

Prof. Dr. Adil Adnan

Ph.D (Management Sciences)

Personal Profile:

Father Name Malik Atta-ullah Khan
Address Village Panam Dheri, P/O Mathra
 Warsak Road, Peshawar
Contact # Cell: (0334-4054646)
Date of Birth 1st December 1981
E-Mail adil-adnan99@yahoo.com
Religion Islam
Nationality Pakistani
Marital Status Married

CAREER OBJECTIVES:

By the grace of Almighty Allah I have always tried my level best to do work with full concentration and professional devotion. I am personally and professionally committed to do work in line with an organization's rules and regulations. I have strong commitment towards putting my share as an individual and a team member in the development of the organization in a most effective and efficient manner.

EDUCATIONAL PROFILE:

2017 Ph.D (Management Sciences/Marketing) from **Iqra National University**
2010 M.Phil. (Management Sciences) from, **IQRA UNIVERSITY, Karachi**
2004 MBA (Marketing), Institute of Management Studies, University of Peshawar
2001 B.Com (Accounts), Khyber College of Commerce & Management
1999 D.Com (Accounts), Khyber College of Commerce & Management
1997 Matriculation (Science), F.G Public High School, Peshawar

Professional Experience:

CURRENT:

- Dean, Faculty of Management & Social Sciences, Iqra National University, Peshawar. Joined Iqra National University on 9th February, 2007

PREVIOUS:

- From 25th October 2004 till 8th February 2007, I served *as Lecturer at Preston University, Peshawar Campus*
- From 1st July 2004, till 24th October 2004, I worked as Site Manager at Total Parco, University Road, Peshawar
- From 10th April 2004, till 28th June 2004, I worked as Office Manger at PMC-JV, Indus Camp, in Swabi.
- From 1st July 2003 till 30th August 2003 I worked as Internee at Orient McCann Erickson, Peshawar
- From 1st September 2003 till November 30th 2003, I worked as Development Officer, at Commercial Union, Life Assurance

SUBJECTS OF SPECIALITY:

1. Marketing Management
2. Advertising & PR
3. Principles Of Marketing
4. Management
5. Business Communication
6. Direct Marketing
7. Marketing Of Services
8. Marketing Research
9. Strategic Marketing
10. Marketing Tactics
11. Retail Management
12. Sales Management
13. Internships Supervision
14. Research Supervision
15. Business Ethics

DISTINCTIONS AND AWARDS:

- Won “**TEACHER OF THE YEAR AWARD 2007**” in May 2008, at **IQRA UNIVERSITY, Peshawar**.
- I have topped the **TEACHER EVALUATION PROGRAM** that was held in April 2006, at **Preston University, Peshawar Campus**, and was declared the **MOST TALENTED TEACHER** *of the year 2006*.
- I had been nominated as **Instructor**, for the **STAFF DEVELOPMENT PROGRAM** initiated by the **HIGHER EDUCATION COMMISSION** in **September, 2006** in collaboration with **UNIVERSITY OF PESHAWAR**,
- I also served as **CHIEF PROCTOR** at **PRESTON UNIVERSITY, PESHAWAR CAMPUS**.

PREVIOUS:

- Got **Best Teacher of the year 2005**, award at **Preston University, Peshawar Campus**.
- Got **Most Talented teacher of the year 2005**, award at **Preston University, Peshawar**.
- **Best Debater of the College**
- Remained **Captain of the School & College Table Tennis team**.
- Remained **President of the Department Blood Society, at Peshawar University**

RESEARCH PUBLICATIONS

S. No	Name of Authors	Complete Name of Journal and Address	ISSN (Print) # Mandatory	Is this journal National or International?	Title of the Publication	Vol., Issue Number. & Page Nos.	Date Published	Journal Category Claimed (W,X,Y)
1	Adil Adnan, Prof Dr Farzand Ali Jan, Waqar Alam	Abasyn journal of social sciences	ISSN: 1998-152	National	Relationship between Celebrity Endorsements & Consumer Purchase Intention	Vol (10), Issue (2),	2017	Y
2	Dr Adil Adnan, Dr Muhammad Tahir, Dr Abid Usman, Dr Nadeem Safwan	JOURNAL OF RESEARCH AND REVIEWS IN SOCIAL SCIENCES PAKISTAN	ISSN 2617-5029	International	<u>Green Hrm As Predictor Of Firms' Environmental Performance And Role Of Employees' Environmental Organizational Citizenship Behavior As A Mediator</u>	Vol 3 699-715	2020	Y
3	Adil Adnan, Waqar Alam, Syed Asim Shah	NICE Research Journal of Social Sciences	ISSN: 2219 - 4282	National	Determining the impacts of Celebrity based brand endorsements on Consumer Purchase Intention. Published in NICE Journal,	Volume.11, Issue (January-June, 2018)	2018	Y
4	Waseem Khan Farzand Ali Jan Khurshid Iqbal, Adil Adnan	Abasyn Journal of Social Sciences	ISSN 1998-152X	National	The impact of perceived service fairness on customer citizenship behaviors: The mediating role of relationship marketing	Vol (12), Issue (2), 2019.	2019	X
5	Amna Ali, Adil Adnan, M Faheem Jan, Waseem Khan	Iqra Journal of Business & Management	ISSN 26637707	National	Impact of Upward Communication on Employee's Morale in Banking Sector of Pakistan	Volume 1, Issue 2	2017	Y
6	Dr. Muhammad Tahir, Mr.	International Journal of	ISSN 2313-626X	International	The effects of PSL team characteristics and		2019	Y

	Sajid Rahman Khattak, Mr. Nadeem Safwan, Mr. Abid Usman, Mr. Adil Adnan	Advanced and Applied Sciences			players performance on fans emotions and behavioural intentions			
7	Nayab Sanober, Adil Adnan, Dr. Waqar Alam, Adeel Alam	Iqra Journal of Business & Management	ISSN 266377 07	National	Impact of Marketing Mix Strategies on Consumer Purchase Intention	Volume 1, issue 2	2017	Y
8	Saqib Ur Rehman, Adil Adnan, Raza Ahmed, Faheem Jan	Iqra Journal of Business & Management	ISSN 266377 07	National	IMPACT OF VARIOUS ADVERTISING APPEALS ON CONSUMER'S PURCHASE INTENTION	Volume 3, Issue 2	2019	Y
9	Zohaib Ali, Amna Ali, Azmat Ali Shah, Adil Adnan	Iqra Journal of Business & Management	ISSN 266377 07	National	MEDIATING ROLE OF MORAL ATTENTIVENESS IN THE RELATIONSHIP BETWEEN WHISTLE BLOWING INTENTIONS AND ETHICAL LEADERSHIP	Volume 3, Issue 2	2019	Y
10	Shafat Ullah, Syed Asim Shah, Adil Adnan, Amna Ali	Iqra Journal of Business & Management	ISSN 266377 07	National	HEALTH CARE CONSULTANTS "GYNECOLOGISTS" PRESCRIPTIONS PREFERENCES FOR MULTI-NATIONAL AND NATIONAL BRANDS IN PHARMA INDUSTRIES; A CASE STUDY OF PESHAWAR, KP*	Volume 3, Issue 1	2019	Y
11	Ather Marwat, Adil Adnan	Journal of Business & Tourism	ISSN: 2520 – 0739 Online 2521-0548	National	Impact of individual psychological contract breach on organizational citizenship behavior at individual level:	Volume 06 issue 01	January – June, 2020	Y
12	Qaiser Sarwar, Waseef Jamal, Adil Adnan	Abasyn Journal of Social Sciences	Open Access DOI: 10.34091/AJSS .13.2.0	National	The Effect of Explicit Knowledge Sharing on Human Resource Performance Efficiency: Moderating Role of	Vol (13), Issue (2), 2020.	December 2020	Y

			4		Human Capacity Development			
13	Muhammad Amad, Adil Adnan, Sheikh Raheel Manzoor	Journal of Managerial Sciences	EISSN 1998-4642	National	<u>Impact of Creative Advertisement on customer's purchase intention, a study from Pakistan</u>	Volume 15 No. 1	January 2021	Y
14	Dr. Amna Ali, Saima gul, Khalid Jamal, Umair Ali, Adil Adnan	Elementary Education Online	1305-3515	International	<u>Buffering effect of conscientiousness on the relationship of ethical leadership with the organizational citizenship behavior & in role performance-A case study of educational sector</u>	Vol 20, Issue 2	2021	X

15	Dr. Amna Ali, Dr. Adil Adnan, Dr. M. Ayub, Khalid Jamal	Elementary Education Online	1305- 3515	Internati onal	Ethical Leadership & Organizational Justice: Mediating Role of Conscientiousness	Volume 20, issue 2	2021	X
16	Dr. Amna, Dr. Amir, Dr. Adil Adnan	Humanities & Social Sciences Review	2395- 6518	Internati onal	Ethical Leadership enhance positive work outcome: A mediation model	Volume 9, Issue 3	2021	W
17	Fazali Haq, Dr. Adil Adnan, M. Arif	Global Economics Review	2521- 2974 2707- 0093	National	Relationship Between Green Marketing Determinants and Consumer Buying Behavior: Mediating Role of Environmental Awareness	Volume 6, Issue 1	2021	Y
18	Fazali Haq, Adil Adnan, Amna Ali	Journal of Managerial Sciences	EISSN 1998- 4642	National	Influence of green marketing practices on Consumer buying behavior: Moderating persuasion of environmental awareness	Volume 15, Issue 2	2021	Y
19	Gohar Suleman, Saima Urooge, Adil Adnan, Qurat ul Ain, M. Wasim Jan	Internationa l Journal of Managem ent	0976- 6502 EISSN 0976- 6510	Internati onal	Role of HR in the development of long & Short term training & its impact on organizational performance in retail sector	Volume 12, Issue 6,	June 2021	Y

List of Research papers presented in Conferences:

- Impact of Advertising strategies on the buying Intent of the consumers. Paper presented in International Conference on Innovation & Emerging Trends in Business Management at Iqra University, Karachi (April, 2017)
- Relationship between Celebrity Endorsements & Consumer Purchase Intention. Paper was presented in International Conference on Contemporary Issues in Business & Economics in Turkey.
- Impact of Employee Involvement & their Relationship at work on green organizational performance in educational institutes of District Attock. Paper presented in Iqra National University Multi-Disciplinary Conference
- Relationship between Marketing Mix Strategies & Fashion Consumer Purchase Intention. . Paper presented in Iqra National University Multi-Disciplinary Conference
- Impact of Pharmaceutical Marketing Mix upon Physician Prescription Decision. Paper presented in Ist National Research Conference on Contemporary Issues & Practices in Business & Management at University of Malakand, 2018.
- Effects of Emotional & Rational Appeals on Consumer Buying Intent. Presented at the 4th International Research Conference at Abasyn University, Peshawar