

Name: Dr. Faryal Salman

Designation: Head of Department & Associate Professor, Department of Business & Management Sciences, MiTE

Qualification: Ph. D. (Management Sciences, SZABIST)
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Profile:

Dr Faryal Salman's illustrious career in academia spans over more than 20 years. She holds a doctoral degree in marketing from SZABIST, Karachi and has taught at some of the most coveted business schools in Karachi like IBA and SZABIST, making valuable contributions in curriculum development and pedagogy. She is currently serving as Head of Department Business & Management Sciences at Millennium Institute of Technology & Entrepreneurship, MiTE. Prior to that she was advisor for accreditation at Institute of Business and Health Management, Dow University of Health Sciences and has also served as Head of Management Science Department at DHA Suffa University. She is an active researcher and has authored numerous research papers that have been published in well-reputed international and HEC recognized journals. Furthermore, she has presented her scholarly work at international conferences including the ones hosted at Harvard and Emory University. She is an HEC approved supervisor and is associated with NBEAC as a mentor and member of the Peer Review Team. She is also an external reviewer and subject expert at Board of Study & Faculty at renowned local universities.

Research Interest

- Consumer Behavior
- Neuromarketing
- Brand Management
- Entrepreneurship

Selected Publications

1. Salman, F., Mubeen, H., & Siddiqui, S. (2022). Exploring the factors affecting consumer behavior towards the purchase of Nutraceuticals in Pakistan. *Journal of Marketing Strategies*, 4(2), 263-282. **(HEC Recognized Journal 'Y' Category)**
2. Chang, A. A. R., Qureshi, J. A., Najib, S., & Salman, F. (2021). Learning the Chinioti way: exploring the legacy of a family business community leaders' success based on the entrepreneurial mindset and values of Chinioti Sheikhs. *3C Empresa. Investigación y pensamiento crítico*, 109-135. **(HEC Recognized Journal 'Y' Category)**

3. Fayaz Hussain Tunio, Amad Nabi Agha, Faryal Salman, Imran Ullah, Asad Nisar. Factors Affecting Job Performance: A Case Study of Academic Staff in Pakistan. *Journal of Asian Finance, Economics and Business*, 2021. Vol 8 No 5. 0473–0483. **(HEC Recognized Journal ‘X’ Category)**
4. Obaid ul Rehman, Tang Zhongjun, Faryal Salman, Sunjin, Agha Amad Nabi, Fayaz Hussain Tunio. Measuring the Sustainable Development Of Industrial Commercial Bank of China – using Principle Component Method. *Information Technology in Industry*, 2021 Vol. 9, No.2 **(HEC Recognized Journal ‘Y’ Category)**
5. Khalid Rahamdil; LIU Chunsheng; Faryal Salman;Fayaz HussainTunio;Naveed Khan; Agha Amad Nabi. Impacts of the Free Trade Agreement on Pakistan Export to China and Economic Growth *Journal of Contemporary Issues in Business and Government* 2021 Vol. 27, No. 5. 644-662. <https://cibg.org.au/>**(HEC Recognized Journal ‘Y’ Category)**
6. Rizwan Raheem Ahmed; Faryal Salman; Shahab Alam Malik; Dalia Streimikiene; Riaz Hussain Soomro; Munwar Hussain Pahi. Smartphone Use and Academic Performance of University Students: A Mediation and Moderation Analysis. *Sustainability* 2020, Volume 12, Issue 1, 439. doi:10.3390/su12010439 **(HEC Recognized Journal ‘W’ Category)**
7. Khan, M. S., Sentosa, I., & Salman, F. (2018). Exploring the role of transformational leadership in human capital effectiveness: Empirical evidence from the Malaysian healthcare sector. *World Journal of Entrepreneurship, Management and Sustainable Development*, 14(2), 191-204. . **(HEC Recognized Journal ‘X’ Category)**.