

Dr. Hammad Badar

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PROFESSIONAL EXPERIENCE

1. Associate Professor (Tenured), Institute of Business Management Sciences, University of Agriculture, Faisalabad, from October 28, 2021.
2. Assistant Professor, Institute of Business Management Sciences, University of Agriculture, Faisalabad, from March 14, 2015, to October 27, 2021
3. Lecturer, Institute of Business Management Sciences, University of Agriculture, Faisalabad (Pakistan) from January 01, 2011, to March 13, 2015.
4. Lecturer, Department of Marketing & Agribusiness, University of Agriculture, Faisalabad, from April 12, 2003, to December 31, 2010.
5. Lecturer (on contract), Department of Agricultural Marketing, University of Agriculture, Faisalabad, from June 07, 2001, to April 12, 2003.
6. Research Officer, Faisalabad Area Upgrading Project (FAUP), Faisalabad Development Authority (FDA), from September 1, 2000, to June 07, 2001.

EDUCATION

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|-------------|---|
| 2015 | PhD <ul style="list-style-type: none">▪ Institution: The University of Queensland, Australia▪ Thesis title: Value Chain Performance Improvement for Sustainable Mango Industry Development in Pakistan |
| 2009 | MBA (Marketing Management) <ul style="list-style-type: none">▪ Institution: Allama Iqbal Open University, Islamabad (Pakistan)▪ Major: Marketing Management |
| 2000 | M.Sc. (Hons.) Agri. Economics <ul style="list-style-type: none">▪ Institution: University of Agriculture, Faisalabad (Pakistan)▪ Thesis title: Economics of Sunflower Production in the Province of Punjab (Pakistan) |
| 1998 | B.Sc. (Hons.) Agriculture <ul style="list-style-type: none">▪ Institution: University of Agriculture, Faisalabad (Pakistan)▪ Major: Agricultural Economics |

FELLOWSHIPS & AWARDS

1. **Netherlands Fellowship (NFP 2018)** for the course entitled, “Governance and Food Safety in International Food Chains” organized by Centre for Development Innovation (CDI), Wageningen UR, The Netherlands.
2. **John Allwright Fellow 2010** of Australian Centre for International Agricultural Research (ACIAR), Australia, for Ph.D. (Agribusiness) studies at The University of Queensland, Australia.
3. **Netherlands Fellowship (NFP 2010)** for the course “Market Access for Sustainable Development” held at Wageningen UR, Netherlands.
4. **HEC Approved Ph.D. Supervisor** from January 08, 2016.
5. **University Merit Scholarship** Holder during B.Sc. (Hons.) and M.Sc. (Hons.).
6. **Star Award 2002** laureate, awarded by South Asia Publications in the education category to 125 distinguished men and women.

PROFESSIONAL DEVELOPMENT

a. Professional Courses / Workshops

1. **Writing an Empirical Journal Article** course delivered by the Australian Centre for International Agricultural Research (ACIAR) through ACIAR Learn completed on 22/04/2025,
2. **Artificial Intelligence (AI) for Social Impact** course completed on June 19, 2024, organised by the ADB Institute.
3. **Policy Influencing Skills** course completed from 17 June to 08 September 2024, delivered by the Australian Centre for International Agricultural Research (ACIAR) through the ACIAR Learn Program.
4. **Research in the Field** course completed from 16 January to 21 April 2024, delivered by the Australian Centre for International Agricultural Research (ACIAR) through the ACIAR Learn Program.
5. **Research Proposal Skills** completed from 8 May to 9 June 2023, delivered by the Australian Centre for International Agricultural Research (ACIAR) through the ACIAR Learn Program.
6. **Interdisciplinary Approaches to Research** Course completed from 24 April to 26 May 2023, delivered by the Australian Centre for International Agricultural Research (ACIAR) through the ACIAR Learn Program
7. **Critical Thinking Skills Course** completed from 06 March to 28 April 2023, delivered by the Australian Centre for International Agricultural Research (ACIAR) through the ACIAR Learn Program
8. **Academic Writing Course** completed from November 25, 2022, delivered by the Australian Centre for International Agricultural Research (ACIAR) through the ACIAR Learn Program
9. **E-Course Food Systems** held from May 31 to July 09, 2021, facilitated by Centre for Development Innovation (CDI), Wageningen UR, The Netherlands.
10. **Modern Food Distribution System** e-course organized by the Asian Productivity Organisation (APO) from December 02, 2019, to November 28, 2020.
11. **Governance and Food Safety in International Food Chains** held from March 12 to 30, 2018 organized by Centre for Development Innovation (CDI), Wageningen UR, The Netherlands.

12. Two-day Workshop on **Agricultural Commodities Analysis** organized by U.S.-Pakistan Center for Advanced Studies in Agriculture and Food Security (USPCAS-AFS) from December 07-08, 2016 at the University of Agriculture, Faisalabad.
13. Four-day Workshop on **Hybrid Course Design & Development** organized by U.S.-Pakistan Center for Advanced Studies in Agriculture and Food Security (USPCAS-AFS) from October 18 to 21, 2016 at University of Agriculture, Faisalabad in collaboration with the University of California, Davis.
14. **Value Addition to Agricultural Products** e-course organized by Asian Productivity Organisation (APO) from April 01 to August 31, 2015.
15. **Agriculture, Economics and Nature** Online course organized by The University of Western Australia from February 02 to April 06, 2015.
16. Two-day training course QSR International, Australia on **NVivo Essentials & Further Analysis in NVivo** held from 10-11 April 2013 in Brisbane, Australia.
17. Two-day workshop on **Managing Qualitative Workshop: The Process and Analysis through NVivo Software** from October 12 to 13, 2012, organized by the Institute of Research Promotion, Lahore (IRP) at the University of Management and Technology (UMT).
18. **Introductory Academic Program (IAP) 2011** for AUSAID scholarship holder at The University of Queensland, Australia, from January 2011 to February 18, 2011
19. **Market Access for Sustainable Development** held from November 01 to 19, 2010, organized by Centre for Development Innovation (CDI), Wageningen UR, The Netherlands.
20. **HEC-FAD Workshop on Proposal Development** Organized by Higher Education Commission, Islamabad in collaboration with USAID from October 13-15, 2009, at AIOU, Islamabad.
21. APO e-Learning Course on **Exporting Agri-food Products to Emerging Global Markets** organized by Asian Productivity Organization (APO) in collaboration with NPO, Pakistan, and University of Agriculture, Faisalabad through video conferencing in Pakistan, India, Bangladesh, Sri Lanka, and Nepal from August 04 to 06, 2009.
22. Workshop on **WTO Agreements and Their Impact on Pakistan's Economy** held from June 03-06, 2009, at University of Agricultural, Faisalabad.
23. **Food and Agriculture Trade** a World Bank Institute's E-Learning Course held from October 06-November 07, 2008.
24. **Export Development & Diversification: Export Promotion & Market Analysis Tools** a World Bank Institute course delivered online with the International Trade Centre (ITC) March 10-14, 2008.
25. **Export Development & Diversification: The Role of Special Import Regimes** a World Bank Institute course delivered online with the International Trade Centre (ITC) Dec. 17- 21, 2007
26. **Export Development & Diversification: Basic Concepts, Theory, & Empirical Evidence** A World Bank Institute course delivered via the internet with the International Trade Centre (ITC) from December 3- 14, 2007.
27. **Trade & Gender E-Learning Course** Offered by The World Bank from 29 Oct 17 November 2006.
28. **Staff Development Course** organized by the Higher Education Commission of Pakistan held from July 11 to August 06, 2005, at University of Agriculture, Faisalabad.

29. International Workshop on **Sanitary and Phyto-sanitary Measures in the Wake of Trade Liberalization: Challenges to Agriculture in Developing Countries** from January 12-14, 2005, at Arid Agriculture University, Rawalpindi (Pakistan).
30. EU-ASIA Link Project short course on **Livestock Ecology, Sustainable Land Use, and Livestock Systems** organized by the University of Agriculture, Faisalabad, in Collaboration with Humboldt University of Berlin, Germany, from January 12-24, 2004.

b. Computer & Quantitative Courses / Training

1. **'PLS-SEM: A Comprehensive Introduction, Mediator Analysis'** completed courses offered by PLS-SEM Academy, Germany, in May 2021.
2. Workshop on **Advanced Econometric Techniques Using E-Views** attended at the Department of Mathematics and Statistics, University of Agriculture, Faisalabad from August 24-29, 2006.
3. **Statistical Package for Social Scientists (SPSS)** training course held from August 01 to August 06, 2005, arranged by the Directorate of Academics, University of Agriculture, Faisalabad.
4. One-month short course in 2000 on **E-mail and Internet** from Allama Iqbal Open University, Islamabad.
5. Three-month course in 1998 on **MS Office** from Computer Center Zila Council, Faisalabad.
6. Two-month course in 1997 on **Lotus 1-2-3** from the Department of Computer Sciences, University of Agriculture, Faisalabad.

c. Language Courses

1. English for Academic Communication (EAC) course attended at The University of Queensland, Australia, from March 05 to May 03, 2012.

PUBLICATIONS

a. Book

Mohy-ud-Din, Q. & **H. Badar**. 2011. Marketing of Agricultural Products in Pakistan: Theory & Practice. Higher Education Commission (HEC), Pakistan.

b. Book Chapters

1. **Badar, H.**, B. Ahmad and M. Hafeez. 2024. Market Availability. Chapter in 'Food Security in the Developing World' edited by Bashir, M.K., S.G.M. Schilizzi and G. Ali published by Wiley: 143-164
2. Ahmad, B., **H. Badar**, O. Gjølberg, and M. Mehdi. 2024. Price Volatility and Food Security: Measurement and Implications Chapter in 'Food Security in the Developing World' edited by Bashir, M.K., S.G.M. Schilizzi and G. Ali published by Wiley: 165-190
3. Ghafoor, A and **H. Badar**. 2018. Agricultural Marketing in Pakistan. Chapter in 'Developing sustainable agriculture in Pakistan' edited by Khan, I. A. and M. S. Khan published by CRC Press: Pp. 809-831
4. **Badar, H.**, A. Ghafoor and A. Adeel. 2017. Agro-industries in Pakistan. Chapter in 'Agribusiness Management in Pakistan' edited by Ghafoor, A. University of Agriculture, Faisalabad: 255-269

5. Ghafoor, A., **H. Badar** and A. Maqbool. 2017. Marketing of agricultural products. Chapter in 'Agribusiness Management in Pakistan' edited by Ghafoor, A. University of Agriculture, Faisalabad: 113-156

c. Impact Factor Journal Papers

1. Rasool A., **H. Badar**, T.D. Blare, A. Ghafoor, K. Mushtaq. 2023. Farm productivity and social sustainability in formalized value chain governance: the case of the potato industry in Pakistan. *Renewable Agriculture and Food Systems*. 38 (e52): 1-10.
2. **Badar, H.**, A. Abbas, K. Mushtaq, D. Thomas, L. Philippe, Y.K. Parra-Acosta, H. Azadi and D. López-Carr. 2023. Unravelling consumer preferences and segments: Implications for Pakistan mandarin industry development through market relocation. *Land*, 12(5): 953-970
3. Abedullah, A, S. Kouser, **H. Badar** and M.N.M. Ibrahim. 2023. Consumer demand for aflatoxin-free raw milk in Pakistan. *Journal of Animal and Plant Sciences*, 33(1):125-134
4. Wang, W., M. Hafeez, H. Jiang, W. Ahmad, **H. Badar** and R. Salahodjaev 2023. Environmental factors and its influence on human health in BRICS: Implications for human development. *Environmental Science and Pollution Research*, 30(9):22509-22519
5. Jabeen, S., K. Mushtaq, **H. Badar**, and M. A. R. Naseer. 2022. Socio-economic determinants of consumers' buying decision towards packed milk: insights from field survey of Faisalabad. *Pakistan Journal of Agricultural Sciences*, 59(6): 1011-1015.
6. **Badar, H.** and A. Ghafoor. 2021. Similarities and differences in consumer value preferences for Kinnows (Mandarin) in major cities of Pakistan. *Pakistan Journal of Agricultural Sciences*, 58(6):1935-1940.
7. Ahmad, B., M. Anwar, **H. Badar**, M. Mehdi and F. Tanveer. 2021. Analyzing export competitiveness of major fruits and vegetables of Pakistan: An application of revealed comparative advantage indices. *Pakistan Journal of Agricultural Sciences*, 58(2):719-730.
8. **Badar, H.**, M. Ashfaq and A. Jawaid. 2021. Consumer value preferences for fresh tomatoes in major cities of Pakistan. *Pakistan Journal of Agricultural Sciences*, 58(1):301-306.
9. **Badar, H.**, A. Rasool and M. Boye. 2021. Consumer segments and value preferences for tomatoes in Pakistan. *The Journal of Animal and Plant Sciences*, 31(1):246-253.
10. **Badar, H.**, Z. Mohsin, K. Mushtaq, B. Ahmad, M. Mehdi, Adedullah and A. Rasool. 2020. An assessment of consumer preferences for fresh potatoes in Punjab, Pakistan. *Pakistan Journal of Agricultural Sciences*, 57(3):773-778.
11. **Badar, H.**, A. Ariyawardana and R. Collins. 2019. Dynamics of mango value chains in Pakistan. *Pakistan Journal of Agricultural Sciences*, 56(2):523-529.
12. **Badar, H.**, A. Ariyawardana and R. Collins. 2015. Capturing consumer preferences for value chain improvements in the mango industry of Pakistan. *International Food and Agribusiness Management Review*, 18(3):131-148.
13. Ghafoor, A., **H. Badar**, M. Hussain & N. Tariq. 2010. An empirical estimation of the factors affecting demand and supply of poultry meat. *Pakistan Veterinary Journal*, 30(3):172-174.

d. HEC-Recognized Journal Papers

1. Ali, A., Y.S. Sandhu, **H. Badar**, K. Hamid, and A. Rashid. 2024. Patience for social cause: How perceived variables of philanthropy influence Consumers' patience during delayed delivery while spiritual satisfaction mediates. *Journal of Tourism, Hospitality, and Services Industries Research*, 4(2): 1-23.
2. Azeem, M.T., M.T. Tahir, S. Ilyas, S. Parveen and **H. Badar**. 2024. Assessment of consumer segmentation and value preferences for onion in Pakistan. *Journal of Economic Impact*, 6 (3): 278-285.
3. Shahid, R, **H. Badar**, A. Iftikhar, S.G. Muhammad, M.N. Iqbal, Z.H. Awan and F.N. Shah. 2024. Influence on banks' credit risk through monetary policy instruments: A study of listed commercial banks in Pakistan. *Bulletin of Business and Economics*, 13(2):255-265.
4. Boye, M., A. Ghafoor, **H. Badar** and A. Ali. 2022. An understanding of the agripreneurial knowledge and motivation among Gambian young agripreneurs. *International Journal of Management Research and Emerging Sciences*. 12(4):36-57.
5. Faheem Ullah, M., **H. Badar**, K. Hamid and M. Y. Saeed. 2022. Tax collection in Pakistan: Determinants and impact on economic growth. *Journal of Accounting and Finance in Emerging Economies*. 8(1): 135-141.
6. Saeed, A & **H. Badar**. 2021. Determinants of consumer retail format choice between traditional and modern retailers in Pakistan. *International Journal of Management Research and Emerging Sciences*. 11(3): 87-95.
7. Ishaq, S., **H. Badar** & H. Javed. 2021. Factors influencing female purchase behavior for organic cosmetic products in Pakistan. *Global Social Sciences Review*, 6(1):396-407.
8. **Badar, H.** and B. Ahmad. 2021. Smallholders' constraints and options for participation in mango value chains in Punjab, Pakistan. *Journal of Agricultural Research*, 59(2):187-195.
9. Ayyaz, S, **H. Badar** & A. Ghafoor. 2011. Level and determinants of consumers' perception of packed milk in Pakistan. *Journal of Business and Economics*, 3(1):60-76.
10. **Badar, H.** & Q. Mohy-ud-Din. 2009. Domestic support under WTO regime and its impact on agriculture production of the Punjab, Pakistan. *Pakistan Journal of Applied Economics*, 19(1):35-58.
11. **Badar, H.** 2008. An exploration of female shopping behaviour: a case study of city Faisalabad (Pakistan). *Pakistan Journal of Life and Social Sciences*, 6(2):75-79.
12. **Badar, H.**, Q. Mohy-ud-Din & T. Ali. 2007. An analysis of domestic support to agriculture sector in Pakistan under WTO regime. *Pakistan Journal of Agricultural Sciences*, 44(4):679-683.
13. **Badar, H.**, A. Ghafoor & S. A. Adil. 2007. Factors affecting agricultural production of Punjab (Pakistan). *Pakistan Journal of Agricultural Sciences*, 44(3): 506-510.
14. Moazzam, M. & **H. Badar**. 2006. Drivers of superstore shopping: a case study of Faisalabad city. *Pakistan Journal of Life and Social Sciences*, 4(1-2):76-80.
15. Hussain, Z., **H. Badar** & M. F. Hussain. 2005. Rural water markets in Pakistan: prevalence, problems and prospects. *European Journal of Scientific Research*, 9(2):1-20.
16. **Badar, H** & Q. Mohy-ud-Din. 2005. Wheat production and marketing: a comparative study of progressive and traditional farmers in Faisalabad District. *Journal of Agriculture and Social Sciences*, 1(1):16-19.

17. Ahmad, B., A. Ghafoor & **H. Badar**. 2005. Forecasting and growth trend of production and export of Kinnow from Pakistan. *Journal of Agriculture and Social Sciences*, 1(1): 20-24.
18. Adil, S. A., **H. Badar** & T. Sher. 2004. Factors affecting gross income of small farmers in District Jhang-Pakistan. *Pakistan Journal of Life and Social Sciences*, 2(2):153-155.
19. Adil, S. A., **H. Badar** & A. Kamran. 2003. Impact of micro-credit on poverty alleviation and agri. production-a case study of NRSP-D.G. Khan. *Journal of Agricultural Research*, 41(3-4):309-316.
20. Hussain, S. A., **H. Badar** & S. B. Khokhar. 2003. Market intermediaries and their marketing margins for inland fish - a case study of Lahore District. *International Journal of Agriculture and Biology*, 5(1):73-76.
21. **Badar, H.**, M. S. Javed, A. Ali and Z. Batool. 2002. Production and marketing constraints limiting sunflower production in Punjab (Pakistan). *International Journal of Agriculture and Biology*, 4(2):267-271.
22. Qasim, M., **H. Badar** & S. B. Khokhar. 2002. Economics of layer production on commercial farms with special reference to District Chakwal. *Pakistan Journal of Applied Sciences*, 2(5):544-549.
23. Zia, Q., Z. Batool, S. Rehman & **H. Badar**. 2002. Role of skilled and unskilled factory working women in the rural economy of Punjab: a case study in Faisalabad. *International Journal of Agriculture and Biology*, 4(2):288-290.
24. Javed, M. S., A. Ali & **H. Badar**. 2001. Factors affecting the yield of sunflower in the province of Punjab (Pakistan). *Pakistan Journal of Applied Social Sciences*, 1(3):345-346
25. Ahmad, B., S. B. Khokhar & **H. Badar**. 2001. Economics of laser land levelling in District Faisalabad. *Pakistan Journal of Applied Sciences*, 1(3): 409-412.

e. Proceeding Papers

1. **Badar, H.**, A. Ariyawardana and R. Collins. 2016. Mango value preferences of consumers in Pakistan. *Acta Horticulturae Vol. 1120*. Eds.: J.B. Golding et al., pp. 439-445, Proceeding of Int. Symposia on Postharvest Knowledge for the Future and Consumer and Sensory Driven Improvements to Fruits and Nuts held from August 18-22, 2014, in Brisbane, Australia.
2. **Badar, H.**, A. Ariyawardana and R. Collins. 2014. Capturing consumer value preferences for value chain improvements in mango industry of Pakistan. Proceeding of 24 IFAMA Symposium organized by the International Food and Agribusiness Management Association (IFAMA) from June 16-19, 2014 in Cape Town, South Africa. Available online <http://www.ifama.org/files/conf/papers/1009.pdf>
3. **Badar, H.** & Q. Mohy-ud-Din. 2006. Pakistan's agriculture on trial under WTO regime. Proceedings of the International Conference on "Productivity and Growth in Agriculture: Strategies and Interventions" held at the University of Agriculture, Faisalabad on 6-7 December 2006.

f. Policy Briefs/Popular Articles

1. Rasool, A. and **H. Badar**. 2025. Potato industry has global market potential. *Pakistan and Gulf Economist*, vol. XXXIV, no. 3 (Jan 20-Feb 9, 2025): page 23-24.
2. Azeem, M.T and **H. Badar**. 2025. Red chili: Pakistan's cash crop with global recognition. *Pakistan and Gulf Economist*. vol. XXXIV, no. 3 (Jan 20-Feb 9, 2025): page 36-37.
3. **Badar, H.**, M.K. Bashir and K. Mushtaq. 2023. Optimising Pakistan's dairy industry. *Pakistan and Gulf Economist*. vol. XXXII, no. 43, page 31-32, Oct 23-Nov 05.

4. Ghafoor, A., **H. Badar**, M. A. Basher, and S. Lee. 2022. Building Horticulture Value Chains and Reducing Postharvest Losses in Pakistan. Asian Development Bank (ADB) policy brief no. 235.
5. **Badar, H.** & K. Mustafa. 2009. Entrepreneurship imperative for agribusiness development in Pakistan. The Pakistan & Gulf Economist, vol. XXVIII, no. 11, page 10, March 16-22, 2009.
6. **Badar, H.** & K. Mustafa. 2008. The role of middlemen in agricultural marketing: myths & reality. The Pakistan & Gulf Economist, vol. XXVII, no. 26, page 23, June 30-July 06, 2008.
7. **Badar, H.** & K. Mustafa. 2008. Paradigm improvements in agricultural marketing system. The Pakistan & Gulf Economist, vol. XXVII, no. 19, page 45, May 12-18, 2008.
8. **Badar, H.** 2007. The state of agriculture research & development in Pakistan. The Pakistan & Gulf Economist, vol. XXVI, No. 51, page 39, December. 17-30.
9. **Badar, H.** & Q. Mohy-ud-Din. 2007. Punjab's agriculture under WTO regime. The Pakistan & Gulf Economist, vol. XXVI, no. 38, page 25-26, September 17-23, 2007.
10. **Badar, H.** 2005. Political shadows over trade with India. The daily Dawn. Economic and Business Review. Page V. March 21-27, 2005.
11. **Badar, H.** 2005. Pak-India trade; problems and prospectus. The Pakistan and Gulf Economist. March 21, 2005.
12. **Badar, H.** 2003. The flight of human capital. The News, Section Political Economy. Page I. February 16, 2003.
13. **Badar, H.** 2002. Farm marketing and poverty reduction. The daily Dawn. Economic and Business Review. Page II. November 11-17, 2002.
14. **Badar, H.** 2002. Drags on raising oilseed output. The daily Dawn. Economic and Business Review. Page III. June 24-30, 2002.
15. **Badar, H.** 2002. Recipe for textiles in WTO regime. The Daily Dawn. Economic and Business Review. Page I. June 17-23, 2002.

g. Research Reports

1. Ghafoor, A., **H. Badar** and M. Mehdi. 2022. Regional: Agricultural Value Chain Development in Selected Asian Countries. Technical Assistance Consultant's Report (Project Number: 52239-001) for the Asian Development Bank.
2. Ahmad, B. and **H. Badar**. 2020. Economic and institutional determinants of net foreign direct inflows (FDI): a panel data analysis of sector-wise FDI in Pakistan. Final research report of the project funded by the Higher Education Commission of Pakistan.
3. **Badar, H.** 2018. An assessment of consumer preferences for Kinnow (mandarin) in Pakistan. Final report of the project funded by the Australian Center for International Agricultural Research (ACIAR).
4. **Badar, H.** and B. Ahmad. 2018. Constraints to smallholder participation in mango value chains in Pakistan. Research report of the project funded by the Higher Education Commission of Pakistan
5. Ghafoor, A., **H. Badar**, S. Ilyas and H. Khalid. 2017. Understanding dynamics and determinants of marketing margins of citrus in Punjab, Pakistan. Institute of Business Management Sciences, University of Agriculture, Faisalabad.
6. Adil, S. A., **H. Badar** and N. Nadeem. 2016. Milk Production and Marketing in District Vehari: Exploring the Potential of Farmers Milk Cooperatives. University of Agriculture, Faisalabad.

7. Mustafa K., A. Ghafoor, **H. Badar**, A. Adeel & I. Siddique. 2012. Agricultural Marketing in Pakistan: Issues and Policy Options. Institute of Business Management Sciences (IBMS), University of Agriculture, Faisalabad.
8. Mohy-ud-Din, Q., **H. Badar** & T. Ali. 2006. The Impact of Domestic Support on Punjab's (Pakistan) Agriculture under WTO Regime. Final Research Report. Department of Marketing & Agribusiness, University of Agriculture, Faisalabad.
9. Mohy-ud-Din, Q., **H. Badar** & T. Ali. 2005. Domestic Support in Pakistan under WTO. Research report No. 1. Department of Marketing & Agribusiness, University of Agriculture, Faisalabad.

h. Abstracts

1. Rasool, A, **H. Badar**, T.D. Blare and A. Ghafoor. 2024. Comparing growers' sustainable agricultural practices under different value chain governance structures: Evidence from potato industry in Pakistan. Published in the abstract book of the International Food and Agribusiness Management Association (IFAMA) 24th World Conference held on 17-21 June 2024 at Almeria, Spain
2. Alam, I and **Badar, H.** 2019. Factors affecting attitude and purchase intention of female consumers for fashion luxury brands in Punjab, Pakistan. Published in the abstract book of the 1st International conference on 'Modern trends in social and management research: challenges and opportunities. Horticulture Conference 2019 organized from November 15-17, 2019, by the University of Kotli, Azad Jammu and Kashmir
3. **Badar, H** and B. Ahmad. 2019. Constraints to smallholders' participation in mango value chains in Pakistan. Paper presented at the International Horticulture Conference 2019, organized from February 26-28, 2019, by the Department of Horticulture, Bahauddin Zakariya University, Multan
4. **Badar, H.** 2017. Labour employment and working conditions in mango value chains in Pakistan. Paper presented in the international symposium on Global value chains (GVCs) and decent work deficit in agriculture: present challenges and future prospects, organized by The Institute of Business Management Sciences, UAF, from December 01-02, 2017, at CAS, UAF.
5. **Badar, H.** 2016. Value chain governance in Pakistan's mango industry: issues and options for performance improvement. Paper presented at 1st International Conference on Science, Technology, Innovation Policy and Management (STiPM 2016) organized by Mehran University of Engineering and Technology, Jamshoro on November 16, 2016, at Mövenpick Hotel, Karachi, Pakistan
6. **Badar, H.** 2016. Chain-wide challenges to sustainable mango industry development in Pakistan. Paper presented at the International Conference on Sustainable Agriculture in Pakistan, jointly organized by the University of California, Davis, USA, and University of Agriculture, Faisalabad, on November 17, 2016, at University of Agriculture, Faisalabad, Pakistan
7. **Badar, H.** 2016. Challenges and strategies to improve mango value chains in Pakistan. Papers presented in the 2nd International Conference on Horticultural Sciences held from February 18-20, 2016, at University of Agriculture, Faisalabad
8. **Badar, H.**, A. Ariyawardana and R. Collins. 2015. Sustainable mango Industry development in Pakistan: a value chain perspective. 25th IFAMA Symposium organized by International Food and Agribusiness Management Association (IFAMA) on June 15, 2015, in Minneapolis, USA
9. **Badar, H.**, A. Ariyawardana and R. Collins. 2014. Capturing consumer value preferences for value chain improvements in mango industry of Pakistan. Paper presented in the 24th IFAMA Symposium

organized by International Food and Agribusiness Management Association (IFAMA) on June 16, 2014, at Cape Town, South Africa

10. **Badar, H.**, A. Ariyawardana and R. Collins. 2014. An Insight into mango value preferences of consumers in Pakistan. Paper presented at the 29th International Horticulture Congress (IHC) held from August 18-22, 2014, in Brisbane, Australia
11. **Badar, H.** 2002. Constraints in the Enhancement of Oilseed Production in Pakistan. Paper presented at 33rd All Pakistan Science Conference held at University of Agriculture, Faisalabad from 25 to 28th December 2002.

PRESENTATIONS

a. Invited Lectures & Keynote speeches

1. Keynote speaker on 'Value chains, agribusiness development, and wellbeing w.r.t. cross-boundary trade' at the International Conference on Food Security and Value Chain Improvement under Belt & Road Initiative (ICFSVC 2022) organized from 6-7 December 2022 by MNS University of Agriculture Multan
2. Invited online lecture on 'Marketing and value chains in agribusiness at the Faculty of Animal Sciences, Jenderal Soedirman University Purwokerto, Indonesia November 24th, 2022. (Supporting Docs. P. 93)
3. Invited lecture on 'Good agricultural marketing practices and value chain development system' held at Agriculture House Auditorium 21-Davis Road, Lahore, on May 30, 2022

b. International Conferences

1. **Badar, H.** 2019. Challenges and prospects of decent work in agricultural value chains in Pakistan. Paper presented in an international symposium on "Global value chains, power relations and challenges for decent work agenda in developing countries" held on June 26, 2019, organized by the Institute of Business Management Sciences, UAF, in collaboration with ICDD at UAF Faisalabad.
2. **Badar, H** and B. Ahmad. 2019. Constraints to smallholders' participation in mango value chains in Pakistan. Paper presented at the International Horticulture Conference 2019, organized from February 26-28, 2019, by the Department of Horticulture, Bahauddin Zakariya University, Multan
3. **Badar, H.** 2017. Labour employment and working conditions in mango value chains in Pakistan. Paper presented in the international symposium on Global value chains (GVCs) and decent work deficit in agriculture: present challenges and future prospects, organized by The Institute of Business Management Sciences, UAF, from December 01-02, 2017, at CAS, UAF.
4. **Badar, H.** 2017. Changing patterns in agribusiness: challenges and way forward. Keynote paper presented in 2nd International seminar on agribusiness and Khairpur special economic zone (KSEZ) organized by Sukkur-IBA on April 6, 2017, at Sukkur-IBA, Sukkur, Pakistan
5. **Badar, H.** 2016. Value chain governance in Pakistan's mango industry: issues and options for performance improvement. Paper presented at 1st International Conference on Science, Technology, Innovation Policy and Management (STiPM 2016) organized by Mehran University of Engineering and Technology, Jamshoro on November 16, 2016, at Mövenpick Hotel, Karachi, Pakistan
6. **Badar, H.** 2016. Chain-wide challenges to sustainable mango industry development in Pakistan. Paper presented at the International Conference on Sustainable Agriculture in Pakistan, jointly

organized by the University of California, Davis, USA, and University of Agriculture, Faisalabad, on November 17, 2016, at University of Agriculture, Faisalabad, Pakistan

7. **Badar, H.** 2016. Challenges and strategies to improve mango value chains in Pakistan. Papers presented in the 2nd International Conference on Horticultural Sciences held from February 18-20, 2016, at University of Agriculture, Faisalabad
8. **Badar, H., A. Ariyawardana and R. Collins.** 2015. Sustainable mango Industry development in Pakistan: a value chain perspective. 25th IFAMA Symposium organized by the International Food and Agribusiness Management Association (IFAMA) on June 15, 2015, in Minneapolis, USA
9. **Badar, H., A. Ariyawardana and R. Collins.** 2014. Capturing consumer value preferences for value chain improvements in mango industry of Pakistan. Paper presented in 24 IFAMA Symposium organized by International Food and Agribusiness Management Association (IFAMA) on June 16, 2014, at Cape Town, South Africa
10. **Badar, H., A. Ariyawardana and R. Collins.** 2014. An Insight into mango value preferences of consumers in Pakistan. Paper presented in the 29th International Horticulture Congress (IHC) held from August 18-22, 2014, in Brisbane, Australia

c. National Conferences

1. **Badar, H.** 2019. Green Supply Chain Management. Paper presented in a one-day seminar on, “Green (Halal) Supply Chain Management and CPEC: a way forward for Pakistan’s economy” held on November 15, 2019, organized by the Department of Business Administration, Government College University for Women, Faisalabad.
2. **Badar, H.** 2015. Value Chain Approach for Agricultural Commodities. Paper presented in one-day workshop on Value Chain Analysis organized by the Institute of Business Management Sciences, University of Agriculture, Faisalabad, on December 22, 2015.
3. **Badar, H. & Q. Mohy-ud-Din.** 2006. Pakistan’s Agriculture on Trial under WTO Regime. Paper presented in the International Conference on “Productivity and Growth in Agriculture: Strategies and Interventions held at University of Agriculture, Faisalabad on 6-7 December 2006.
4. **Badar, H.** 2003. Prevalence, Structure, and Problems of Groundwater Markets in Pakistan. Paper presented at a one-day seminar on World Water Day on 22 March 2003 held at Old Senate Hall, University of Agriculture, Faisalabad.
5. **Badar, H.** 2002. Constraints in the Enhancement of Oilseed Production in Pakistan. Paper presented at the 33rd All Pakistan Science Conference held at the University of Agriculture, Faisalabad from 25 to 28th December 2002.

PROJECTS

a. As Principal Investigator/Team Leader/Project Manager

1. Third-Party Validation (TPV) survey 2023-24 on the Universal Health Insurance Program, launched under the Prime Minister's National Health Programme. Team Leader for the Faisalabad Division with a total budget allocation of PKR 3.3251 million for the Faisalabad Division.
2. “Strengthening vegetable value chains in Pakistan for greater community livelihood benefits.” An ACIAR-funded project (Budget PKR 10.62 million).

3. Constraints to smallholder participation in mango value chains in Pakistan. 2018. An HEC-funded project under SRGP# 604 (Budget PKR 0.3358 million)
4. An assessment of consumer preferences for Kinnow (mandarin) in Pakistan. 2019. A project funded by the Australian Centre for International Agricultural Research (ACIAR), Australia (Budget AUD 1 million)
5. "Agricultural input marketing in Pakistan: implications for food security". A project funded by the U.S.-Pakistan Centre for Advanced Studies in Agriculture and Food Security (USPCAS-AFS), University of Agriculture, Faisalabad (Budget PKR 2.671 million).

b. As Co-Principal Investigator / Team Member

1. The Impact of Domestic Support on Punjab's (Pakistan) Agriculture under WTO Regime. 2006 (An ALP, Pakistan Agricultural Research Council funded project (Role: Co-PI, Budget: PKR 1.6 million).
2. Optimising mango supply chains for more profitable horticultural agri-enterprises in Pakistan and Australia. 2006-10. A project funded by ACIAR. (Research Fellow, Agribusiness Marketing)
3. Understanding dynamics and determinants of marketing margins of citrus in Punjab, Pakistan. 2018. A project funded by the U.S.-Pakistan Centre for Advanced Studies in Agriculture and Food Security (USPCAS-AFS), University of Agriculture, Faisalabad (Role: Co-PI, Budget: PKR 0.795 million).
4. Economic and Institutional Determinants of net Foreign Direct Investment (FDI) inflows: a panel data analysis of sector-wise FDI in Pakistan. An HEC-funded project (Role: Co-PI, Budget: PKR 0.33925 million).

CONSULTANCY

1. As a consultant, completed an Asian Development Bank (ADB) funded project, "Analysis of fruits and vegetable value chains in Pakistan" (USD 89,925)
2. Consultancy services to FAO as a resource person for conducting a session on "Drought area agribusiness and value chain options for Thraparker/Dadu/DI Khan/Rajanpur/Chitral drought areas" in the five-day training workshop on Farmer Business School on February 25, 2020, organized by FAO at University of Agriculture, Faisalabad.
3. WomenX Faisalabad 2017-18: A Women Entrepreneurship Development Program funded by the World Bank (UAF Focal Person).

GRANTS ACQUIRED

1. Australia Centre for International Agriculture (ACIAR) competitive travel grant of AUD 3000 for presenting a paper at the IFAMA 2014 conference.
2. IFAMA competitive student financial assistance grant of USD 500 for participating in IFAMA 2014

TRAINING CONDUCTED

1. Conducted a training session on "Agricultural marketing system in Punjab, Pakistan" on February 28, 2024, during four-week professional training on 'Finance, Administration, Management, and E-Governance' for the Officers of the Department of Agriculture (Different Wings), Govt. of Punjab organized by Professional Training and Skill Development Centre (PTSD), University of Agriculture, Faisalabad (UAF).

2. Conducted a training session on, "Food distribution systems and value chain analysis" on January 21, 2020, organized by the Pakistan Institute of Agricultural Marketing (PIAM) for Agriculture officers (Econ & Marketing) at PIAM, Lahore.
3. Conducted training sessions on entrepreneurship and marketing in the World Bank-funded WomenX Entrepreneurship 2017-18 at University of Agriculture, Faisalabad.
4. Conducted a "Value Chain Analysis" session in a two-day Agricultural Commodities Analysis Workshop organized by the U.S.-Pakistan Center for Advanced Studies in Agriculture and Food Security (USPCAS-AFS) from December 07-08, 2016, at University of Agriculture, Faisalabad.

PROFESSIONAL MEMBERSHIPS

1. Member, International Food and Agribusiness Management Association (IFAMA)
2. Member, Pakistan Society of Development Economists (PSDE)
3. Member, Pakistan Association for The Advancement of Science

TEACHING & SUPERVISION

a. Courses

Value chain management and analysis, Food system dynamics and contemporary challenges, Marketing management, Advanced research methodology, Consumer behavior. Supply chain management, Agribusiness and food Chain management, Fundamentals of agribusiness and marketing.

b. Thesis Supervision

| Degree | Role | Completed | Ongoing |
|--------|-----------------------------|-----------|---------|
| MS/MBA | Principal Supervisor | > 60 | 06 |
| | Member Supervisor Committee | > 110 | 06 |
| PhD | Principal Supervisor | 01 | 02 |
| | Member Supervisor Committee | 01 | 03 |

REFERENCES

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| Prof. Dr. Simon Somogyi Professor and Kerry Litzenberg Endowed Chair, Department of Agricultural Economics, Texas A&M University, USA P: 979-213-5734 E: simon.somogyi@ag.tamu.edu | Prof. Dr. Raymond J. Collins Adjunct Professor (Agribusiness) School of Agriculture and Food Sciences, University of Queensland, Australia P: +61 7 5460 1328 E: ray.collins@uq.edu.au |
| Dr. Anoma Ariyawardana Associate Professor and Bachelor of Agribusiness Program Director, Leaders Institute, Brisbane, Australia P: +61 (07) 3161 5566 E: anoma.ariyawardana@gmail.com | Prof. Dr. Abdul Ghafoor In-Charge, Institute of Business Management Sciences, University of Agriculture, Faisalabad (Pakistan) P: +92-41-9200161 E: ghafoor@uaf.edu.pk |