

Muhammad Junaid (PhD)

Assistant Professor (*Institute of Management Studies, University of Peshawar*)

Cell: (+92) 333-1975550

Mjunaid@uop.edu.pk

Sector D-2/84, St#50, Phase-1, Hayatabad, Peshawar

Dr, Muhammad Junaid is a seasoned academician and consultant with over two decades of experience in higher education and development sectors. With a PhD in Management and certificate in higher education practice from the University of Essex, UK, Junaid has been teaching at University of Peshawar since 2011. He has expertise in SME and entrepreneurship development and qualitative research and boasts a strong funding record. He has introduced innovative curricula and has extensive involvement in graduate employability and university-industry linkages. He has also worked with international developmental organizations on a variety of projects. His multidisciplinary skills in event organizing, project management, monitoring, evaluation, and advocacy are complemented by a strong track record in consultancy and training.

EDUCATION

Ph.D. (Management-Entrepreneurship) | University of Essex

2007 – 11

MBA (IT) | Institute of Management Studies, University of Peshawar

2002 – 03

BBA (Information Systems) | Institute of Management Studies, University of Peshawar

1999 – 2002

RESEARCH/WORKSHOP GRANTS

- Pakistan Co-lead in “Building coastal resilient infrastructure and addressing the environmental pollution concerns in Gwadar Sea port” (Royal Academy of Engineering, UK).
- Principal investigator in “Introducing Entrepreneurship Education in Pakistan: An Interdisciplinary Perspective on Value Creation” (The British Council’s Knowledge Economy Partnership)
- Principal investigator in “Green entrepreneurship and Sustainable Livelihood: The environmental services of informal, bottom of the pyramid actors (Higher education Pakistan’s NRP program)
- Chief Organizer of International Workshop on Entrepreneurial Society in Pakistan: The European Perspective (The British Council’s Researcher Link program)

ACADEMIC ACHIEVEMENTS

- 27 research publication in peer-reviewed journals and 5 conference presentations; supervised 10 PhD and 3 MPhil scholars
- Developed innovative market-oriented curriculum in the areas of Research Methodology, Entrepreneurship and HRM.
- Delivered trainings in career management, skill development, business planning and employability to diverse audience.
- Director and Manager University-Industrial Linkages and Technology Transfer (ORIC)
- Coordinator IT and MBA at IMS, University of Peshawar; Member of selection panels for a variety of organizations
- Member of interview panels for public and private sector selection committee

DEVELOPMENT SECTOR

- Worked as consultant for USAID, UNDP, World Bank, Helvetas Swiss Intercooperation, and GIZ on a variety of assignments.
- Areas of expertise include livelihood assessment, climate change and environmental degradation, business modelling, technical and vocational education, supply chain and labor market analysis, microfinance and women empowerment.

Teaching Experience

PhD & MPhil

- Leadership and improvisation; Entrepreneurship Research Theory and Practice; Entrepreneurship Research and Education Philosophy; Qualitative Research: A historical and practical premiere; Entrepreneurship: Renewing Economies through the enterprise; Leadership and Teamwork: A comparative Perspective; Research Methodology Philosophy and Practice; Critical Writing and reading.

Masters and Undergraduate

- Leadership and Teamwork; Entrepreneurship and Small and Medium Enterprises; Business Research Methods; Business Communication; Organization Theory and Behavior; Strategic Management; Qualitative and Behavioral Research methods; Essentials of searching, reading, and writing for research; International Human Resource Management. Cases and exercise in HRM; Strategic HRM

Administrative Experience

- Coordinator MBA at IMS, University of Peshawar involved in semester planning, assigning courses and monitoring for smooth operations (Sept. 2023–till date)
- Coordinator IT at IMS university of Peshawar involved in Management of research and internship and supervising the IT facilities (Dec. 2013–till date)
- Director ORIC (Office of Research, Innovation & Commercialization) at Qurtuba University of Science and Technology, Peshawar involved in establishing a functioning ORIC and streamlining the commercia aspect of research. Initiating workshop series for research students. (Oct. 2014–Sept. 2017)
- Manager University-Industrial Linkages and Technology Transfer ORIC at University of Peshawar involved in developing symbiotic linkages with various stakeholders to collaborate in research and development (Aug. 2013–Feb. 2014)

Research Publications

- Nawaz, R., & Junaid, M. (Forthcoming). Prospects and Challenges in Sustainable Tourism Entrepreneurship in Northern Pakistan. *International Review of Management and Business Research (IRMBR)*, 14(2).
- Gul, D. N., Junaaid, M., Adeel, M., & Muhammad, A. A. (2024). The Impact of Work–Family Conflict on Organizational Commitment in Higher Education Institutions of Khyber Pakhtunkhwa. *Pakistan Journal of Society, Education and Language (PJSEL)*, 11(1).
- Gul, D. N., Adeel, M., Junaid, M., & Muhammad, A. A. (2025a). The Emotional Intelligence of Project Manager and the Project Success. *Social Science Review Archives*, 3(2).
- Gul, D. N., Muhammad, A. A., Adeel, M., & Junaid, M. (2025b). Leadership Styles and Project Success with the Moderation of Delay Factors: A Case of BRT Peshawar. *Social Science Review Archives*, 3(2).
- Gul, D. N., Adeel, M., Muhammad, A. A., & Junaid, M. (2024a). The Emotional Intelligence of Project Manager and the Project Success with the Mediation of Appropriate Response to Emotions and Appropriate Affective Display. *Pakistan Journal of Society, Education and Language*, 10(2).
- Malik, F., Junaid, M., & Asif, M. (2024). Exploring Ethical Issues in Pharmaceutical Marketing's Strategies: A Critical Marketing Perspective. *Foundation University Journal of Business and Economics*, 9(1).
- Ul Haq, A., Junaid, M., & Khan, M. S. (2024). What Triggers Informal Entrepreneurial Learning? A Qualitative Exploration of Small and Medium Enterprises in Khyber Pakhtunkhwa. *International Journal of Social Science Archives*, 7(1), 357-366.

- Iqbal, K., & Junaid, M. (2022). Exploratory Study of Grandiosity in Employees Training System: A Case Study of the University of Agriculture, Peshawar. *Journal of Managerial Sciences*, 16(3), 1-17.
- Khattak, A. M., Khan, S. A., & Junaid, M. (2022). The Conceptualization of Entrepreneurial Capital Construct from Entrepreneurship and Institutional Theories. *International Review of Basic and Applied Sciences*, 9, 205-219.
- Ullah, K., Khan, S., Sharif, I., Junaid, M., Khattak, A. A., Malik, F., Naseer, R. (2021). The impact of e-logistics on firm performance in context of supply chain. *Ilkogretim Online*, 20(3), 1791-1795.
- Aimal, Junaid, M., & Khan, S. K. (2020). Problems and Prospects of Honey Value chain in Peshawar, Khyber Pakhtunkhwa: A Grounded Theory Analysis. *The journal of Managerial Sciences*, 14(2), 1-9.
- Mahwish Parveen, Junaid, M., Maimoona Saleem, Syeda Mahlaqa Hina, Mumtaz Ahmed. (2020). Analysis of Push-Pull Motivation into Women's Entrepreneurial Experience in Pakistan: A Narrative Inquiry. *Asian Women*, 36(1), 91-112.
- Malik, F., Junaid, M., & Sharif, I. (2020). Exploring the role of pharmaceutical marketing on physician ethical behaviors: A grounded theory study. *City University Research Journal*, 9(2), 245-263.
- Sharif, I., & Junaid, M. (2020). The Role of Islamic Teachings in Education and Practice of Accounting Ethics: A Grounded Theory Study of Stakeholders. *Peshawar Islamicus*, 11(1), 11-28.
- Parveen, M., & Junaid, M. (2019). Social Networking and Contextual Embeddedness: An Exploratory study of Women Entrepreneurs of Khyber Pakhtunkhwa, Pakistan. *Journal of Managerial Sciences*, 13(1), 105-115.
- Sharif, I., Junaid, M., & Malik, F. (2019). Major Causes of Breaching Accounting Ethics in Organizations. *City University Research Journal*, 9(4), 716-729.
- Khan, S., Junaid, M., Iqbal, K., & Khan, H. (2018). The Role of Entrepreneurial Capacities in Creation and Discovery of Opportunities: Green Entrepreneurs in Peshawar. *The Journal of Managerial Sciences*, 12(4), 183-196.
- Saeed, I., Fatima, T., & Junaid, M. (2018). Impact of organization cynicism on work outcomes: Mediating role of work alienation. *NICE Research Journal*, 11(1), 122-138.
- Shaheen, N., & Junaid, M. (2018). Learning Entrepreneurship: A Comparative Study of Inherited and Business Schools Graduates. *Journal of Managerial Sciences*, 12(2), 193-206.
- Saeed, I., Fatima, T., Junaid, M., & Shah, S. (2017). To establish the link between aversive leadership and work outcomes: An empirical evidence. *NICE Research Journal*, 10(2), 161-181.
- Saeed, I., Junaid, M., Fatima, T., & Shah, S. (2017). Linking Ethical Leadership with Employee Work Outcomes: The Moderating Role of Conscientiousness. *NICE Research Journal of Social Sciences*, 10(1), 47-76.
- Saeed, I., Junaid, M., & Shah, S. (2016). Effect of Authentic Leadership on Work outcomes: Mediating role of psychological empowerment in telecommunication sector operating in Peshawar. *NICE Research Journal*, 9(1), 106-133.
- Yousafzai, T., Junaid, M., & Shah, S. (2016). Entrepreneurship and value creation: Curriculum at macro, meso, and micro level. *NICE Research Journal*, 9(1), 19-35.
- Junaid, M., Durrani, M., Rashid, M., & Shaheen, N. (2015). Entrepreneurship as a Socially Constructed Phenomenon: Importance of Alternate Paradigms Research. *Journal of Managerial Sciences*, 9(1), 35-48.
- Junaid, M., Shah, S., & Shah, S. (2015). Socio-cultural impediments to Pashtun women entrepreneurs in Peshawar, Pakistan: A narrative approach. *Global Management Journal for Academic & Corporate Studies*, 5(1), 151-156.
- Junaid, M., Durrani, M., Rashid, M., & Shaheen, N. (2014). The Role of Faith and Cultural Norms in Sustaining

Family Entrepreneurship in Turbulent Times: The case of Hindko speaking entrepreneurs in Peshawar. *Journal of Managerial Sciences*, 8(1), 1-26.

- Junaid, M., Rashid, M., & Shaheen, N. (2014). Afghan Entrepreneurial Identity in Peshawar: A Thematic Analysis of 'Expert Voices'. *Journal of Managerial Sciences*, 8(2), 150-170.
- Nocker, M., & Junaid, M. (2011). Poetics of identity: On entrepreneurial selves of Afghan migrants in Pakistan. *Tamara Journal for Critical Organization Inquiry*, 9(1-2), 39-49.

Conference Presentations

- Junaid, M. (2009). *Poetics of Identity* Poetics and Poetry in Organisations, Emotions, Management and Enterprise (POEME), Bristol Centre of Leadership and Organisational Ethics (BCLOE), Bristol, UK.
- Junaid, M. (2013). *Afghan Entrepreneurial IDENTITY in Peshawar: A Thematic Analysis of "Expert Voices"* The Dynamics of Change in Conflict Societies: Pakhtun Region in Perspective, Bara Gali, Khyber Pakhtunkhwa.
- Junaid, M., & Nocker, M. (2009). *Travelling, Trading, and Storytelling: Narratives of Entrepreneurial Selves of Afghan Migrants in Pakistan* 4th Symposium on Current Developments in Ethnographic Research in the Social and Management Sciences. Practice, Politics, and Ethics in Ethnographic Research, Liverpool, UK.
- Junaid, M., & Nocker, M. (2010). *Living the code of Honour: Pashtunwali and Entrepreneurial Identity of Afghans in Peshawar* 5th Annual symposium on Work, Organization and Ethnography Liverpool, UK.
- Nocker, M., & Junaid, M. (2012). *Travelling, Trading, and Storytelling: Entrepreneurial Life History Narratives of Afghan Migrants in Pakistan* 30th SCOS – Standing Conference on Organisational Symbolism. "Organizing Through Displacement, Travel and Movement: Transience, Transitions and Transformations, Barcelona, Spain.

Research Supervision

	PhD Student	Topic
1	Nasir Shahan	Research, Teaching and Learning of Entrepreneurship: The Case of Business Schools and Entrepreneurs of Khyber Pakhtunkhwa
2	Muhammad Tariq	Developing Entrepreneurial Capacities through Higher Education: Learning for Value Creation
3	Mehwish Parveen	Women Entrepreneurship in Peshawar: A longitudinal Study
4	Shakeel Khan	Green Entrepreneurs and Sustainable Livelihood: The Role of Managerial, Psychological and Entrepreneurial Capacities
5	Fazal-E-Malik	Ethical Issues in the Marketing Strategies of Pharmaceutical Companies: A Stakeholders' Perspective
6	Ilyas Sharif	Whether Accounting Ethics: A Stakeholders' Perspective
7	Aimal ud Din	Value Chain Analysis of Honey Sector in Khyber Pakhtunkhwa Problems & Prospects
10	Khalid Iqbal	Trainings and Grandiosity in the Public Sector Universities in Khyber Pakhtunkhwa, Pakistan: A case of the University of Agriculture, Peshawar
9	Atiq Rafiq Khattak	Role of Formal & Informal Institutions in Entrepreneurial Capital Development in Khyber Pakhtunkhwa: A Grounded Theory Approach
10	Arif Khattak	Entrepreneurs and Informal learning in small and medium enterprises in Peshawar, Pakistan

Sr	MPhil Student	Topic
1	Shahid Mehmood	Understanding the individual-opportunity dynamic in war-like context: The Case of Entrepreneurs in Peshawar
2	Rab Nawaz	Exploring Value chain practices of Apiculture: The Case of honey trade in Malakand region of Pakistan
3	Hashmatullah	Challenges Facing Afghan Refugee Entrepreneurs: Case Study of Peshawar, Pakistan

Trainings delivered

- Management Training Course in Soft Skills development (March 2023)
- Enterprise Development Training (June 2021)
- Employability & Entrepreneurship Training (2019)
- Youth entrepreneurship program for FATA (2020)
- Academic Performance and Stress management training (2019-20)
- Understanding the Qualitative Research: From Theory to Practice (2017)
- Office Management, ethical behaviour and productivity through soft skills (2014)

Consultancy Profile- Developmental Projects

	Project title	Organization	Duration
1	Baseline Study-Balochistan Centre for Excellence in Renewable Energy	Trust Consulting & Development Islamabad, Pakistan	February-May 2025
2	Training need assessment, curriculum development and evaluation for biosafety/biosecurity equipment	Health Security Partners (HSP), UK	Nov. 2023-Jan. 2024
3	Endline Study of Pakistan Community Support Project (PCSP)	The World Bank	Mar.- Sept. 2023
4	RMA on livelihoods improvement & vocational education for Afghan Refugees	Hashoo Foundation and UNHCR	Oct.-Dec. 2023
5	Effects of environmental regulation on local industry in post-merger District Khyber, KP	National Influencers	Oct. 2022-Jan. 2023
6	Harnessing Entrepreneurial Talent among Youth in Merged Area for Peace and Prosperity: A narrative perspective	Khadim ul Khalaq Foundation funded by USIP	Aug-Dec.2022
7	Evaluation study of USIP funded project “Promoting Peace through Critical Thinking” in District Khyber	Khadi ul mKhalaq Foundation	April- June 2021
8	Analysis of the labour market, technical and vocational service providers, and skills gaps Enterprises	Lasoona and WHH (Welthungerhilfe)	May-Sep. 2022
9	Small and Medium Enterprise Development in Merged Area (Senior Subject Specialist)	UNDP	Sept. 2020-Dec. 2021
10	Private Sector Enterprises and Women’s Economic Empowerment in KP	International Rescue Committee (IRC)	June-Sept. 2021
11	Analysis of the Economic opportunities and new Business Potential in Punjab	Hashoo Foundation with for GIZ	May- July 2021
12	Skill Based Entrepreneurial Strategy for Afghan Refugees in Pakistan	Inspire and GIZ	June–Aug. 2020
13	Countering Business Models of Migrant Smugglers in Pakistan	IOM- the UN Migration Agency	Apr – Dec. 2019
14	Market Assessment for Youth Employability in KP	Helvetas Swiss Intercooperation	March–Dec. 2018
15	Development of climate induced disaster mitigation plans for GBDMA	Gilgit-Baltistan Disaster Management Authority	May-Aug. 2022

Professional Memberships

- Associate of Higher Education Academy (AHEA), UK

Recognition of achievement based on UK Professional Standards Framework for teaching and supporting learning in higher education. Recognition reference: PR054653