

Curriculum Vitae

Imran Anwar Mir

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1. Degrees

- 2014, **Doctor of Philosophy in Marketing** (PhD), Iqra University; 5 Khayaban-e-Johar, Sector H-9/1, Islamabad, Pakistan
- 2010, **Master of Sciences (MS) Business Administration** (Major in Marketing), Federal Urdu University of Arts, Science and Technology, Islamabad, Pakistan.
- 2004, **Master of Business Administration** (MBA), Quaid-i-Azam University, Islamabad, Pakistan.
- 2001, **Bachelor of Arts**, economics and geography/BA, University of the Punjab, Islamabad College for boys G-6/3, Islamabad, Pakistan

2. Other education and expertise

- March 14, 2022-December,14, 2022, **Post-Doctorate**, Department of Economics and Management, University of Helsinki, Latokartanonkaari 5, P.O. Box 00014 University of Helsinki, Finland.
- 2009, Professional competency enhancement program for teachers (PCEPT) (training) at National Academy of Higher Education (NAHE), Higher Education Commission of Pakistan, Sector H-9, East Service Road, Islamabad, Pakistan.
- 2008, Faculty development training at Research and Innovation Division, Higher Education Commission of Pakistan, Sector H-9, East Service Road, Islamabad, Pakistan
- 2006, Faculty development training at National Academy of Higher Education (NAHE), Higher Education Commission of Pakistan, Sector H-9, East Service Road, Islamabad, Pakistan

3. Language skills

- Urdu and Kashmiri
- English

4. Current employment

- February 8, 2016-Present, Assistant Professor (Full-time), Federal Urdu University of Arts, Science, and Technology, Department of Business Administration, Kuri Model Village, Mozah 5B near Bahria Enclave Road, Mohrian, Islamabad, Pakistan.

5. Previous work experience

- March 14, 2022, to December 14, 2022, Postdoc fellowship, Department of Economics and Management, University of Helsinki, Latokartanonkaari 5, P.O. Box 00014 University of Helsinki, Finland.
- Autumn Semester of 2022, Assistant Professor (Visiting/Guest), Department of Economics and Management, University of Helsinki, Latokartanonkaari 5, P.O. Box 00014 University of Helsinki, Finland. (Taught two subjects, titled "EKM-102 Digital Marketing in the Food Industry and EKM 117 Special Questions in Marketing" in the Autumn Semester of 2022 at the University of Helsinki during the Post-doctoral fellowship Program).
- 2016 – 2018, Head (Incharge)of the Department of Business Administration, Federal Urdu University of Arts, Science and Technology, Kuri Model Village, Mozah 5B near Bahria Enclave Road, Mohrian, Islamabad, Pakistan.
- 2005 – 2016, Lecturer, Department of Business Administration, Federal Urdu University of Arts, Science and Technology, Kuri Model Village, Mozah 5B near Bahria Enclave Road, Mohrian, Islamabad, Pakistan.

6. Career breaks

- PhD Study leave: 2011-2014 (3 years) and Postdoc leave: March 14, 2022-December 31, 2022 (9 months and 17 days).

7. Research funding and grants

- March 14, 2022-December,14, 2022, Post-doctoral research grant, Source: Higher Education Commission of Pakistan, Amount: € 14500 , PI: Imran Anwar Mir

8. Research output (in International Journals-Selected Papers)

- Imran Anwar Mir and Jari Salo (2025). Mapping content-driven engagement and attitudinal spillover effect of influencer marketing. *Journal of Research in Interactive Marketing*, 19(3), 408-425. (Social Sciences Citation Index SSCI, Scopus, ABDC, CABS). <https://doi.org/10.1108/JRIM-10-2023-0349> (HEC W-Category)
- Mir, I. A. (2024). Influencer's Physical Attractiveness and Content Aesthetics: Conscious and Preconscious Determinants of Fashion-branded Content Engagement on Instagram. *Journal of Creative Communications*, (ahead of print). <https://doi.org/10.1177/09732586241288672> (HEC-X-Category)
- Imran Anwar Mir and Jari Salo (2024). Analyzing the influence of social media influencer's attributes and content esthetics on endorsed brand attitude and brand-link click behavior: The mediating role of brand content engagement. *Journal of Promotion Management*, 30(1), 1–28. (EBSCOhost, Elsevier BV, Scopus, ProQuest, ABI/INFORM Collection etc.). <https://doi.org/10.1080/10496491.2023.2251461> (HJRS X-Category)
- Imran Anwar Mir (2023). Self-Escapism motivated online shopping engagement: A determinant of users' online shopping cart use and buying behavior. *Journal of Internet Commerce*, Vol. 22, No. 1, pp. 40-73. (Emerging Sources Citation Index/web of science, Scopus). <https://doi.org/10.1080/15332861.2021.2021582> (HJRS X-Category)
- Imran Anwar Mir (2021). A motivational cognitive mechanism model of social network advertising acceptance: Theorization and empirical verification. *Journal of Creative Communications*, Vol. 16, No. 3, pp. 314–330. (Emerging Sources Citation Index, SCOPUS). <https://doi.org/10.1177/0973258621103116> (HJRS Y-Category)
- Imran Anwar Mir (2018). Dimensionality and effects of information motivation on user acceptance of online social network advertising. *RAE-Revista de Administração de Empresas (Journal of Business Management)*, Vol. 58, No. 2, pp. 174-187. (Social Science Citation Index, Scopus). <https://doi.org/10.1590/S0034-759020180206> (HEC-W-Category)
- Imran Anwar Mir (2017). Users on social network sites: Flight from reality and its effects on acceptance of social network advertising. A gratification perspective. *Journal of Creative Communications*, Vol. 12, No. 2, pp. 1-24. (Scopus, Web of Science/ Emerging Sources Citation). <https://doi.org/10.1177/0973258617708367>
- Imran Anwar Mir (2017). Impact of entertainment motivational drivers on user acceptance of online social network banner advertising: A Gratification Perspective. *Zagreb International Review of Economics & Business*, Vol. 20, No. 1, pp. 19-47. (Web of Science- Emerging Sources Citation Index). <https://doi.org/10.1515/zireb-2017-0006>
- Imran Mir (2015). Effects of beliefs and concerns on user attitudes toward online social network advertising and their ad clicking behavior. *Journal of Internet Banking and Commerce*, Vol. 20, No. 2, pp.1-24. (Euro Pub, EBSCO, ProQuest, Scimago). <https://www.icommercecentral.com/open-access/effects-of-beliefs-and-concerns-on-user-attitudes-toward-online-social-network-advertising-and-their-ad-clicking-behavior.php?aid=59277>
- Imran Anwar Mir (2014). Effects of pre-purchase search motivation on user attitudes toward online social network advertising: A case of university students. *Journal of Competitiveness*, Vol. 6, No. 2, pp. 42-55. (Web of Science/ Social Science Citation Index, Scopus). <https://doi.org/10.7441/joc.2014.02.04>
- Imran Anwar Mir (2013). Examination of attitudinal and intentional drivers of non-deceptive counterfeiting in a South Asian context. *Journal of Business Economics and Management*, Vol. 14, No. 3, pp. 601–615. (Web of Science/Social Sciences Citation Index, SCOPUS). <https://doi.org/10.3846/16111699.2012.707150> (HEC-W-Category)
- Imran Anwar Mir and Kashif Ur Rehman (2013). Factors affecting consumer attitudes and intentions toward user-generated product content on YouTube. *Management & Marketing*, Vol. 8, No. 4, pp. 637-654. (EBSCO, SCOPUS, Cabell's Directory, DOAJ, Index Copernicus, Ulrich's Periodicals Directory). <http://www.managementmarketing.ro/pdf/articole/330.pdf>
- Imran Anwar Mir (2012). Consumer attitudinal insights about social media advertising: A South Asian perspective. *The Romanian Economic Journal*, Vol. 15, No. 45, pp. 265-288. (Ulrich, ProQuest, EconLit, EBSCO, Cabell's, Copernicus). <http://www.rejournal.eu/article/consumer-attitudinal-insights-about-social-media-advertising-south-asian-perspective>
- Imran Anwar Mir and Kashif Ur Rehman (2012). Two wing models of sales promotion: Theorization and examination. *Journal of Economics and Behavioral Studies*, Vol. 4, No. 1, pp. 12-25. (Indexation: IBSS, EconLit, EBSCO, Ulrich, ABI-INFORM Complete, ProQuest etc.).
- Imran Anwar Mir and Arshad Zaheer (2012). Verification of social impact theory claims in social media context. *Journal of Internet Banking and Commerce*, VOL. 17, No. 1, pp. 1-15. (Euro Pub, EBSCO, ProQuest, Scimago). <https://www.icommercecentral.com/open-access/verification-of-social-impact-theory-claims-in-social-media-context.php?aid=38075>

- Imran Anwar Mir (2012). Impact of the ethical and legal sensitivities on consumers 'attitude towards the non-deceptive counterfeits. **World Applied Sciences Journal**, Vol.16, No. 3, pp. 421-426.
- Imran Anwar Mir (May-2012). Impact of different levels of instant price discounts on consumer perceptions and purchase intentions. **Actual Problems of Economics**, Vol. 131, No.5 pp. 409-416. (Indexation: SCOPUS, ABI/Inform, Ebsco Thomson Reuters' Web of Science-(ISI) (HEC-W-Category)
- Imran Anwar Mir, Muhammad Rizwan and Fawad Saboor (April-2012). Pricing and accessibility impact on young consumers' attitude towards non deceptive counterfeits and their purchase intentions: A case of Pakistani mobile phone market. **Actual Problems of Economics**, Vol. 130, No. 4, pp. 406-414 (Indexation: SCOPUS, Thomson Reuters' Web of Science-(ISI). (HEC-W-category)
- Imran Anwar Mir and Muhammad Bashir Khan (March-2012). Role of humor-based advertising in a crisis economy. **Actual Problems of Economics**, Vol. 129, No. 3, pp. 406-414. (Indexation: SCOPUS, Thomson Reuters' Web of Science-(ISI). (HEC-W-Category)
- Imran Anwar Mir (2012). Impact of absence of anti-counterfeiting laws and presence of low price on consumers' attitudes toward the non-deceptive counterfeits in a developing context. **International Journal of Research in Commerce, Economics and Management**, Vol. 2, No. 1, pp. 41-45. (Indexation: Ulrich's Periodicals Directory, ProQuest, EBSCO, EconLit, etc.).
- Imran Mir (2011). Consumer attitude towards M-Advertising acceptance: A cross-sectional study. **Journal of Internet Banking and Commerce**, Vol. 16, No.1, pp. 1-22. <https://www.icommercentral.com/open-access/consumer-attitude-towards-madvertising-acceptance-a-crosssectional-study.php?aid=38150> (HEC-Y-Category)
- Imran Anwar Mir and Ijaz A Qureshi (2011). Innovative process management: A strategic weapon to succeed in a dynamic and hyper competitive environment. **Information Management and Business Review**, Vol. 3, No. 6, pp. 315-327 (Indexation: EBSCO, EconLit, Ulrich) (HEC-Y-Category)
- Imran Anwar Mir (Feb-2011). Impact of the word of mouth on consumers' attitude towards the non-deceptive counterfeits. **Middle East Journal of Scientific Research**, Vol. 9, No. 1, pp. 51-56. (Indexation: Thomson Reuters' Web of Science-(ISI) (HEC-X-Category)

9. Research output (in Local Journals)

- Imran Anwar Mir, Kamal Haider and Shahid Iqbal (September-October, 2021). Ongoing information search motivation: An influencer of users' approval of Facebook banner adverts. **Journal of Marketing Strategies (JMS)**, Vol. 3, No. 3, pp. 155-170. (HJRS: Y-Category).
- Imran Anwar Mir, Asif Mehmood Rana and Raja Muhammad Waqas (July-September, 2021). Information verification motivation and its influence on users' social media advertising evaluation and outcome behaviors. **Pakistan Social Sciences Review**, Vol. 5, No. 3, pp. 504-514. (HJRS: Y-Category).
- Imran Anwar Mir, Shahid Iqbal and Razi Sultan Siddiqui (August 2021). Entertainment motivation based social network banner advertising acceptance: The mediating role of entertainment belief. **Asian Social Studies and Applied Research**, Vol. 2, No. 3, pp. 29-38. (HJRS: Y-Category).
- Imran Anwar Mir, Raja Muhammad Waqas and Asif Mehmood Rana (July 2021). Inspiration motivation: Inspiring the user attitudes and behaviors toward advertising on social network sites. **International Review of Basic and Applied Sciences**, Vol. 9, No. 3, pp. 23-32. (HJRS: Y-Category).
- Imran Anwar Mir, Kamal Haider and Muhammad Yousuf Sharjee (March 2021). Attitudinal and direct association between personal value beliefs and users' banner ad-click response on social network sites. **Pakistan Social Sciences Review**, Vol. 5, No. 1, pp. 1127-1141. (HJRS Y-Category).
- Imran Anwar Mir (June 2021). Self-escapism motivation: a determinant of e-cart used and abandonment. **International Review of Management and Business Research**, Vol. 1, No.2, pp. 94-108 (HJRS Y-category).

10. Research under review

- Jari Salo, Imran Anwar Mir and Ashish Kumar. Impact of user co-created TikTok Influencer advertising on online retail sales lift.

11. Research supervision

- Supervised eight MS Program students (at parent university and IUI) (seven completed degrees and one is waiting for thesis defence).
- PhD research principal supervisor. Number of PhD supervisees (2) (research in progress).

12. Teaching merits

- Since the Spring of 2023, I have taught *marketing management of online platforms (Digital Marketing)* in the BBA/BS Program at the Federal Urdu University of Arts, Science, and Technology, Islamabad, Pakistan.
- I taught *Digital Marketing and Special Questions in Marketing* in master-level programs at the University of Helsinki, Finland 2022.
- Since the Spring of 2021, I have taught *Seminar in Academic Writing* in the Ph.D. program at the Federal Urdu University of Arts, Science, and Technology, Islamabad, Pakistan.
- 2015-2018, I taught *Conduct of Research Inquiry* and *Critical Literature Review* courses in the MS Program at the Federal Urdu University of Arts, Science, and Technology, Islamabad, Pakistan,
- Since 2005, I have taught *Marketing Management, Advertising, and Strategic Brand Management* courses in BBA and MBA programs at the Federal Urdu University of Arts, Science, and Technology, Islamabad, Pakistan.

13. Awards and honours

- In 2022, I received a Post-Doctoral fellowship award (scholarship) from the Higher Education Commission of Pakistan.
- In 2011, I received a Ph.D. indigenous fellowship award (scholarship) from the Higher Education Commission of Pakistan.

14. Professional Affiliations

- Member of Editorial Advisory & Review Board, *Journal of Promotion Management*, Taylor & Francis.

15. Other key academic merits, such as:

- I served as an ad-hoc reviewer for various journals, including Neuroscience, Psychology, and Economics, as well as the Journal of Creative Communications, the Journal of Promotion Management, and the Journal of Research in Interactive Marketing, in addition to being a member of Publons.
 - I am an active member of the Departmental Research Committee at the Federal Urdu University of Arts, Science, and Technology, Islamabad, Pakistan.
 - I Chaired the Marketing session of the CBRC'16-CUST Business Research Conference (2016, November 10). Achieving globalization through innovation and creation. Capital University of Science and Technology, Islamabad, Pakistan.
 - I am an active member of the Departmental Curriculum Development Committee at the Federal Urdu University of Arts, Science, and Technology, Islamabad, Pakistan.
 - FUUAST's Focal Person for PM's Digital Youth Hub.
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