

Dr. Rao Akmal Ali

PERSONAL DATA

Name: Rao Akmal Ali
Nationality: Pakistani
Permanent Address: G-90, Buch villas colony, Multan, Pakistan
Telephone: +92-321-6346167
Profession: University Teaching Faculty

ACADEMIC CERTIFICATES

2021: Ph.D Bahauddin Zakariya University, Multan, Pakistan

2012: MS (Business Administration) NUML, Islamabad, Pakistan

2006: MBA (Finance), Bahauddin Zakariya University, Multan, Pakistan

2002: HSSC, Govt. College of Science, Multan, Pakistan

2000: SSC, Beacon House School System, Multan, Pakistan

CURRENT APPOINTMENT

- **Lecturer**, NUML Multan Pakistan since 1st august 2009.
- Worked as **Programe Coordinator** MBA Programe from jan 2017 to jan 2018.

- Focal person for HEC Need Base Scholarship.
- President of the committee for Advertisement/Publicity Multan Campus.

COURSES TAUGHT AT UNIVERSITY LEVEL

Graduate courses

- Money & Banking
- Knowledge Management
- Financial Management
- Organizational Behaviour
- Business Ethics
- Financial Accounting
- Management

Book Author:

Corporate Governance – by Rao Akmal Ali (Author)
<https://www.amazon.com/Corporate-Governance/dp/613983550X>

PROFESSIONAL CERTIFICATES

Professional competency Enhancement programmed for teachers (PECPT)
organized by HEC Pakistan (May 31 to July 01, 2010)

JOURNAL ARTICLES

The Impact of Corporate Governance, Fundamental and Macroeconomic Factors on Stock Prices: An Evidence from Sugar and Allied Industry of Pakistan

Pakistan Journal of Social Science, Vol # 40, Issue # 3

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Saleem et al., 2012. Post Purchase Cognitive Dissonance: Impact of Product Involvement, Impulse Buying and Hedonic Consumption Tendencies. *Interdisciplinary Journal of Contemporary Research in Business*, Vol. 4 No. 5

Corporate governance and capital structure: An evidence from textile weaving companies listed at KSE of Pakistan. *South Asian journal of banking and social sciences*.

Assessment of the Psychometric Properties of SERVQUAL and Customer Loyalty in Pakistan.

Sukkur IBA Journal of Management and Business, Vol. 4 No. 2, 2017

Innovation and Creativity in Organizations: A Commentary, and Guiding Framework.

International Journal of Management and Commerce Innovations Vol 5 No 1, 2017

Effect of Integrated Marketing Communications on Consumer Buying Decision of Internet Service (An Empirical Study of Mobilink in Multan City. *Journal of Research in Marketing* Vol 8, No 1, 2017

SELECTED PAPERS PRESENTED AT CONFERENCES

Saleem et al., 2012. And the fair becomes unfair: impact of subjective well-being and social influence on organizational justice. A paper presented at NUML ICBM, Dec. 12-13, Islamabad, Pakistan.

MSBA STUDENTS RESEARCH SUPERVISED (Final Thesis Defended successfully)

Undernoted students have completed the research thesis under supervision

1. Ahmad Imran

Intellectual capital and financial performance: A study of non-financial firms of Pakistan.

2. Nadia Anjum

Impact of corporate governance on firm performance and efficiency: A case study of Textile companies listed at KSE of Pakistan.

3. Hafiza Bushra

Impact of fundamental and macroeconomics variables on stock price.

4. Salman Irshad

The propensity of accrual base earning and cashflows from operations to forecast future cashflows from operations.

5. Amir Akbar

The impact of corporate cash holdings, liquidity and firm size on firm profitability with mediating effect of leverage: A case study of textile industry.

6. Ashfaq Ahmad

Impact of internal and external factors on bank performance: An evidence from commercial banks of Pakistan.

RESEARCH INTERESTS

- Banking & Finance
- Corporate Governance
- Knowledge Management
- Organizational Theory

Refernces: Available on demand

