

Faculty of Management Sciences

Faculty Profiles

Zubair A. Shah

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Faculty Profile:

Assistant Professor Zubair Shah completed BS in Finance from Troy University, Alabama. Later, he obtained Chancellor's Fellowship, the highest award at Troy University to complete his MBA in Business Administration. After returning to Pakistan, he completed L.L.B. from S. M. Law College. Mr. Shah is a practicing member of legal fraternity and he is a member of Sindh Bar Council and Karachi Bar Association. Currently his Ph. D. thesis in Management Sciences is under evaluation.

Research Interests:

Mr. Shah is a practitioner researcher and has over 25 years of combined corporate and academic experience. His research interests include:

- Quality in higher education teaching & learning especially Business Education and
- The impact of Neoliberalism on the higher education and society.
- Management, leadership and law
- Sociomaterial theory of learning.

Selected Research Publications:

- Muhammad, A., Shah, Z., & Azhar, K. (2021). The increasing role of HRIS in facilitating HR functions in Pakistan's banking sector. *International Journal of Information, Business and Management*, 13(1), 24–34. http://ijibm.elitehall.com/IJIBM_Vol13No1_Feb2021.pdf
- Qureshi, J. A., Qureshi, M. A., Shah, Z., & Ahmed, A. (2020). Direct-to-Consumer Advertising (DTCA) in Pharmaceutical Industry: An Inquiry from Public Policy to Practice and Consumers' Perspective. *TEST Engineering & Management Journal*, 83(May-June), 7299-7311. Indexed in Scopus

- Iqbal, N., Azhar, K. A., & Shah, Z. (2020). Discourse and Power Relations: A critical discourse analysis of a Pakistani talk show. *Journal of Pragmatics Research*, Vol. 02, No. 01. DOI: <https://doi.org/10.18326/jopr.v2i1.26-40>
- Muhammad, G., & Shah, Z. (2016). Employee Morale as a tool of Organizational Performance. LAP LAMBERT Academic Publishing, ISBN-13:978-3659876394; available at Amazon
- Shah, Z. & Curtis, W. (1995). The Coming of Interstate Banking: Some Implications. *Business & Economic Review*, Vol. 19, No. 3.
- Shah, Z. & Curtis, W. (1995). Increased Mergers and Acquisitions: The 1980s Revisited? *Business & Economic Review*, Vol. 19, No. 4, July, 1995.

Conference Participations/ Presentations:

1. Qureshi, J. A., Qureshi, M. A., Shah, Z., & Ahmed, A. (2020). Direct-to-consumer Advertising (DTCA) in Pharmaceutical Industry: An Inquiry from Public Policy to Practice and Consumers' Perspective. In *Proceedings of International Multi-topic Conference on Engineering and Science (IMCES), Indonesia & USA*.