

Faculty of Management Sciences

Faculty Profile

Hassaan Ahmed

Assistant Professor

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Faculty of Management Sciences

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Faculty Profile:

Hassaan Ahmed, an Assistant Professor, holds an MBA degree from Anglia Ruskin University, England and is currently pursuing Ph. D. in the area of Omni-channel Retailing. Mr. Ahmed has interest in event management and has organized various conferences to help bridge the gap between academia and corporate world. He is also renowned for his problem-solving skills working as program managers.

Research Interests:

His area of interests are:

- Omni-channel retailing and
- Customer experience with focus on Fashion and luxury brands category

Selected Research Publications:

- Abasi, M. Azlan, A, and Ahmed, H (2020). Influence of Pester Power on Parents Buying Decision: A focus of FMCG Products in Pakistan, International Journal of Marketing Studies, Vol. 12, No.2
- Riaz, H. Ahmed, H, and Akhtar, S (2019). The Role of Social Media Marketing on building brand equity (An insight of Fast food industry of Pakistan), International Journal of English Literature and Social Sciences, Vol-4, Issue 2 March – April
- Ahmed, H, and Riaz, H. (2019). Impact of Store Environment on Impulse Buying (A case of International Modern Trade Retailers in Karachi). *Kasbit Business Journal*, 11(1), 57-76

- Riaz, H. Ahmed, H, and Akhtar, S (2018). The Role of Emotional Branding on customer Buying Behavior (A Case of Beverage Industry of Pakistan). *Kasbit Business Journal*, 10(1), 131-150

Conference Participations/ Presentations:

- Role of Organizational Structure in Creating Organizational Citizenship Behavior – Paper Presented in **2nd International Conference on, “Business and Management Perspectives in the Asian Context”** at University of Lahore