

ACADEMIC CURRICULUM VITAE

1. Name - Surname: Suhaib Ahmed Soomro

2. Title: Asst. Prof.

3. Educational Background:

Degree	Department/Program	University	Year
Bachelors	Business Administration	Sukkur IBA University, Pakistan	2011
Masters	Master of Science	Shah Abdul Latif University, Khairpur, Pakistan	2020
PhD	Business Administration	Near East University, TRNC	2024

4. Master's / PhD Thesis

4.1. Master's Thesis Title and Thesis Advisor(s):

Title: Impact of fringe benefits on organizational citizenship behaviour: the mediating role of job satisfaction

Advisor: Prof. Dr. Ali Hassan Halepoto

4.2. PhD Thesis Title and Advisor(s):

Title: Linking mindsets, brand engagement, and citizenship behaviour: the moderating role of brand trust

Advisor: Prof. Dr. Serifie Zihni Eypoglu

5. Academic Titles:

Date of Assistant Professorship: 12-08-2025

6. Supervised Master's and PhD Theses:

6.1. Master's Theses: Prof. Dr. Ali Hassan Halepoto

6.2. PhD Theses: Prof. Dr. Serifie Zihni Eypoglu

7. Publications

7.1. Articles Published in International Peer-Reviewed Journals (SSCI, SCI, AB, ABDC ESCI)

1. Soomro, S. A., Soomro, S. A., Ibrahim, B., & Aljarah, A. (2025). Managerial green leadership behavior and its impact on employee environmental citizenship behavior: the mediating role of green intellectual capital in the hospitality sector. *Journal of Sustainable Tourism*, 1-22.
2. Soomro, S. A., Ali, F., & Habeeb, Y. O. (2025). Unveiling the power of influencer credibility for responsive customers: insights from the eco-conscious apparel market. *International Journal of Emerging Markets*, 1-21.

3. Aljarah, A., Ibrahim, B., Hazzam, J., & Soomro, S. A. (2025). The nexus between green influencers and green customer citizenship behavior: do environmental self-identity and dynamic norms matter?. *British Food Journal*, 127(10), 3825-3841.
4. Soomro, S. A., Soomro, S. A., Prasai, K., & Muhammad, F. (2025). Frugal innovation and sustainable leadership in resource constrained environments: the role of tacit and explicit knowledge sharing. *Journal of Economic and Administrative Sciences*.
5. Soomro, S. A., Habeeb, Y. O., & Khoso, U. (2025). Consumer response to green advertising appeals: the role of susceptibility to normative influence and need for uniqueness. *Management of Environmental Quality: An International Journal*, 36(3), 855-874.
6. Ali, M., Samour, A., Soomro, S. A., Khalid, W., & Tursoy, T. (2025). A step towards a sustainable environment in top-10 nuclear energy consumer countries: The role of financial globalization and nuclear energy. *Nuclear Engineering and Technology*, 57(1), 103142.
7. Ali, M., Soomro, S. A., Bakari, H., Samour, A., & Tursoy, T. (2024). Does nuclear energy consumption contribute to load capacity factor? Modeling the effects of public debt and financial development in France. *Nuclear Engineering and Technology*, 103414.
8. Soomro, S. A., & Habeeb, Y. O. (2024). Impact of perceived ease of use on impulsive buying behaviour through mobile commerce with hedonic and utilitarian effects. *Asia-Pacific Journal of Business Administration*.
9. Soomro, S.A. and Soomro, S.A. (2024), "Green intellectual capital and employee environmental citizenship behavior: the mediating role of organizational agility and green creativity", *Journal of Intellectual Capital*, Vol. 25 No. 4, pp. 822-840. <https://doi.org/10.1108/JIC-03-2024-0067>
10. Soomro, S.A., Eyupoglu, S.Z. and Ali, F. (2024), "Linking customer mindsets, brand engagement, and citizenship behavior: the moderating role of brand trust", *Journal of Product & Brand Management*, Vol. 33 No. 3, pp. 385-396. <https://doi.org/10.1108/JPBM-05-2023-4493>
11. Ahmed, S., Islam, T., & Ghaffar, A. (2024). Shaping Brand Loyalty through Social Media Influencers: The Mediating Role of Follower Engagement and Social Attractiveness. *Sage Open*, 14(2). <https://doi.org/10.1177/21582440241242928>
12. Ahmed, S., Ghaffar, A., Zaheer Zaidi, S. S., Islam, T., Khan, M. M., Islam, F., ... Sheikh, A. A. (2024). Influencer-driven loyalty: Understanding the mediating role of customer brand engagement in the relationship between social media influencers and brand loyalty. *Journal of Global Scholars of Marketing Science*, 34(2), 207–230. <https://doi.org/10.1080/21639159.2024.2308285>
13. Soomro, Shuaib Ahmed et al. 'Job Insecurity in COVID-19: A Longitudinal Study'. 1 Jan. 2024 : 235 – 247. DOI: 10.3233/HSM-230033
14. Ahmed, Shuaib, Qamar, Faisal, and Soomro, Suhaib Ahmed. 'Ergonomic Work from Home and Occupational Health Problems Amid COVID-19'. 1 Jan. 2022 : 535 – 551. DOI: 10.3233/HSM-211548
15. Bayram, G. E., Abbasi, A. R., Raza, A., & Soomro, S. A. (2024). The U-shaped relationship between corruption and international tourism demand: A gravity model approach. *Turyzm/Tourism*, 97-108. DOI: <https://doi.org/10.18778/0867-5856.34.1.09>
16. Nasir, B., Soomro, S. A., Ahmad, H. M., & Waheed, A. (2014). Hybrid Leadership and Employees' Capacity Building. *International Journal of Scientific and Engineering Research*, 5(12), 35-43.

7.3. Papers Presented at International Scientific Conferences and Published in Conference Proceedings

1. Soomro, S. A., Nawaz, A., Abulibdeh, E., Al Murshidi, G., Al Zaabi, A., & Al Murshidi, B. (2025, May). The Influence of AI on Academic Environment: A Systematic Literature Review. In 2025 International Conference on Multimedia Computing, Networking and Applications (MCNA) (pp. 39-46). IEEE.

7.4. National/international Books or Book Chapters

7.5. Articles Published in National Peer-Reviewed Journals

8. Art and Design Activities

9. Projects

10. Administrative Responsibilities

11. Memberships in Scientific and Professional Organizations

12. Awards

1. Young Researcher Award 2025

13. Undergraduate and Graduate Courses Taught in the Last Two Years

Academic Year	Semester	Course Name	Weekly Hours		Number of Students
			Theoretical	Practical	
2024-25	Spring	Introduction to Business FBU101	3		
	Spring	Introduction to Business FBU102	3		
	Spring	Intellectual Capital MAN320	3		
	Spring	Management Information Systems MIS323	3		
	Spring	Innovation and Knowledge Management Applications	3		
2025-26	Fall	Introduction to Business FBU101	3		
	Fall	Introduction to Business FBU102	3		
	Fall	Business Communication I	3		
	Fall	Innovation and Knowledge Management 501	3		