

# **Dr. Burhan Ahmad**

**Associate Professor (Tenured)**  
**Institute of Business Management Sciences**  
**University of Agriculture, Faisalabad**  
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## **PERSONAL**

**Permanent Residence and Mailing Address:** H. # P-212/3, St.#7, Naimat colony #2, Near Khurram chowk, Jaranwala Road, Faisalabad, Pakistan

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**Date of Birth:** 24 - 04 – 1979

**Nationality:** Pakistani

## **EDUCATION**

### **Ph.D.**

Subject title: Economics

Year: 2014

Institution: NMBU School of Economics and Business (HH), Norwegian University of Life Sciences (NMBU), Ås, Norway

Specialization: International agricultural trade, Market's behavior, Foreign Direct Investment (FDI), Quantitative Methods

Thesis title: Four Essays on Trade, Foreign Direct Investment, and Markets in Pakistan

### **M. Sc. (Hons.)**

Subject title: Agricultural Economics

Year: 2003.

Institution: Department of Agricultural Economics; University of Agriculture, Faisalabad, Pakistan

Specialization: International agricultural trade and World trade organization's (WTO) regulations on agricultural trade

Thesis title: Impact of WTO's Trade Liberalization on the Production and Export of Kinnow from Pakistan – Prospects and Problems.

### **B.Sc. (Hons.)** Subject title: Agriculture

Year: 2001.

Institution: Department of Agricultural Economics; University of Agriculture,

Faisalabad, Pakistan

Major: Agricultural Economics

## ACADEMIC EXPERIENCE

### Research Associate

*Project title:*

Impact of SPS Requirements of WTO on Agricultural Exports from Pakistan” funded by Pakistan Science Foundation, Islamabad, Pakistan, from April 2004 to December 2004

### Scientific Officer (BPS-17, Regular)

Pakistan Agricultural Research Council (PARC), Islamabad, Pakistan, from January 1, 2005 to October 13, 2005.

### Lecturer (BPS-18, Regular)

Institute of Business and Management Sciences (IBMS), University of Agriculture, Faisalabad, Pakistan from October 14, 2005 to December 28, 2014. On study leave for Ph.D. studies from August 2008 to August 2014

### Assistant Professor (TTS)

Institute of Business and Management Sciences (IBMS), University of Agriculture, Faisalabad, Pakistan from December 29, 2014 to November 11, 2022.

### Associate Professor (Tenured)

Institute of Business and Management Sciences (IBMS), University of Agriculture, Faisalabad, Pakistan from November 12, 2022 to date.

## PUBLISHED RESEARCH ARTICLES

**Ahmad, B.**, Mustafa, K. 2006. Forecasting Kinnow Production in Pakistan: An Econometric Analysis. *International Journal of Agriculture and Biology*, 8(4): 455–458

Mustafa, K., **Ahmad, B.** 2006. An Econometric Model for Forecasting Export of Kinnow from Pakistan. *International Journal of Agriculture and Biology*, 8(4).

**Ahmad, B.** and Garcia, R.J. 2013. Measuring Commodity-Specific Trade Determinants and Export Potential: A Gravity Model of Pakistan’s Rice Exports. *Journal of International Agricultural Trade and Development*, 8 (2), 125-148.

**Ahmad, B.** and Gjolberg, O. 2015. Are Pakistan’s Rice Markets Integrated Domestically and with the International Markets? SAGE Open July-September 2015: 1–15 DOI: 10.1177/2158244015596791.

Mehdi, M., **Ahmad, B.** Yaseen, A., Adeel, A., and Syed. N. 2016. A Comparative Study of Traditional Versus Best Practices Mango Value Chain in Pakistan. *Pakistan Journal of Agricultural Sciences* Vol. 55(3), 733-742.

Asif, Y., Mehdi, M., Somogyi. S., and **Ahmad. B.** 2016. Consumer Preferences to Pay a Price Premium for Quality Attributes in Pakistani Grown Mangoes *Pakistan Journal of Commerce and Social Sciences*. Vol. 10 (3), 615-637.

- Ahmad, B.**, Gjolber, O. and Mehdi, M. 2017. Spatial Differences in Rice Price Volatility: A Case Study of Pakistan 1994-2011. *Pakistan Development Review*, 56(3): 265-289.
- Ghafoor, A., Mehdi, M., **Ahmad, B.**, Ali, A. and Rasool, A. 2017. Analyzing Farmers' Preferences for Traditional Livestock and Model Cattle Markets in Punjab, Pakistan. *Pakistan Journal of Agricultural Sciences*, 54(4): 949-954.
- Mehdi, M., **Ahmad, B.** and Yaseen, A. 2017. Skills upgrading and value chain development: A case of Pakistan mango industry. *Journal of Agricultural Policy and Food Security*, 1(1): 18-24.
- Ahmad, B.**, Mehdi, M., Ghafoor, A. and Anwar, H. 2018. Value Chain Assessment and Measuring Export Determinates of Citrus Fruits in Pakistan: An Analysis of Primary Data. *Pakistan Journal of Agricultural Sciences*, 55(3): 685-692.
- Naseem, A., Mushtaq, K., **Ahmad, B.** 2018. Industrial Exports of Pakistan and Competition from China in Global Market. Pakistan Society of Development Economists; Published in 33<sup>rd</sup> AGM Papers and Proceedings <https://www.pide.org.pk/psde/index.php/86-psde/153-33rd-agm-papers>
- Naseem, A., Mushtaq, K., **Ahmad, B.**, Adil, S.A., and Hassan, S. 2019. An Estimation of Crowding-Out Effect of China's Textile Exports for Pakistan's Textile Exports. *Indian Journal of Science and Technology*, 12(33): 1-7. <http://www.indjst.org/index.php/indjst/article/view/146796/103644>
- Badar, H., Mohsin, Z., Mushtaq, K., **Ahmad, B.**, Mehdi, M., Abdullah and Rasool, A. 2020. An Assessment of Consumer Preferences for Fresh Potatoes in Punjab, Pakistan. *Pakistan Journal of Agricultural Sciences*, 57(3): 773-778.
- Mehdi, M., Ahsan, M. B., **Ahmad, B.**, Sadozai, K. N. Hameed, G. and Asif, M. 2020. Value Chain Development and Social Upgrading at Upstream of Mango Value in Pakistan, *Sarhad Journal of Agriculture*, 36 (2): 374-733.
- Ahmad, B.**, Anwar, M., Badar, H. Mehdi, M. and Tanveer, F. 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.
- Badar, H. and **B. Ahmed**. 2021. Smallholders' constraints and options for participation in mango value chains in Punjab, Pakistan. *Journal of Agricultural Research*, 59(02): 187-195.
- Raza, M. H., Mehdi, M. Ahmad, B. Adhikari, R. and Ahsan, M. B. 2022. Identifying the constraints and opportunities for increasing pulses' production and value chain development in Pakistan: A Delphi approach. *Agricultural Sciences Journal*, 4(2): 74-89
- Parveen, S., Ahmad, W., **Ahmad, B.** and Hassan, S. 2023. Impact of quality attributes on hedonic pricing of chicken meat. *International Journal of Business and Management Sciences*, 4(3): 28-44

## BOOK CHAPTERS

- Ahmad, B.**, Ghafoor, A. and Maqbool, A. 2018. Regional Trade: Pakistan's Perspective Chapter in a book on Developing Sustainable Agriculture in Pakistan edited by Khan, I. A. and M. S. Khan published by CRC Press.
- Ahsan, M. B., Mehdi, M., **Ahmad, B.** 2018. Value Chain Development and Social Upgrading: A Case of Pakistan's Mango Industry. Chapter in a book on Decent Work Deficits in Southern Agriculture: Measurement, Drivers and Strategies edited by Christoph Scherrer and Santosh Verma published by Rainer Hampp Verlag, Germany (Supporting Docs. P. 86-92).
- Mehdi, M., **Ahmad, B.**, Macharia, J. and Ehsan, A. 2017. Agribusiness in Global Perspective Chapter in a book on Agribusiness Management edited by Abdul Ghafoor and published by University of Agriculture, Faisalabad.
- Mehdi, B., Adeel, A. and **Ahmad, B.** 2017. Organization of Agribusiness Chapter in a book on Agribusiness Management edited by Ghafoor, A. published by University of Agriculture, Faisalabad.

## COMPLETED RESEARCH REPORTS

- Mustafa, K., Mehmood, A., **Ahmad, B.** 2007. "Barriers against Exports of Mango from Pakistan: The Role of Sanitary and Phyto-Sanitary Agreement". Department of Marketing and Agribusiness, Faculty of Agricultural Economies and Rural Sociology,
- Mustafa, K., **Ahmad, B.**, Muazzam, M. 2008. "Marketing of Rice in Punjab, Pakistan". Department of Marketing and Agribusiness, Faculty of Agricultural Economies and Rural Sociology, University of Agriculture, Faisalabad, Pakistan.
- Collins, R., Dunne, T., Mehdi, M. and **Ahmad, B.** 2015. Product Value Chain Assessment. Report under Agriculture Value Chain Collaborative Program published by ACIAR.
- Mubashir, M. and **Ahmad, B.** 2016. Supply Chain Governance: A Decent Work Approach to Optimize the Mango Value Chain Systems in Pakistan. A report prepared on the completion of the project funded by ICDD, Germany.
- Badar, H. and **Ahmad, B.** 2017. Constraints to small holder participation in mango value chains in Pakistan.
- Ahmad, B.** and Badar, H. 2019. Economic and Institutional Determinants of Net Foreign Direct Investment Inflows (FDI): A Panel Data Analysis of Sector-wise FDI in Pakistan

## PUBLISHED POPULAR ARTICLE

- Sharif, C. M. and Ahmad, B. "Marketing of Fruits under WTO regime". The News, 2005.

## SOFTWARE KNOWLEDGE

Experience in using STATA

Basic Knowledge of E. Views. SPSS, Stat Graphic and R

## RESEARCH AND DEVELOPMENT GRANT FUNDING AND SUPPORT

### A. Research Projects/grants

#### 1. As Principal Investigator

Sr. No.	Title	Project Details
1	Economic and institutional determinants of net foreign direct investment flows (FDI): A panel data analysis of sector-wise FDI in Pakistan	<b>P.I.</b> = Dr. Burhan Ahmad, Assistant Professor, IBMS, UAF <b>Funding agency</b> = Higher Education Commission of Pakistan <b>Budget</b> = PKR 0.33925 million <b>Duration</b> = One year <b>Progress</b> = Completed
2	Developing Competitive and Inclusive Pulses Value Chain in Pakistan	<b>Funding agency</b> = Australian Centre For International Agricultural Research (ACIAR) Australia <b>Budget</b> = A\$258888.00 <b>Started date</b> = January 2020 <b>Status</b> = Continue <b>End Date</b> = June 2023

#### 2. As Co-Principal Investigator

Sr. No.	Title	Project Details
1	UQ Australia (ASLP III Scoping study )	<b>Funding agency</b> = University of Queen's land, Australia <b>Budget</b> = PKR 1.5 million <b>Duration</b> = 3 months <b>Award date</b> = April, 2015 <b>Progress</b> = Completed
2	Improving Value Chain through Decent Work Approach: A Case of Mango Producing Systems in Pakistan	<b>Funding agency</b> = International Center for Development and Decent Work (ICDD) <b>Budget</b> = One million Rupees <b>Duration</b> = One years <b>Progress</b> = Completed
3	Constraints to smallholder participation in mango value chains in Pakistan	<b>Funding agency</b> = Higher Education Commission of Pakistan <b>Budget</b> = PKR 0.3358 million <b>Duration</b> = One year <b>Progress</b> = Completed

## COURSES TAUGHT

Sr. No.	Undergraduate courses	Graduate courses
1	International Marketing	International Marketing
2	Consumer Behavior	Global Marketing
3	International Trade	International Business

4	Agribusiness Export Marketing	Globalization and Trade Developments
5	Introduction to Econometrics	International Economics
6	Micro and Macro-Economics	WTO Agreements: Implications for Developing Countries
7	Fundamentals of Marketing and Agribusiness	Business Research Methods
8	Business Research and Report Writing	Managerial Economics

## SEMINARS/WORKSHOPS/CONFERENCES/TRAININGS/SYMPOSIA

1. Convenor Organizing Committee of Internship Orientation Seminar for BBA (Agribusiness) students organized jointly by IBMS, UAF and Sukker-IBA on July 04, 2017 at DLC-2, University of Agriculture, Faisalabad.
2. Convenor Organizing Committee of Internship Orientation Seminar for BBA (Agribusiness) students organized jointly by IBMS, UAF and Sukker-IBA on July 04, 2017 at DLC-2, University of Agriculture, Faisalabad
3. Member Organizing Committee constituted vide No. Coord/7-B/13285 dated 25-10-17 to organise an international symposium on “Global Value Chains and Decent Work Deficit in Agriculture on December 1-2, 2017
4. Member, Printing, Publication and Media Coverage Committee constituted vide 2412-30/ORIC dated 20-03-2017 to organise the WomenX Entrepreneurship Program Cohort-1 in collaboration with Enclude B.V and The World Bank at UAF
5. Ahmad. B and M. Mehdi. 2017. Effects of Decent Work Indicators on Socio-Economic Upgrading of Farm Workers - A Case of Pakistan Mango Industry, **presented** in International symposium on Global value chains (GVCs) and decent work deficit in agriculture: present challenges and future prospects organised by The Institute of Business Management Sciences, UAF from December 01-02, 2017 at CAS, UAF
6. Moderated parallel session V on Value Chain and Decent Work in International symposium on Global value chains (GVCs) and decent work deficit in agriculture: present challenges and future prospects organised by The Institute of Business Management Sciences, UAF from December 01-02, 2017 at CAS, UAF.
7. As resource person conducted three training sessions of WomenX Entrepreneurship during Cohort-1, 2 and 3 as detailed below:

Sr. No.	Day	SESSION	MODULES
<b>Cohort-1</b>			
1	March 31, 2017	1	Marketing Environment
<b>Cohort-2</b>			
1	November 21, 2017	1	Marketing Environment
<b>Cohort-3</b>			
1	February 2, 2018	1	Marketing Environment

8. As resource person conducted two training sessions of Capacity Building Workshop on Biosafety Measures in Agriculture on February 20-21, 2017 as detailed below

Sr. No.	Day	SESSION	MODULES
1	February 20, 2017	1	Agricultural Exports from Pakistan and Biodiversity: Concerns for Plants Based Products
1	February 21, 2017	1	Agricultural Exports from Pakistan and Biodiversity: Concerns for Animal Products

9. Participated in Five days training workshop on Pakistan PRA and Market Access Training given by Dr Sabine T Perrone and Mr. Bill Magee and organized by Australian Award 2017 at Serena Hotel, Islamabad on July 31 – August 4, 2017.
10. Participated three days training workshop on Gender Inclusion organized by ACIAR at Pearl Continent, Lahore on October 28-30, 2017.
11. Participated in Five days training workshop on Market Systems Development during 24-28 January, 2018 organized by MSD at Serena Hotel, Quetta
12. Participated in Two-days training of Presiding Officers and Sr. Assistant Presiding officers – GE 2018 on July 13-14, 2018 organized by the Election Commission of Pakistan and The United Nations Development Programme at M. C. High School Samanabad.
13. VC nominee for PhD Comprehensive Oral Examination of Mr. M. Azeem Sabir, 2010-ag-2895 PhD student at the Department of Forestry, University of Agriculture, Faisalabad.
14. Member hall management committee of Graduation Ceremony of Women<sup>x</sup> Entrepreneurship Program Cohort-II and III on May 04, 2018 constituted by Director ORIC vide No. 274760/ORIC dated 27-04-2018.
15. Organized Annual Planning & Review Meeting 2021 of the Project entitled, “Developing Inclusive & Competitive Pulses Value Chains in Pakistan at Bhurbhan, Pakistan on 26-29 August 2021 and Presented the main findings of the activities performed under the project.
16. Organized Walking the Chain activity at Faisalabad for farmers of Chakwal and KPK, at Bhukkar and Multan for the farmers of Bhakkar and Mankehra and at Sukkur for the farmers of Sukkur and Larkana in 2021
17. Participated in Pulses Value Chain Outreach Workshop at Chakwal, Bhakkar and Sukkur in 2021 and 2022.
18. Organized trial consignment and experimental learning workshop for farmer field facilitators (FFC) on 20-22 May, 2022 at Chakwal and Faisalabad as Convener organizing committee (Supporting Docs. P. 83).
19. Organized two days training workshop of women farmers on post-harvest management of pulses at Mankera Bhakkar, Punjab on 1-2 June 2022 as Convener organizing committee (Supporting Docs. P. 84).
20. Organized Annual Planning & Review Meeting 2022 of the Project entitled, “Developing Inclusive & Competitive Pulses Value Chains in Pakistan at Multan, Pakistan on 4-6, 2022 and Presented the main findings of the activities performed under the project

## ADMINISTRATIVE ASSIGNMENTS

1. Program Incharge BBA (Agribusiness) joint degree program between UAF and Sukkur-IBA (2014 to date)
2. Secretary Special Faculty Board of Institute of Business Management (IBMS) (2016 to date)
3. Focal Person of undergraduate admission committee of IBMS (2020-22)
4. Member Board of studies of Department of Business Administration at National Textile University (NTU), Faisalabad (2019 to date)
5. Member Board of studies of Department of Public Administration at Government College University, Faisalabad (2019 to date)
6. Associate senior tutor (2022 to date)