, M. Y.** (2022). Financial Efficiency and Its Impact on Renewable Energy Demand and CO₂ Emissions: Do Eco-Innovations Matter for Highly Polluted Asian Economies? *Sustainability*, 14(17), 10950. <https://doi.org/10.3390/su141710950> (SSCI, SJR=Q1, IF=3.6, Scopus Indexed, WOS)
- Nazam, M., Hashim, M., Nută, F. M., Yao, L., Zia, M. A., **Malik, M. Y.**, Usman, M., & Dimen, L. (2022). Devising a Mechanism for Analyzing the Barriers of Blockchain Adoption in the Textile Supply Chain: A Sustainable Business Perspective. *Sustainability*, 14(23), 16159. <https://doi.org/10.3390/su142316159> (SSCI, SJR=Q1, IF=3.6, Scopus Indexed, WOS)
- Mazhar, R., Sarwar, M. A., **Malik, M. Y.**, Nazam, M., & Mazhar, S. (2020). Impact of High Performance Work Systems on Organizational Performance: A Case of Banking Sector of Pakistan. *International Journal of Asian Business and Information Management (IJABIM)*, 11(4), 16-28. <https://doi.org/10.4018/IJABIM.2020100102> (ESCI, IF=1.0, Scopus Indexed, WOS)
- Ali, A., & **Malik, M. Y.** (2018, April 3–4). Impact of transformational and transactional leadership styles on performance management in public sector universities of Pakistan. *Abstract printed in the proceedings of the 1st International Conference on Management and Commerce*. University of Sialkot.
- **Malik, M. Y.**, & Awan, A. W. (2016). Impact of transformational leadership on organizational innovation: Telecommunication sector of Pakistan. *Business and Economic Research*, 6(2), 360–367. <https://ideas.repec.org/a/mth/ber888/v6y2016i2p360-367> (IF-Google-based=0.65, CrossRef, EconPapers)
- Iqbal, M., Imam, M. F., Amir, R. M., Khan, N. A., Qayyum, M., & **Malik, M. Y.** (2016). Assessing training needs of farmers in Pakistan: A case of farmer field schools (fruit and vegetable project) in Tehsil Rawalpindi. *Journal of Global Innovation in Agriculture and Social Sciences*, 4(4), 204–206. <https://doi.org/10.22194/JGIASS/4.4.763> (Higher Education Commission Pakistan 'Y' Category Journal)

CAREER HIGHLIGHTS

- **Reviewer, Author and Research Contributor:** I have been reviewing articles for scientific journals (e.g., PLOS One) since 2024. I have published articles in reputable impact factor journals and been in research groups since 2016. I have won 2nd Best Paper Award in the “3rd Study at DUT Chinese and Foreign Postgraduate Academic Forum” held at Dalian University of Technology, China. 2024.
- **Teacher, Mentor and Trainer:** I have been teaching specialized courses in HRM, Marketing and Strategy for about ten years. I have also taught Entrepreneurship to student in diverse disciplines. A group of students, I mentored won Entrepreneurship Idea Award in University of Agriculture Faisalabad- 2022. I have been a resource person on ‘Towards Marketing Mindset’ for World Bank Enclude’s Women ‘X’ program – 2017; Modern University Governance Program at University of Agriculture, Faisalabad, UAF on *Effective Communication in Organization*’ and *Team Behavior in Organization*’ for Indigenous On-campus Training (IOT) Phase – II. 2015, 2016; and Al-Jaber Group, Abu Dhabi, UAE on the Topic of *Quality Assurance, Quality control and standards*. 2013.

THESIS SUPERVISED- MASTERS

- Impact of Social Media Promotions on brand loyalty: A case of Punjab, Pakistan - 2017
- Consumer Awareness and Perception in Microfinance Adoption in Punjab, Pakistan - 2018
- Impact of TV advertisement on Children Buying Preferences: A Case of Faisalabad, Pakistan - 2018
- Impact of Facebook and its applications on Consumer Purchase intentions in online Garment industry of Punjab, Pakistan - 2018
- Impact of Social Networking Sites on Emerging Fast Food Industry of Faisalabad, Pakistan - 2018

RESEARCH AND PROFESSIONAL SKILLS

- **Research Design and Planning:**
 - ✖ Problem identification; Systematic literature review; Planning research timeline.
 - ✖ Meeting the deadlines and continuously evaluating options for interventions, if any required.
- **Data Collection**
 - ✖ Conducting Interviews and Surveys.
- **Data Analysis**
 - ✖ Qualitative Research - Eisenhardt Method, Gioia Method, Direct Coding, Abduction
 - ✖ Quantitative Approach - SPSS, SmartPLS Software- PLS-SEM, ANN (Artificial Neural Network)
 - ✖ Mixed Method – Fuzzy Set Qualitative Comparative Analysis (fsQCA)
- **Academic Writing**
 - ✖ Drafting and reviewing manuscripts (MS Word, draw.io)
 - ✖ Referencing tools, e.g., Mendeley and Endnote
- **Presentation Skills**
 - ✖ Experience as a Lecturer and Trainer (MS PowerPoint).
- **Language Abilities**
 - ✖ Proficient user of English and Urdu.

REFERENCES

- **Zhu Fangwei**

Affiliations: 1) **Professor** at Faculty of Management and Economics, Dalian University of Technology, Dalian, China 2) **President** at Zhongnan University of Economics and Law, Wuhan, China

Email: zhufw@dlut.edu.cn
- **Wang Linzhuo**

Affiliations: 1) **Associate Professor** at Department of Leadership and Organizational Behavior, Norwegian Business School (BI), Oslo, Norway 2) **Adjunct Faculty** at Department of Engineering, University of Agder, Kristiansand, Norway

Email: linzhuo.wang@bi.no