



# Faculty Profile



MRS BENISH JAVED  
ASSISTANT PROFESSOR  
MANAGEMENT SCIENCE DEPARTMENT  
NUML

## 1. Personal Information

Name	BENISH JAVED
Designation	ASSISTANT PROFESSOR
Email	bjaved@numl.edu.pk
Office / Mobile No. (optional)	051-9265100
Google Scholar Profile Link (if available)	

## 2. Education

Degree Name	Passing Year	University / Institute
Bachelors	1999	Punjab college rawalpindi
Masters	2004	Fatima Jinnah women university rawalpindi
MS / MPhil (18 Years)	2010	Capital university science and technology
PhD	In process	University of Malaysia terengannu

## 3. Experience

Designation	University/ Institution/ Organization	From	To
Assistant professor	NUML	2007	To date

## 4. Publications

<p>✚ MS Thesis with title on “ Impact of Macroeconomic Variable on Stock Returns; A Case study from Stock Exchange of Pakistan”</p>
<p>✚ Published Book, “Akhtar, S. &amp; Javed, B. (2012). Financial Leverage &amp; Performance, Size, Growth and Industry Effect: Evidence from Diversified Industrial Sectors in Developing Economy of</p>



**Pakistan!** Paperback – October 18, Saarbrücken, Germany LAP LAMBERT Academic Publishing.”

- ✚ Research paper: “ **Impact Of Merger And Acquisition On Operating Performance And Shareholder Wealth In Pakistan Banking Sector** by Amir Javid Kayani, Benish Javed, Asid Majed. Interdisciplinary Journal Of Contemporary Research In Business VOL 5, NO 6, pp 385-391 October 2013
  
- ✚ **‘Relationship of leverage with Financial performance; Evidence from fuel & energy sector of Pakistan’** by Shehla Akhtar and Benish Javed, European Journal of Business and Management, Vol 4, No 11, pp. 7-18, August 2012.
  
- ✚ **‘Directors’ Borrowing Power’** by Shehla Akhtar and Benish Javed, Interdisciplinary Journal of contemporary research in Business, Vol 4, No 4, pp. 497-501, August 2012.
  
- ✚ **Risk Assessment of Inflation and Industrial Production Factor on Pakistan Stocks’** by Shehla Akhtar, Benish Javed, International Journal of Risk and Contingency Management, accepted for publication Vol 4, No 4.
  
- ✚ **‘Relationship of Exchange Rate Term Structure and Money Supply (Macroeconomic Variables) on Stock Returns’** by Benish Javed and Shehla Akhtar, Interdisciplinary Journal of Contemporary Research in Business, Vol 4, No 3, pp. 599-625, July 2012.
  
- ✚ Research Paper on “**Managing risk in mutual fund companies through enterprise risk Management in Pakistan**” accepted for presentation at Hawaii in ASBBS International conference 2008.
  
- ✚ Presented Javeria Shabbir, co-author Benish Javed and NorazahMohd Suki “**Impact of Perceived Brand Age on Consumer-based Brand Equity in the Mobile Retailing Sector of Pakistan: The Post-COVID-19**



**Pandemic Era” International Multidisciplinary Conference on Current Research Trends 2020.**

- ✚ Presented Mrs. Benish Javed and co-authored by Javeria Shabbir “Value As a Driver For Students To Stay In Universities: A Study of Higher Education Sector of Pakistan” 2nd International Conference on Innovation in Teaching and Learning (2nd ICITL-2018)” held on 17-18 October 2018 at Quaid-e-Azam Auditorium Complex, Faisal Mosque , International Islamic University Islamabad Pakistan.**
- ✚ Presented Mrs. Beenish Javed and coauthored with Javeria Shabbir (2019), The Interplay of Brand Community Identification, Community Engagement, Community Value and Job Satisfaction: Case of Pakistan. The Innovation and Analytics Conference & Exhibition 25–28 March 2019 EDC Hotel, UUM Sintok**
- ✚ Attended and co-authored with Mrs. Beenish Javed (2019) “Impact of Brand Community Identification, Community Engagement, and Community Value on Employee Based Brand Equity in Pakistan The Innovation and Analytics Conference & Exhibition 25–28 March 2019 EDC Hotel, UUM Sintok”**
- ✚ “The Impact of Service Quality on Customer Loyalty: Moderating Role of Customer Relationship Management; A Study on Cellular Service Industry of Pakistan” by Shakeel Anwar Khan, Shehla Akhtar, Benish Javed, and Tahir Islam (2012). In the process of Publication.**
- ✚ “Factors of Preference by Customers in Cell Service Industry; An Analysis of Service Quality, CRM Strategies, and Customer Loyalty” by Shehla Akhtar, Shakeel Anwar Khan, and Benish Javed (2013). In the process of Publication.**



✚ **Impact of Sustainability efforts and integrated reporting of corporate governance on firm performance** Author: **Benish Javed** Corresponding Author/Supervisor: **Professor Dr. Hassan Cheh Haat**, in process of publication.

✚ **“Interrelationships among Service Quality, CRM and Customer Loyalty”** by Shakeel Anwar Khan, Shehla Akhtar, and Benish Javed (2012). In the process of Publication

#### **5. Area of Interest**

Financial Accounting, Project Management, Cost Accounting, Management theory and Practice, Total Quality Management, International Business, Business Research Methodology, Managing Financial Institutions, Project Appraisal, Managerial Accounting, Mergers, and Acquisition,