

Dr. Rafiq Mansoor

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➤ Academics

❖ PhD in Management Science & Engineering

Huazhong University of Science and Technology Wuhan China, (Jun, 2019)

❖ MS in Telecom & Network from

Iqra University Islamabad, Pakistan (Jun 2014)

❖ Bachelor in Electrical (Electronic) Engineering from

Federal Urdu University of Arts, Science and Technology Islamabad, Pakistan (2008)

➤ Research Area(s)

Research work related to Location Based Services and Location based advertisement, Mobile communication & Engineering Marketing, information system management, Business Intelligence Systems and Analytics, Business information Management, Artificial Intelligence in Advertisement, Ecommerce, Conflict, Risk and Project Management, Industrial Organizational Behaviour & Leadership, Human Emotion, Attitude and purchase intention.

➤ Skills

Having good Command on Simulation Software SPSS, Stata, Amos, NVIVO, Smart PLS, R, MATLAB, AutoCAD, Electronic Workbench and Office Automation

➤ Thesis and Research

1. PhD Dissertation: *“The Study of Location Based Advertisement and their influences on consumer Purchase Intention with mediating role of Emotion and Attitude”*

Lately work on technological aspect especially location services (LBS) focused on mobile message location based advertisements/marketing (LMBA), diffusion and their influences on consumer's attitude, emotion, and purchase intention. Further Research includes Risk Economics, Foreign Direct Investment role in developing countries, Business Intelligence Systems and Analytics, Advertising and Marketing, organizational risk and Ethics, Information Systems, Ecommerce, Organizational Leadership.

2. MS dissertation: Comparatively study NOISE and SNR of MIMO and MIMO OFDM. MATLAB simulation was used for overall project and thesis.

3. BSc Thesis: Home appliances control through landline system

➤ Major/significant Publications

1. *Rafiq Mansoor*, Jing Zhang, Iqra Hafeez, Zubair Nawaz, Shabina Naz, “CONSUMER ATTITUDE TOWARDS DIFFERENT LOCATION BASED ADVERTISEMENTS TYPES AND THEIR IMPACT ON PURCHASE INTENTION”, *Journal of Management Information and Decision Sciences* Volume 21, Issue 1, 2018
2. Riaz, A., Hongbing, O., & *Mansoor*, R. (2019). “Systematic Risk Determinants of the Japanese Shipping Industry”. *International Journal of Academic Research in Business and Social Sciences*, 9(1), 1030–1042. <http://dx.doi.org/10.6007/IJARBSS/v9-i1/5503>
3. Rafeed Faiz, *Rafiq Mansoor*, Zubair Nawaz, Aqeel Mansoor, “The Effects of Transformational Leadership and Perceived Fairness on Job Satisfaction: Evidence from Middle East”, *International Journal of Information, Business and Management*, Volume 11, Number 4, 2019.
4. Zubair Nawaz, Jing Zhang, & *Rafiq Mansoor*, "Decision Making Styles of Young Pakistani Consumers: A Study of Consumer Style Inventory (CSI)" *International Journal of Information, Business and Management*, Volume 11, Number 4, 2019.
5. Zubair Nawaz, Jing Zhang, *Rafiq Mansoor*, Aboobucker Ilmudeen, “Gig workers in sharing economy: Conceptualizing Freelancer Value Proposition (FVP) in e-lancing platforms”, *Advances in Management and Applied Economics*, Volume 9, Issue 6 (2019)
6. Hafeez, I., Yingjun, Z., Hafeez, S., Mansoor, R., & Rehman, K. , U. (2019). Impact of workplace environment on employee performance: mediating role of employee health. *Business, Management and Education*, 17(2), 173-193. <https://doi.org/10.3846/bme.2019.10379>
7. Rafeed Faiz, *Rafiq Mansoor*, & Sadaqat Ali Shah, “Perceived Over-Qualification and its positive impact in organization employees behaviour”, *International Journal of Research in Business and Social Science*, 8(4), 2019: 09-29
8. Jawad Talha Rehan, Zhang Wang, *Rafiq Mansoor*, “Interplay of relational governance, task conflict, opportunism and their effect on the performance of projects”, *International Journal of Research in Business and Social Science*, Volume 8, Issue 4 (2019). <https://doi.org/10.20525/ijrbs.v8i6.534>
9. Nawaz, Z., Zhang, J., Mansoor, R., Hafeez, S., & Ilmudeen, A. (2020). Freelancers as Part time Employees: Dimensions of FVP and FJS in E- Lancing Platforms. *South Asian Journal of Human Resources Management*, 7(1), 1–27. <https://doi.org/DOI: 10.1177/2322093720908453>
10. W. A. Shah, M. W. Khan, R. Mansoor and Arshad, "Analysis of Power-Efficient High Torque Solar Tracker through PID Controller," 2020 7th International Conference on Electrical and Electronics Engineering (ICEEE), Antalya, Turkey, 2020, pp. 176-180, doi: 10.1109/ICEEE49618.2020.9102502 (ESCI, Scopus)