

Anam Bhatti

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Nationality: Pakistani



Education:

Ph.D. Marketing (2017- 2020 Continue)

Thesis Title: The Influence of Financial, Privacy, Product, and Convenience Risks on Online Shopping Behavior in Pakistan with the Moderating Effect of Trust and Subjective Norms

Institution: School of Business, Universiti Utara Malaysia

Supervisors: Dr. Shahrin Bin Saad,
Dr. Salimon Maruf Gbadebo

MBA 3.5 Years Marketing (2013-2017)

Specialization: Marketing

Institution: University of Sargodha, Gujranwala Campus, Punjab, Pakistan

Grades Obtained: CGPA 3.01/4.00

B. Com (2013)

Specialization: Commerce

Institution: University of the Punjab, Pakistan

F.Sc. (2009)

Specialization: Pre-Medical

Institution: Image Science College Daska, BISE Gujranwala, Pakistan

Matriculation (2007)

Group: Pre-Medical

Institution: BISE Gujranwala, Pakistan

Professional Industrial Experience:

- Internship Super Asia (Pvt) Ltd 2016. (Marketing & sales dept.)
- Volunteer ship at Barged organization for youth development 2016 (Gujranwala)

Professional Research Experience:

- **Peer reviewer** in Global Journals Inc. (US) 2018
- **Ambassador** of Research and Science (Research Leap) 2019
- **Reviewer** in Journal of Global Entrepreneurship Research (Springer) 2019
- **Reviewer** London journals press 2019

- **Editorial board member** of Global Journal of Interdisciplinary Social Sciences 2018
- **Editorial board member** of International Journal of Current Research 2020

Research Conferences Experience:

- Participant at ICMBT-2017 (University of Engineering & Technology Lahore)
- Participant at ICIBM-2017 (University of Central Punjab Lahore)
- Presenter in 20th National Research conference at SZABIST Islamabad
- Participant in 1st International Multi-Disciplinary Research Conference (IMDRC 2017) University of Sargodha Mandi bahauddin

Publications In:

Emerging Source Citation Index (Web of Science)

1. The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan **Published by: journal of Global Entrepreneurship** Volume 9, Issue7
2. Mediating effect of innovative culture and organizational learning between leadership styles at third-order and organizational performance in Malaysian SMEs **Published by: Journal of Global Entrepreneurship Research/Springer Berlin Heidelberg** Volume-9, Issue 1
3. Factors Influencing Online Purchase Intention with The Mediating Role of Customer Satisfaction **Published by: international journal of Economic, management and Accounting** volume 27, issue1

Publications in Scopus

4. The Moderating role of Subjective Norms between Perceived Risks and Online Shopping Behavior. **International Journal OF Scientific & Technology Research** Volume 9, Issue 01

Publications in Thomson Reuters

- 5 Availability of an Adequate Compensation for Poor through a Model of Institutionalized Charity System **Published by: International Journal of Multidisciplinary and Current Research ISSN: 2321-3124**

Publications in Conference Proceeding

- 6 The Impact of Social Media Mobile Advertising on Consumer Perception and Consumer Motivation by considering Mediating Role of Brand Image and Brand Equity **Published by: International Conference on Management, Business and Technology (ICMBT).**

Emerging Source Citation Index (Web of Science)/Scopus under evaluation

- 7 Sales Promotion and Price Discount Effect on Consumer Purchase Intention with the Moderating Role of Social Media in Pakistan **Published by: International journal of Business Management** Vol- 3, issue 4
- 8 Product Risk, Privacy Risk, and Convenience Risk Influence on Online Shopping Behavior in the Context of Pakistan **Published by: International journal of Business**

Management Vol- 4, issue 3

- 9 Social Media and Consumer Satisfaction Effect on Consumer Purchase Intention with the Moderating Role of Trust. **International Journal of Business Management. 4(2), 131-141.**
- 10 E-Commerce Effect on Organization Performance with the Moderating Role of Social Media. **International Journal of Business Management. 4(1), 1-8.**
- 11 Convenience risk, product risk and perceived risk influence on online shopping: moderating effect of attitude **Published by: International journal of Business Management** Vol- 3, issue 2

Peer Review

- 12 Do Attributes of Celebrity Influence Corporate Loyalty and Corporate Image? Mediating role of Corporate Credibility **Published by: Journal of Management Info 11(1), 71-90(2016).**
- 13 Consumer Purchase Intention Effect on Online Shopping Behavior with the Moderating Role of Attitude **Published by: International Journal of Academic Management Science Research (IJAMSR) Vol. 2 Issue 7**
- 14 Factors Effecting Consumer Purchase Intention with the Mediating Role of Corporate Social Responsibility in Pakistan **Published by: International Journal of Academic Management Science Research (IJAMSR) Vol. 2 Issue 8**
- 15 The Effect of Financial Risk and Convenience Risk on Online Shopping Behavior with the Moderating Role of Trust **Published by: International Journal of Academic Management Science Research (IJAMSR) Vol. 2 Issue 8**
- 16 Impact of Social risk, Government and Psychological Factors with Moderator Cultural Factors on Online Shopping Behavior in Pakistan **Published by: Pakistan Journal of Humanities and Social Sciences Vol- 7, issue 1**
- 17 Impact of Privacy Risk and Product Risk On Online Shopping Behavior with The Moderating Role of Trust in Pakistan **published by: international journal of academic multidisciplinary research (IJAMR) volume 3, issue 6**
- 18 Impact of Credibility of Celebrity Endorser on Purchase Intention and Advertising Effectiveness: Moderating Role of Experience **Published by: EURPOEAN ACADEMIC RESEARCH**
- 19 The Impact of Corporate Social Responsibility (CSR) and Relationship Marketing on Relationship Maintainer and Customer Loyalty by Mediating Role Customer Satisfaction **Published by: Journal of Management Info 14(1)**
- 20 Impact of Social Media Brand Communication on Brand Knowledge: Mediating role of Brand image and Brand Awareness Application of CBBE model theory of Keller **Published by: Journal of Management Info**
- 21 Effect of workplace bullying on workplace deviance under mediating role of emotional exhaustion **Published by: International Journal of Academic Accounting, Finance & Management Research (IJAAFMR) volume 3, issue 8**

Articles Under Review:

Scopus:

1. Risks Influence online shopping behavior in Pakistan. The International Journal of Innovation, Creativity and Change (IJICC). (Accepted).

Emerging Source Citation Index (ESCI):

- 2 Perceived benefits and perceived risks effect on online shopping behavior with the mediating role of consumer purchase intention in Pakistan (**Accepted in *International Journal of Management Studies***).

In Review Scopus:

- 3 Factors Influencing Online Shopping Behaviour: The Moderating Role of Trust. **Journal Pengurusan**
- 4 The Moderating role of Subjective Norms between Perceived Risks and Online Shopping Behavior. **International Journal OF Scientific & Technology Research**
- 5 The mediating effect of organizational capabilities between organizational culture, entrepreneurial orientation, and organizational performance in textile industry Pakistan. **International Journal OF Scientific & Technology Research**
- 6 MCS Package and Entrepreneurial Competency influence on Business performance: Moderating role of Business Strategy. In 1st Review in ***Journal of Management Control Springer***.

Interested Courses:

- Marketing Management
- Advanced Research Methodology
- Academic Writing
- Methods in Business Research

Currently Working:

- 1 Effect of Financial Risk, Privacy Risk and Product Risk on Online Shopping Behavior
- 2 Online Shopping Behaviour: influenced by the Moderating Role of Subjective Norms
- 3 Influence of Risks on Online Shopping

Skills/Tools/Language

Tools: Microsoft Word, Microsoft Excel, Microsoft powerpoint, SPSS, Smart PLS

Skills: Research & Information Management, Self-Management & Work Habits, Analysis & Problem-Solving, Teaching Philosophy and Research Interest

Language: English, Urdu

Personal Information

Father Name: Muhammad Mushtaq Bhatti

Passport Number: CY3170181

Domicile: Gujranwala, Pakistan

Date of Birth: 10 June 1992

Marital Status: Single

CNIC Number: 34601-6219018-2

Nationality: Pakistani