

Dr Rao Akmal Ali (PhD)

PERSONAL DATA

Name: Dr. Rao Akmal Ali
Nationality: Pakistani
Email: akmal_rao@hotmail.com
Permanent Address: House no. 775, Manik block, Buch villas colony, Multan, Pakistan
Telephone: +92-321-6346167
Profession: University Faculty

ACADEMIC CERTIFICATES

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

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

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

2002: HSSC, Science College, Multan, Pakistan

2000: SSC, Beacon House School System (BSS), Multan, Pakistan

Work Experience (Total experience 16 years 10 month)

- **Head Quality Enhancement cell** since September 2022 to sep 2024
- **Head of Department (HoD)** Management Sciences Department, NUML Multan Campus since 24 Sep, 2021 till sep,2022
- Lecturer, NUML Multan Pakistan since 1st august 2009.
- Worked as Program Coordinator MBA Program from Jan 2017 to Jan 2018.
- Focal person for HEC Need Base Scholarship.
- Worked as President of the committee for Advertisement/Publicity Multan Campus.
- Working as a president of Purchase committee NUML, Multan Campus
- Worked in MCB BANK LTD as **operation officer** 5-07-2007 to 24-12-2007

COURSES TAUGHT AT UNIVERSITY LEVEL

Graduate courses

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

Book Author:

- **Book Author:**

Corporate Governance – by [Rao Akmal Ali](#) (Author)

<https://www.amazon.com/Corporate-Governance/dp/613983550X>

- **Book chapter author:**

Saleem, M.A., Murtaza, G., Ali, R.A., Qadri, S.U. (2022). Sustainability Strategies for Urban Mass Transit—Case of Pakistan. In: Nguyen, N., Nguyen, H.V., D'Souza, C., Strong, C. (eds) Environmental Sustainability in Emerging Markets. Approaches to Global Sustainability, Markets, and Governance. Springer, Singapore. https://doi.org/10.1007/978-981-19-2408-8_9

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PROFESSIONAL CERTIFICATES

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

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.
- Presented one paper, Titled “**Misrepresentation of Islam: A Case Study of Updike’s Terrorist**” in the International Conference on Ottoman Empire Studies in Three Continents, Istanbul.
- Participated in the 5th world Islamic Economics & Finance conference held on 29-30 January, 2022 at Minhaj University, Lahore.

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. Salman Irshad

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

4. Hafiza Bushra

Impact of fundamental and macroeconomics variables on stock price.

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

Publications

- 1) Ismail, H., Saleem, M. A., Zahra, S., Tufail, M. S., & Ali, R. A. (2021). *Application of Global Reporting Initiative (GRI) Principles for Measuring Quality of Corporate Social Responsibility (CSR) Disclosure: Evidence from Pakistan*. Sustainability, 13(20), 11409.
- 2) Hussain, T., Shah, S. N. A., Majeed, G., & Ali, R. A. (2022). *Russia-Ukraine Crisis and its Impact on South Asia*. Review of Applied Management and Social Sciences, 5(2), 141-148.
- 3) Saleem, M. A., et al. (2012). *Post Purchase Cognitive Dissonance: Impact of Product Involvement, Impulse Buying and Hedonic Consumption Tendencies*. Interdisciplinary Journal of Contemporary Research in Business, 4(5).
- 4) Saleem, M. A., Ismail, H., & Ali, R. A. (2021). *Actions Speak Louder than Words: Investigating the Interplay between Descriptive and Injunctive Norms to Promote Alternative Fuel Vehicles*. Sustainability, 13(17), 9662.
- 5) Ahmed, A., Khuwaja, F. M., Othman, I. B. L., Qureshi, M. A., & Ali, R. A. (2017). *Validation of SERVQUAL Model in Relation to Customer Loyalty: Evidence from FMCGs in Pakistan*. Sukkur IBA Journal of Management and Business, 4(2), 54-76.
- 6) Ali, R. A., & Irfan, M. (2020). *The Impact of Corporate Governance, Fundamental and Macroeconomic Factors on Stock Prices: Evidence from Sugar and Allied Industry of Pakistan*. Pakistan Journal of Social Sciences (PJSS), 40(3).
- 7) Muhammad Hasnain Ali, A. F., & Ali, R. A. (2021). *The Effect of Tourism, Economic Growth and Environment in Developing Countries*. International Research Association Sustainable Development, 2(1), 24-33.
- 8) Ali, R. A., & Ahmed, A. (2016). *Corporate Governance and Capital Structure: Empirical Evidence from Textile Weaving Companies of Pakistan*.
- 9) Ali, R. A., Irfan, M., Ali, M. H., & Shahbaz, Q. (2022). *An Empirical Study to Investigate the Effect of Knowledge Management Practices on Organizational Performance through Mediation and Moderation Mechanisms*. Journal of Social Sciences and Humanities, 2(1), 1-14.

- 10) Sherwani, S. M. H., Ali, R. A., & Azhar, M. (2024). *The Impact of E-Banking Service Quality, Particularly Empathy on Customer Purchase Intention with Mediating Effect of Customer Satisfaction*. Journal of Excellence in Management Sciences, 3(2), 110-122.
- 11) Saleem, M. A., Ali, R. A., Shah, S. N. A., Zahra, S., Hafeez, M. H., & Nguyen, N. (2021). *Psychological Drivers of Alternative Fuel Vehicles' Adoption and Ecologically Responsible Use*. Journal of Advanced Transportation, 2021, 1-20.
- 12) Sadiq, W., Ali, R. A., Jafar, K. B., & Ali, M. H. (2022). *Investigating the Role of Employer Branding on Employees Performance with Moderating Effect of Talent Management*. Review of Applied Management and Social Sciences, 5(4), 667-675.
- 13) Ali, R. A. (2021). *External Factors that Affect Banking Performance: A Comparison of Internal and External Factors of Commercial Banks in Pakistan*. PalArch's Journal of Archaeology of Egypt/Egyptology, 18(08), 1928-1945.
- 14) Saleem, M. A., Murtaza, G., & Ali, R. A. (2022). *Sustainability Strategies for Urban Mass Transit: Case of Pakistan*. In *Approaches to Global Sustainability, Markets, and Governance* (pp. 197-212).
- 15) Shahzadi, S., & Ali, R. A. (2021). *State vs. Individual: A Case Study of Home Fire*. Humanities and Social Sciences Reviews, 9(3).
- 16) Chaudhary, A. H., Khan, M. A., & Ali, R. A. (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, 8(1), 630-635.
- 17) Ali, R. A., & Azhar, M. (2023). *The Impact of E-Banking Service Quality (Responsiveness) on Customer Purchase Intention with Mediating Effect of Customer Satisfaction*. Journal of Excellence in Management Sciences, 2(2), 179-190.
- 18) Azhar, M., Sherwani, H., & Ali, R. A. (2024). *The Impact of E-Banking Service Quality (Reliability) on Customer Purchase Intention with Mediating Effect of Customer Satisfaction*. Journal of Excellence in Management Sciences, 3(1).
- 19) Ali, R. A., Ishaq, S., & Munir, D. (2021). *A Study to Investigate the Impact of COVID-19 on Virtual Learning: The Mediation Sources of E-Learning in Developing Countries*. iRASD Journal of Educational Research, 2(1), 49-54.
- 20) Shahzadi, S., Hanif, M., Ali, R. A., Sheikh, A. A., & Kousar, M. *The Study of Power Dynamics and Identity Crisis in Sorayya Khan's City of Spies*.
- 21) Ali, R. A., Khan, S. M., Sadiq, W., & Azhar, M. (2022). *Impact of Corporate Governance on Islamic Banks Performance: Evidence from Islamic Banking Industry of Pakistan*. Pakistan Journal of Humanities and Social Sciences, 10(4), 1613-1624.
- 22) Ali, R. A., Marium, A., & Azhar, M. (2021). *Impact of Internal Factors on the Commercial Banks Performance: Evidence from Listed Banks in Pakistan*. PalArch's Journal of Archaeology of Egypt/Egyptology, 18(08).
- 23) Hanif, M., Shahzadi, S., & Ali, R. A. (2021). *Doppelgangers Siblings in The Kite Runner*. Humanities & Social Sciences Reviews, 9(3), 885-892.
- 24) *Innovation and Creativity in Organizations: A Commentary and Guiding Framework*. International Journal of Management and Commerce Innovations, 5(1), 2017.

References: Available on demand