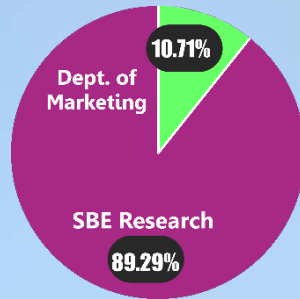
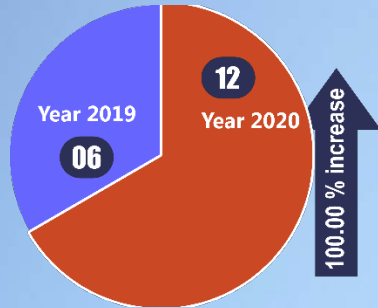
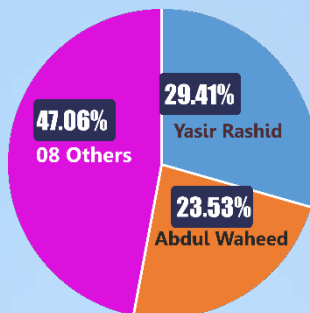
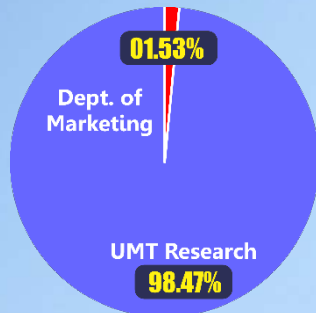


# Department of Marketing



Publications  
**12**



JCR: 07  
SJR: 02  
HEC: 01

1. Waheed, A., Zhang, Q., Rashid, Y., & Zaman Khan, S. (2020). The impact of corporate social responsibility on buying tendencies from the perspective of stakeholder theory and practices. *Corporate Social Responsibility and Environmental Management*, 27(3), 1307-1315. doi: 10.1002/csr.1885. **(Yasir Rashid) WoS / JCR (IF: 4.542)**
2. Rashid, Y., Tanveer, A., Shaukat, Z. and Sadiq, I. (2020). Value co-creation features: an empirical case study of B2B collaboration and interactions in New Zealand. *Digital Library Perspectives*, 36(3), 219-229. doi: 10.1108/DLP-02-2020-0006. **(Yasir Rashid, Anisha Tanveer, Zeeshan Shaukat, Imran Sadiq) SJR**
3. Sabir Sana, S. (2020). Does product design stimulate customer satisfaction? Mediating role of affect. *Asia Pacific Journal of Marketing and Logistics*. 32(6). 1255-1268. doi: 10.1108/APJML-03-2019-0216. **(Sana Sameen Sabir) WoS / JCR (IF: 2.511)**
4. Basharat, T. (2020). Applying ISPAR Model of Service Dominant Logic on Mentoring a Part of Training and Development Function of HRM Functions. *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, 11(1), 46-54. **(Taimoor Basharat) SJR**
5. Zameer, H., Yasmeen, H., Zafar, M. W., Waheed, A., & Sinha, A. (2020). Analyzing the association between innovation, economic growth, and environment: divulging the importance of FDI and trade openness in India. *Environmental Science and Pollution Research*, 27(23). 29539-29553. **(Abdul Waheed) WoS / JCR (IF: 3.056)**
6. Waheed, A., Zhang, Q., Rashid, Y., Tahir, M. S., & Zafar, M. W. (2020). Impact of green manufacturing on consumer ecological behavior: Stakeholder engagement through green production and innovation. *Sustainable Development*, 28. 1395- 1403. doi: 10.1002/sd.2093. **(Yasir Rashid) WoS / JCR (IF: 4.082)**

\* Compiled at LRC by: **Sehrish Shoukat**  
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7. Tariq, A., Rashid, Y., & Waseem, A. (2020). Value Co-Creation in Travel Industry: Examining the Impact of Operand and Operant Resources on Actor Experience. *Journal of Management Sciences*, 7(1), 31-46.  
**(Amna Tariq, Yasir Rashid) HEC "Y"**
9. Bashir, S., Khwaja, M. G., Rashid, Y., Turi, J. A., & Waheed, T. (2020). Green Brand Benefits and Brand Outcomes: The Mediating Role of Green Brand Image. *SAGE Open*, 10(3), 2158244020953156.  
doi: 10.1177/2158244020953156.  
**(Yasir Rashid, Tariq Waheed) WoS / JCR (IF: 0.715)**
8. Guo, C., Guo, J., Yu, C., Li, Z., Gong, C., & Waheed, A. (2020). A Safe and Reliable Routing Mechanism of LEO Satellite Based on SDN. *Computers, Materials & Continua*, 64(1), 439--454.  
**(Abdul Waheed) WoS / JCR (IF: 4.890)**
10. Zhao, F., Ahmed, F., Iqbal, M. K., Mughal, M. F., Qin, Y. J., Faraz, N. A., & Hunt, V. J. (2020). Shaping Behaviors through Institutional Support in British Higher Educational Institutions: Focusing on Employees for Sustainable Technological Change. *Frontiers in psychology*, 11, 584857-584857.  
doi: 10.3389/fpsyg.2020.584857.  
**(Khalid Iqbal) SKT Campus WoS / JCR (IF: 2.067)**

JCR ( <i>Impact factor</i> ):	07
Scopus ( <i>SJR</i> ):	02
HEC Recognized:	01
Books/Book Chapters:	00
Conference Papers/ Proceedings:	02

Highest Impact Factor: **(Abdul Waheed) 4.890**

### Conference Papers/Proceedings

1. Zakir, F., Wang, D., Rehman, A., Waheed, A., Iffat, Z., & Wang, L. (2020, 29-30 Jan. 2020). *LNG supply chain: Challenges, Opportunities and Future Prospects*. Paper presented at the 2020 3rd International Conference on Computing, Mathematics and Engineering Technologies (iCoMET).  
**(Abdul Waheed)**
2. Akbar, K., Jin, Y., Mahsud, M., Akbar, M., Waheed, A., & Amin, R. (2020). *Role of Big Five Personality Traits in Sustainable Consumption Behavior*. Paper presented at the Proceedings of the 2020 3rd International Conference on Big Data Technologies, Qingdao, China.  
<https://doi.org/10.1145/3422713.3422750>.  
**(Abdul Waheed)**

## Article shared after the compilation of Research Outlook

Waseem, A., Rashid Y.(2020). Government's Brand Image Destroyer: Examining the Driving Factors behind Global Human Trafficking. NUST Journal of Management Social Sciences and Humanities, 6(2), 220-247.  
doi: [org/10.51732/njssh.v6i2.59](https://doi.org/10.51732/njssh.v6i2.59).

**(Yasir Rashid) NR**