Dr. Syed Wajahat Hussain Naqvi

Lecturer | Management Sciences & Marketing
PhD

wajahat.hussain@ue.edu.pk
(333) 856-9076
pk.linkedin.com/in/wajehhussain/

University of Education Lahore • Multan Campus

PROFESSIONAL PROFILE

Lecturer in Management Sciences and Marketing with a PhD, specializing in consumer psychology, consumer behavior, social media marketing, digital misinformation, fake news, emotional regulation, and brand responses. Research interests also include AI in marketing and digital entrepreneurship.

WORK EXPERIENCE

Lecturer May 2015 – Present
UE Business School (BPS-18)
University of Education Lahore (Multan Campus), Multan

Visiting Lecturer September 2012 — May 2015

The Islamia University of Bahawalpur

Financial Management, Intro to Marketing, Logic, Marketing Management, HRM, Consumer Behavior, International Marketing

Researcher (Research Society Member) October 2012 – November 2013

Human Resource Management Academic Research Society (HRMARS) — www.hrmars.com

English Language In-charge and Computer instructor November 2010 — March 2011

The Educators (Project of Beacon House School System), Bahawal Campus, Bahawalpur

Internee June 2009 — July 2009

Bank Alfalah Ltd, Circular Road Branch, Bahawalpur

PUBLICATIONS: RESEARCH PAPERS

- Critical Success and Failure Factors of Entrepreneurial Organizations: Study of SMEs in Bahawalpur, Pakistan.
http://www.macrothink.org/journal/index.php/jpag/article/view/824
Total number of Citations: 114
- Social Media Marketing in Pakistan: trends and Impact
Conference Presentation: AGBA South Asia Chapter, 4th SAICON, 05-07 December, 2012, Bhurban, Muree) Published
http://www.iiste.org/Journals/index.php/JMCR/article/view/17772
- Crowding, Convenient Location, and Store image during Covid-19: Understanding the shoppers' loyalty towards Grocery Stores in South Punjab, Pakistan (Best Paper of the session)
Conference Presentation: 3rd International Conference on Tourism, Entrepreneurship & Business Research (ICTEBR) 2022, IBMAS, IUB (14-16 Dec 2022)
- The Influence of Electronic Word-of-Mouth on Consumer Purchase Intention: The Roles of Source Credibility, Message Appeal, and Brand Equity. Haider, A.; Naqvi, S.W.H.; Batool, S.; Naqvi, S.M.A. Journal of Social Sciences Development, 5(5), 2026.
- An Empirical Assessment of Consumer Perceptions of Fake News and Its Influence on Emotional Regulation and Behavioral Responses: Evidence from the Pakistan Soft Drink Industry. Azhar, M.S.; Naqvi, S.W.H.; Munir, A.J. Journal of Management Science Research Review, 5(2), 2026.
- Understanding Citizen Adoption of e-Government Services in Pakistan: Challenges and Strategies. Zaidi, Z.H.; Jawed, A.; Naqvi, S.W.H.; Haider, A. Social Science Review Archives, 4(1), 6885–6895, 2026.
- Exploring Stakeholder Challenges and Strategic Responses to Counter the Influence of Fake News: A Qualitative Case Study of PepsiCo and Coca-Cola South Punjab's Beverage Industry. Naqvi, S.W.H.; Azhar, M.S. Academia International Journal for Social Sciences, 4(4), 6791–6808, 2025.

EDUCATION

PhD in Management Sciences 2026 (Completed)
IBMAS, The Islamia University of Bahawalpur

MBA after BBA (Marketing) 2013 (Equivalent to M.Phil)
80%, CGPA 3.64 | The Islamia University of Bahawalpur

BBA (Hons.) Marketing 2010
81%, CGPA 3.62 | The Islamia University of Bahawalpur

F.Sc. Pre-Engineering 2006
63%, 1st Division | Govt. Sadiq Egerton College Bahawalpur

Matriculation with Science 2004
77%, 1st Division | Govt. Technical High School Bahawalpur

INTERESTS

Online Book Clubs, Amateur Photographer, Social Media Enthusiast, Blogging, Vloging

RESEARCH INTERESTS

Consumer Psychology • Consumer Behavior • Social Media Marketing • Digital Misinformation • Fake News • Emotional Regulation • AI in Marketing • Digital Entrepreneurship

CONTACT

House No 2, Street No 3, Sajid Awan Town, Bahawalpur
wajahat.hussain@ue.edu.pk
(333) 856-9076
pk.linkedin.com/in/wajehhussain/