



# Faculty Profile

## 1. Personal Information

Name	MUHAMMAD IRFAN AFZAL
Designation	COORDINATOR / LECTURER
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Google Scholar Profile Link (if available)	<a href="https://www.researchgate.net/profile/Muhammad-Irfan-Afzal">https://www.researchgate.net/profile/Muhammad-Irfan-Afzal</a>

## 2. Education

Degree Name	Passing Year	University / Institute
Bachelors	2009	Hailey College of Commerce, PU, Lahore
Masters	2012	COMSATS Institute of Information Technology, Lahore
MS / MPhil (18 Years)	2016	Lahore Leads University, Lahore
PhD	2018 -Continue	Putra Business School, Malaysia

## 3. Experience

Designation	University/ Institution/ Organization	From	To
Lecturer Management Science	NUML Islamabad	February 2020	To date
Visiting faculty member	Minhaj University Lahore	March 2019	September 2019
Assistant Director, Media, Comm. & Marketing	Lahore Leads University	January 2017	March 2018

## 4. Publications

1. Ali, R.M., Mahomed, A.S.B., Yusof, R.N., Afzal, M.I. (2020). The role of Technology Acceptance Model on WhatsApp official usage in Malaysian HEIs. *International Journal of Recent Technology and Engineering (IJRTE)*, 8 (5), 270-273.
2. Ali, R.M., Mahomed, A.S.B., Yusof, R.N., Afzal, M.I., Khalid, H. (2019). Hey there! I am using WhatsApp. A study on the levels and patterns of WhatsApp's Official usage among Malaysian university academicians. *International Journal of Asian Social Science*. 9 (12), 657-671.
3. Ali, R.M., Mahomed, A.S.B., Afzal, M.I., Yusof, R.N., and Amin, D. (2019). Conceptualising the Effectiveness of Revised TAM In Determining the Actual Usage of Social Media Platforms in Organizational Context. *Science International*, 31 (5), 721-723.
4. Ali, R.M., Afzal, M.I., Ahmed, S., Mahomed, A.S.B., Brohi, N.A. (2019). The Impact of CSR Practices of MNCS on Dairy Industry in Malaysia. *International Journal of Innovative Technology and Exploring Engineering*, 9 (2), 638-648.



5. Afzal, I. M., Shabbir, M. S., Faisal. M. (2016). Relationship Between Negative Customer Behavior and Turnover Intentions: Exploring Interventions of Emotional Exhaustion and Job Satisfaction in Call Centers Agents. *International Business Management*, 10 (14), 2649-2659.

**Conference Publications:**

- Ali, R.M., Mahomed, A.S.B., Yusof, R.N., Afzal, M.I., Brohi, N.A. (2018). Impact of Adaptability Trait of Organisational Culture on Adoption of Social Media within Organisations. *International Conference on Banking, Insurance & Business Management 2018* in HCBF Lahore

**5. Area of Interest**

Marketing, Social Media Marketing, Consumer Behavior, Online Customer