

# Dr. Sabah Younus

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## Personal Information ▾

<b>Nationality:</b>	Pakistani
<b>Address:</b>	G-34 Shah Rukne-Alam Multan
<b>Birth date:</b>	03 January 1984
<b>Gender:</b>	Female
<b>Marital Status:</b>	Married
<b>National Identity Card (NIC) No:</b>	36302-0955030-2
<b>Mobile Phone:</b>	+92-3332524433
<b>Domicile</b>	Multan, Pakistan

## Career Objective ▾

To be an inspirational reductionist, seeking a research oriented and challenging role at NUML, having a chance to groom my personality and to polish my teaching, professional and managerial skills in a highly competitive environment

## Education ▾

<b>Doctor of Philosophy</b> <b>2019-2023</b>	<b>Ph.D</b>	<b>CGPA3.6</b>	<b>IBF,</b> <b>Bahauddin Zakariya</b> <b>University,</b> <b>Multan</b>
<b>MSBA Business Administration</b> <b>2013-2015.</b>	<b>MSBA</b>	<b>CGPA 3.75</b>	<b>National University of</b> <b>Modern Languages</b>
<b>MBA</b> 2004-2006		<b>CGPA 3.4</b>	<b>Institute of Management</b> <b>Sciences(IMS), BZU,</b> <b>Multan,</b>
<b>Bachelor of sciences</b> 2002-2004	<b>(BSc)</b> Math A, Math B, Statistics	<b>%age</b> <b>77</b>	<b>Bahauddin Zakariya</b> <b>University,</b> <b>Multan</b>
<b>Higher Secondary School Certificate</b> 1999-2001	<b>(FSc)</b> Biology, Chemistry, Physics	<b>%age</b> <b>66</b>	<b>Degree College for Women</b> <b>Multan</b>

## Work Experience ▾

<b>National university of Modern Languages (NUML)</b> <b>Multan Campus</b>	<b>Jan 2018 – till date</b>
<b>Position:</b>	<b>Assistant Professor (BPS-19)</b>

**Position: Lecturer (BPS-18)**

Courses taught:

- Investment and portfolio analysis
- Introduction to Business
- Analysis of Financial Statement
- Introduction to finance
- Financial Management
- Corporate Governance
- Project Appraisal Management
- Data Analysis Techniques
- Served as coordinator of BBA
- Responsibilities as coordinator
  - Preparation of Time table
  - Allocation of courses
  - Course Allocation
  - Allocation of Class rooms
  - Arrangement of Intern-ships for BBA students
- President of Drama Society of NUML Multan Campus
- Member of UMC and Disciplinary Committees at NUML
- Incharge Exams Cell completed 2 tenure successfully
- Exams Incharge current session

**Ph.D Thesis ▼**

Extending the Extended Theory of Planned Behavior based on Slippery Slope Framework of Tax-Compliance: A Comparative study of Next-11 Countries

**Thesis ▼**

Impact of Believe in Sustainable world, Environmental Concern and Perceived seriousness of environmental issues on green consumer behavior with the mediating effect of environmental attitude

**Research Work ▼**

1. Sattar and Younus. (2016). Impact of Green influences on Purchase intentions of Pakistani Consumers: Mediating role of Environmental Knowledge. *South Asian Journal of Banking and Social Sciences*. 02 (01). 125-141. ISSN: 2410-2067
2. Malik, M. S et al., (2018). The Workplace Deviance Perspective of Employee Responses to Workplace Bullying: The Moderating Effect of Toxic Leadership and Mediating Effect of Emotional Exhaustion. *Review of Integrative Business and Economics Research*, 8 (1). 33-50. ISSN: 2304-1013
3. Malik, M. S., & Younus, S. (2019). Determinants of Tax-Compliance Behaviour Explored by Slippery Slope Framework and Theory of Planned Behaviour: An Evidence from Small Business Owner, *Journal of Management Sciences*, 6 (2), 33-47.
4. Malik, M. S., Sattar, S., Younas, S., & Nawaz, M. K. (2019). The workplace deviance perspective of employee responses to workplace bullying: the moderating effect of toxic leadership and mediating effect of emotional exhaustion. *Review of Integrative Business and Economics Research*, 8(1), 33-50.
5. Malik, M. S., & Younus, S. (2020). Voluntary Tax-compliance Behavior in SMEs; Evidence from Pakistan and Turkey. *Review of Economics and Development Studies*, 6(4), 905-918.
6. Yaqub, R. M. S., Sattar, S., Younus, S., & Haroon, U. (2020). Brand heritage: A pull of the past. *Pakistan Journal of Social Sciences*, 40(1), 301-313.
7. Younus, S., Rana, M. W., & Khan, U. A. (2021). Impact of Ownership Structure on Firm

- Performance: Moderating Role of Tax Avoidance. Evidence From Non-Financial Listed Firms of Pakistan. *Multicultural Education*, 7(8), 757-766.
8. Muhammad Shaukat Malik, Sabah Younus, 2021. Voluntary Tax -Compliance Behavior in Developing Countries, *Indian Journal of Economics and Business*, 20(3)
  9. Malik, M. S., Younus, S., & Sattar, S. (2022). The Impact of Corporate Governance with Mediating Effect of Digital Innovation on Firm Performance. *Sustainable Business and Society in Emerging Economies*, 4(1), 179-194.
  10. Younus, S., Khursheed, A., & Afzal, N. (2022). Impact of Economic Progress, Energy Consumption and Carbon Dioxide Emissions on Life Expectancy: Evidence from Asia and Africa. *Journal of Social Sciences Review*, 2(3), 225-235.
  11. Hussain, M. S., Younus, S. Y., Rehman, A., & Mehmood, A. (2022). The Role of Financial Credits, Financial Deposits and Economic Factors on the Stock Trading of ASEAN Countries. *Pakistan Journal of Humanities and Social Sciences*, 10(4), 1627-1637.
  12. Amna, Dr. Sabah Younus, & Dr. Saeed Ahmad. (2025). Exploring the Mediating Role of Digital Finance in Enhancing Financial Literacy and Inclusion: Insights from Pakistan's Textile SMEs. *Journal for Social Science Archives*, 3(3), 140–155. <https://doi.org/10.59075/jssa.v3i3.303>
  13. Ahmad, S., Quraishi, A. A. M., & Younus, S. (2025). Impact of Green Transformational Leadership and Green Transactional Leadership on Green Organizational Citizenship Behaviour by Mediating Role of Green Self-Efficacy. *The Critical Review of Social Sciences Studies*, 3(3), 956-979.
  14. Younus, S., Naseer, D., Azhar, M., & Rehan, M. L. (2025). Indirect Role of Islamic Microfinance on Women's Self-Sustainability through Family-Owned Microenterprises. *The Critical Review of Social Sciences Studies*, 3(4), 1018-1036.
  15. Dr. Sabah Younus, Muhammad Luqman Rehan, Sabir Shabbir, & Danish Naseer. (2025). Assessing the Role of Islamic & Conventional Microfinance Effectiveness on Poverty Alleviation: The Mediating Role of Households' Socioeconomic Performance. *ACADEMIA International Journal for Social Sciences*, 4(4), 2573-2598. <https://doi.org/10.63056/ACAD.004.04.1105>
  16. Omair, S., & Younus, S. (2025). How Supplier Trust Enhances Environmental Sustainability: A Moderated Mediation Model of Green Supply Chain Integration and Information Sharing. *Sustainable Trends and Business Research*, 3(2), 118-128.
  17. Ahmad, I., Younus, S., Khalid, M. A., Hayee, R., & Mayo, M. B. (2026). The impact of job demands on service delivery through the mediating role of emotional exhaustion among public healthcare workers in South Punjab. *Discover Public Health*, 23(1), 330.
  18. Younus, S. (2025). Linking Sustainable Business Strategies to Firm Performance: A Cross-Functional Model of Marketing, Finance, and Innovation. *International Journal of Business and Economic Affairs*, 10(3), 1-19.
  - 19.
  20. Reviewed multiple research proposal/thesis as internal and external reviewer at NUML and BZU
  21. Supervised students of MSBA at NUML
    - ✓ Factors effecting the leasing decisions in Pakistani firms: an analysis of small and large manufacturing companies listed at Karachi stock exchange
    - ✓ Exploring the moderating role of big five personality traits on the relationship between financial literacy and investor's behavior
    - ✓ Impact of CSR Reporting, R & D outlay and Corporate Tax Avoidance on firm's Financial Performance: Analysis of Pakistan stock Exchange.
    - ✓ Impact Financial literacy on investor attitude

#### Computer Skills ▾

- MS Office
- SPSS
- AMOS
- PLS Smart