

ZAHOOR UR REHMAN

PHD IN MARKETING



Summary

Resourceful and dedicated postgraduate student with excellent analytical skills and a demonstrated commitment to research. Strong research abilities with proven success managing multiple academic projects and volunteering events. Well-rounded and professional team player dedicated to continuing academic pursuits at a university level.

Software Expertise

- MS Office applications
- Statistical Package for the Social Sciences (SPSS),
- SmartPLS (SEM)
- Academic Writing.

Abilities

- Oral and written communication skills
- Able to work with people from all backgrounds and sectors.
- A quick learner who is flexible and adaptable to his environment and requirements at hand.
- Accademic and proposal writting

Language

English	<div style="width: 100%;"></div>
Urdu	<div style="width: 100%;"></div>
Pashto	<div style="width: 100%;"></div>
Bahasa Melayu	<div style="width: 100%;"></div>

Experience

- **Research Assistant-UTHM**
January 2022 until March 2022 and June 2023 until August 2023
Centre for Business Development (CBD), Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, Malaysia.
- **Lecturer 2022 - 2023**
Baqai Institute of Health Management Sciences
Baqai Medical University
- **Iqra Public School 2011 - 2013**
Managing director

Administrative and advisory services

- **Organizing committee member and Co-chair** at the 7th International Conference on Technology Management, Business, and Entrepreneurship (ICTMBE-2018) organized by the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia on 17 and 18 October 2018 at Batu Pahat, Johor, Malaysia.
- **Head of Post Graduate Society (FOTEPS)** at Faculty of Technology Management & Business, Universiti Tun Hussein Onn Malaysia (UTHM) (June 2017 to November 2019).
- Appointed as a **coordinator** for academic activities of Post Graduate students (Graduate Student Association, GSA) at Universiti Tun Hussein Onn Malaysia (UTHM) (August 2017 to November 2019).
- Organizing Post Graduate Committee Member in 1st International Conference of Industrial Engineering, Technology Management and Knowledge Science 2019 (IETechs 2019) organized by the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia on 29 September 2019 at Melaka, Malaysia.

Personal Details

Date of Birth
03-03-1992

Nationality
Pakistani

Marital Status
Married

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**House 1, Mohallah Miagan,
Odigram, District Swat, KPK
Pakistan**

- **Session Chairperson** at the 3rd Asia Pacific Conference on Industrial Engineering and Operations Management. Organized by Universiti Teknologi Malaysia Johor Bahru, on 13-15 September 2022.
- **Country representative and Member of University Global Society (UGS)** for Pakistani students at Universiti Tun Hussein Onn Malaysia and International students

Education

2020-2023

PhD (Marketing)

Universiti Tun Hussein Onn Malaysia

March 2023

Research interest:

- Sustainable consumption
- Marketing
- Green product
- Consumer behavioural studies

2017-2019

Masters (Marketing)

Universiti Tun Hussein Onn Malaysia

Full-time research

Research interest:

- Consumer behaviour
- Mobile banking
- E-commerce
- E-wallet, E-learning
- Adoption of new technologies

2014-2016

Masters (commerce)

Qurtuba University Peshawar

Coursework with specialization in accounting

Research

Masters thesis topic

Factors Influencing the Adoption of Mobile Banking Among Generation Y in Malaysia.

PhD thesis topic

Factors influencing Malaysian consumers' intention to purchase green products: a moderating role of perceived price sensitivity.

Published Articles

- **Rehman, Z. U.**, Bin, S., & Zabri, M. (2018). Determinants of Mobile Banking Adoption in Malaysia: A Conceptual Framework. *Journal for Studies in Management and Planning*, (13), 260–270.
- **Rehman, Z. U.**, Omar, S. S., Lohana, S. S., Bin, S., & Zabri, M (2019). Mobile banking adoption and its determinants in Malaysia. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*.
- **Rehman, Z. U.**, Shaikh, F. A., (2020). Critical factors influencing behavioural intention of consumers towards mobile banking in Malaysia. *Engineering, Technology & Applied Science Research*
- **Rehman, Z. U.**, Shahbaz, M. S., Seman, N. A. A., & Mubarik, M. S. (2022). A Conceptual Action Plan for Reducing Environmental Pollution Through Sustainable Clothing Purchase Intention and Behavior: A Systematic Review. *Antecedents and Outcomes of Employee-Based Brand Equity*, 219-242.
- **Rehman, Z. U.**, Seman, N. A. A., & Ali, M. (2022). Factors Influencing Adoption of Drip Fertigation System Among Farmers: A Review. *Research in Management of Technology and Business*, 3(1), 1049-1056.
- Lohana, S., Rashid, U. K., Zabri, S. M., & **Rehman, Z. U.** (2023, January). Performance Analysis of Industry 4.0 and Small and Medium Enterprises (SMEs) for Financial Sustainability Using Strategic Planning. In *2023 Global Conference on Wireless and Optical Technologies (GCWOT)* (pp. 1-9). IEEE.
- Lohana, S., Imran, M., Harouache, A., Sadia, A., & **Ur Rehman, Z.** (2023). Impact of environment, culture, and sports tourism on the economy: a mediation-moderation model. *Economic Research-Ekonomska Istraživanja*, 36(3), 2222306.

Conferences

- **7th International Conference on Technology Management, Business, and Entrepreneurship (ICTMBE-2018)** organized by the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, on 17 and 18 October 2018 at Batu Pahat, Johor, Malaysia.
- **3rd Asia Pacific Conference on Industrial Engineering and Operations Management.** Organized by Universiti Teknologi Malaysia Johor Bahru, on 13-15 September 2022.
- **11th International conference on global optimization and its application.** Organized by Universiti Teknikal Malaysia Melaka. In collaboration with Indonesian Operations Research Association on 26 and 27 November 2022.

Under review articles

Exploring intention to purchase green products using the Theory of Reasoned Action: Testing the moderating effect of price sensitivity
Driving and deterrent factors affecting green products' consumption.
Extended the theory of planned behaviour.

References

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Dr Sonia

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