DR. RAHEEM BUX SOOMRO



Professor | Business Administration and Economics

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PROFESSIONAL PROFILE

Professor and HEC-approved PhD supervisor with more than 21 years of university teaching, research, academic administration, postgraduate supervision, and capacity building. Expertise includes business administration, economics, international trade, small and medium-sized enterprises (SMEs), entrepreneurship, digital transformation, artificial intelligence adoption, sustainability, and advanced quantitative research. Published in peer-reviewed journals indexed in Web of Science and Scopus, with strong experience in SEM, PLS-SEM, SEM-ANN, SPSS, SmartPLS, AMOS, fsQCA, Jamovi, and JASP. International academic exposure includes invited teaching in Japan, doctoral education in China, and conference participation in Malaysia and China.

ACADEMIC IMPACT AND RESEARCH PROFILES

- Google Scholar: **1,450+ citations; h-index: 12; i10-index: 16**
- HEC-approved PhD supervisor with experience supervising and co-supervising PhD, MPhil, MS, and MBA research.
- Author and co-author of 21 peer-reviewed journal articles, including publications in Scientific Reports, IEEE Access, Sustainability, Heliyon, and Education and Information Technologies.

RESEARCH INTERESTS

SMEs and entrepreneurship; international trade and export performance; digital transformation; artificial intelligence adoption; sustainability and green entrepreneurship; leadership and organizational performance; technology acceptance; quantitative research methods; structural equation modelling; artificial neural networks; applied business and economic research.

CORE COMPETENCIES

- University teaching at undergraduate, postgraduate, and doctoral levels
- PhD, MPhil, MS, and MBA research supervision and mentoring
- Quantitative and qualitative research design; questionnaire development; survey administration
- Data screening, descriptive analysis, reliability and validity assessment, and hypothesis testing
- PLS-SEM, CB-SEM, SEM-ANN, mediation/moderation analysis, fsQCA, and multivariate analysis
- Academic writing, literature review, research proposals, theses, manuscripts, and institutional reports
- Academic leadership, research laboratory management, entrepreneurship development, and event coordination
- Statistical software: SPSS, SmartPLS, SPSS-AMOS, Jamovi, JASP, and fsQCA
- Digital tools: Microsoft Word, Excel, PowerPoint, Canva, Google Workspace, Zoom, Google Meet, OpenShot, and Filmora
- Research support tools: Turnitin, Grammarly, QuillBot, ChatGPT, and Google Gemini
- Public speaking, workshop facilitation, media commentary, and educational content development

ACADEMIC APPOINTMENTS

Professor | Institute of Business Administration, Shah Abdul Latif University, Khairpur | Sep 2022 - Present
Associate Professor | Institute of Business Administration, Shah Abdul Latif University, Khairpur | Nov 2019 - Sep 2022
Assistant Professor | Department of Business Administration, Shah Abdul Latif University, Khairpur | Jan 2013 - Nov 2019
Lecturer | Department of Business Administration, Shah Abdul Latif University, Khairpur | Sep 2004 - Jan 2013

ACADEMIC LEADERSHIP AND UNIVERSITY SERVICE

Focal Person, Social and Management Sciences Research Laboratory (SMSRL) | Shah Abdul Latif University | Jan 2026 - Present

Lead laboratory operations and provide faculty and students with access to advanced statistical software, research mentoring, data-analysis support, and guidance in research methodology.

Director, Center for Entrepreneurship Development (CED) | Shah Abdul Latif University | 2020 - 2023

Led initiatives to promote entrepreneurship, support student business ideas, and strengthen enterprise development activities.

- Organized eight successful Entrepreneurial Mela events at the Institute of Business Administration, Shah Abdul Latif University.
- Organized business-plan presentations, seminars, workshops, and student development activities.

EDUCATION

PhD in Economics (International Trade) | Jiangxi University of Finance and Economics, Nanchang, China | 2017

School of International Trade and Economics. Thesis: Exploring the Determinants of Export Performance of Pakistani Small and Medium-Sized Enterprises (SMEs). Supervisor: Prof. Yuan Honglin.

MPhil in Business Administration | Iqra University, Pakistan | 2010

Thesis: Impact of Staff Training on Customer Satisfaction Using the SERVQUAL Model: A Case Study of Retail Banks of Pakistan. Supervisor: Dr. Syed Akif Hassan.

Master of Business Administration (MBA) | Institute of Business Administration, University of Sindh, Jamshoro, Pakistan | 2003

Specialization: Business Administration.

Bachelor of Commerce (B.Com) | Shah Abdul Latif University, Pakistan | 1997

Specialization: Commerce.

INTERNATIONAL ACADEMIC ENGAGEMENT

Invited Lecturer, Graduate School of Policy Science | Ritsumeikan University, Osaka, Japan | 6 Nov 2025

Delivered an invited lecture titled "Exploring Determinants of Exporting SMEs" to MS and PhD students and faculty members. Evaluated MS research projects with Japanese faculty and contributed to academic collaboration hosted by Prof. ODA Hisaya.

TEACHING AND ACADEMIC DEVELOPMENT

- Teach graduate, postgraduate, and PhD students at the Institute of Business Administration, Shah Abdul Latif University.
- Use interactive teaching strategies, including discussions, case studies, presentations, debates, and advance sharing of learning materials.
- Provide mentoring in research methodology, statistical analysis, academic writing, and thesis development.

RESEARCH SUPERVISION

1. **PhD - Iqra Sami.** Assessing the Effect of Adoption of AI on Business Performance of Manufacturing SMEs: Using a Two-Staged Hybrid SEM-ANN Method. *Status: Research proposal accepted; first seminar delivered.*
2. **PhD - Mashooque Ali Bozdar.** The Interplay of Leadership Styles and Knowledge Sharing with Organizational Performance: Recognizing the Mediating Role of Organizational Justice, Learning and Job Satisfaction in SMEs. *Status: Research proposal accepted; first seminar delivered.*
3. **PhD - Ghulam Ali Machi.** How Knowledge Sharing Capability and Innovative Capability Drive Entrepreneurial Performance: The Mediating Role of Dynamic Capabilities. *Status: Thesis submitted for international review.*
4. **PhD - Ghulam Mustafa Shaikh (Co-supervision).** Do Shifts in Economic Policy Uncertainty Have an Asymmetric Impact on Pakistan Stock Returns? An NARDL Approach with Controlled Macroeconomic Variables of Pakistan, 2010-2021. *Status: Thesis submitted in 2026; degree awarded.*
5. **PhD - Marvi Soomri.** Female Entrepreneurship: A Comparative Study of Rural and Semi-Urban Areas of Sindh Province. *Status: Thesis submitted; degree awarded in 2023.*
6. **PhD - Mohammad Rafique Shaikh.** The Mediating Impact of Organizational Culture on the Association between Performance Management and Employee Retention in Private Commercial Banks of Pakistan. *Status: Thesis submitted; degree awarded in 2023.*
7. **MS - Muhammad Sadam Shah.** Predicting the Elements of Knowledge-Sharing Behaviour in Pakistan's Education Sector: A Comparative Study of Public and Private Educational Institutions in District Khairpur Mir's. *Status: Thesis submitted; degree awarded in 2024.*
8. **MPhil - Farzand Ali Sawand.** Measuring the Impact of In-store Branding on Shoppers' Buying Behaviour in Modern-Trade SMEs in the Sukkur and Larkana Regions. *Status: Thesis submitted; degree awarded in 2024.*
9. **MPhil - Sabtain Ali.** Performance of the Banking Sector and Its Contribution to Economic Growth: A Comparative Analysis of Pakistan, India, and Bangladesh. *Status: Thesis submitted; degree awarded in 2024.*
10. **MPhil - Muhammad Yaseen Mangrio.** The Impact of Leadership Behaviour on Employee Job Satisfaction and Total Quality Management: A Study of Microfinance Banks Operating in District Khairpur Mir's, Pakistan. *Status: Thesis submitted; degree awarded in 2019.*
11. **MBA Project - Prinka Kumari.** Impact of Technological Change at the Organizational Workplace: A Case Study of the Banking Sector. *Status: Project thesis submitted; degree awarded in 2019.*
12. **MBA Project - Moneka Sahiti.** Impact of Gender Discrimination on Employee Performance in Private Secondary Education in Karachi. *Status: Project thesis submitted; degree awarded in 2019.*
13. **MBA Project - Mehak Zehra.** Impact of Gender Discrimination on Employee Performance in Private Secondary Education in Karachi. *Status: Project thesis submitted; degree awarded in 2019.*

PEER-REVIEWED JOURNAL PUBLICATIONS

1. Mashooque Ali, & **Raheem Bux Soomro (2026).** Transformational Leadership and Perceived Organizational Performance in SMEs in Sindh, Pakistan: The Indirect Association through Organizational Justice. *Kashmir Journal of Academic Research and Development*, *2*(10), 139-146. https://doi.org/10.71317/kjard.2.10.2026.911 **HEC Y category**
2. Machhi, G. A., **Soomro, Raheem Bux**., & Jatoi, M. M. (2026). How knowledge sharing capability and innovative capability drive entrepreneurial performance: the mediating role of dynamic capabilities. Pakistan Business Review, 28(2), 274–298. https://doi.org/10.22555/pbr.v28i2.1559 **HEC Y category**.
3. Nisar Ahmed Dahri, Akhtar Hussain, Amjad Islam Amjad, Muhammad Hafidz Fazli Bin Md Fauadi, **Raheem Bux Soomro (2026). Generative AI in Teaching: How AI Literacy and AI-Generated Lesson Design Shape Teachers' Classroom Implementation Strategies.** Information and Software Technology. https://doi.org/10.1016/j.infsof.2026.108287. **HEC W category**; indexed in Web of Science and Scopus
4. **Soomro, R. B**., Al-Rahmi, W. M., Dahri, N. A., Almuqren, L., Al-Mogren, A. S., & Aldaijy, A. (2025). **A SEM-ANN analysis to examine the impact of artificial intelligence technologies on the sustainable performance of SMEs**. Scientific Reports, 15, 5438. https://doi.org/10.1038/s41598-025-86464-3. HEC W category; indexed in Web of Science and Scopus.
5. **Soomro, R. B**., Memon, S. G., & Soomro, M. (2025). **Impact of entrepreneurial knowledge, skills, and competencies on MSME performance: Evidence from a developing country**. Asia Pacific Journal of Innovation and Entrepreneurship, 19(1), 42-72. https://doi.org/10.1108/APJIE-04-2023-0071. HEC X category; indexed in Web of Science.
6. **Soomro, R. B**., Al-Rahmi, W. M., Dahri, N. A., Alblehai, F., Alshimai, A., Aldaijy, A., & Salameh, A. A. (2024). **Evaluating the influence of UTAUT factors on the adoption of QR codes in MSMEs: An application of SEM and ANN methodologies**. IEEE Access. https://doi.org/10.1109/ACCESS.2024.3510375. HEC W category; indexed in Web of Science and Scopus.
7. **Soomro, R. B**., Memon, S. G., Dahri, N. A., Al-Rahmi, W. M., Aldriwish, K., Salameh, A. A., Al-Adwan, A. S., & Saleem, A. (2024). **The adoption of digital technologies by small and medium-sized enterprises for sustainability and value creation in Pakistan: The application of a two-staged hybrid SEM-ANN approach**. Sustainability, 16(17), 7351. https://doi.org/10.3390/su16177351. **HEC W category**; indexed in Web of Science and Scopus.
8. Dahri, N. A., Yahaya, N., Al-Rahmi, W. M., Noman, H. A., Alblehai, F., Kamin, Y. B., **Soomro, R. B**., Shutaleva, A., & Al-Adwan, A. S. (2024). **Investigating the motivating factors that influence the adoption of blended learning for teachers' professional development.** Heliyon, 10(15), e34900. https://doi.org/10.1016/j.heliyon.2024.e34900. **HEC W category**.
9. Dahri, N. A., Aldraiweesh, A., Yahaya, N., Alturki, U., Al-Rahmi, W. M., Almutairy, S., Shutaleva, A., & **Soomro, R. B**. (2024). **Extended TAM-based acceptance of AI-powered ChatGPT for supporting metacognitive self-regulated learning in education: A mixed-methods study**. Heliyon, 10, e29317. https://doi.org/10.1016/j.heliyon.2024.e29317. **HEC W category**.
10. Dahri, N. A., Yahaya, N., Al-Rahmi, W. M., Vighio, M. S., Alblehai, F., **Soomro, R. B**., & Shutaleva, A. (2024). **Investigating AI-based academic support acceptance and its impact on students' performance in Malaysian and Pakistani higher education institutions. Education and Information Technologies**. https://doi.org/10.1007/s10639-024-12599-x. **HEC W category**; indexed in Web of Science and Scopus.
11. Soomro, M., **Soomro, R. B**., & Soomro, F. (2023). **Female entrepreneurship: A comparative study of rural and semi-urban Sindh Province.** Journal of Development and Social Sciences, 4(2), 189-203. **HEC Y category**.
12. Shaikh, M. R., & **Soomro, R. B.** (2023). **The mediating impact of organizational culture on the association between performance management and employee retention in private commercial banks of Pakistan**. Journal of Development and Social Sciences, 4(1), 194-203. **HEC Y category**.
10. Soomro, M., **Soomro, R. B**., & Ali, I. (2020). **Factors in the development of women entrepreneurship in the beauty-parlour industry of Sukkur, Sindh, Pakistan**. SALU-Commerce & Economics Review, 6(1). HEC Y category.
11. Arifa, Ali, I., **Soomro, R. B**., Shar, A. K., & Soomro, M. N. (2020). **Capital structure and financial performance: Does the global financial crisis matter? International Journal of Disaster Recovery and Business Continuity**, 11(3), 2987-3006. HEC Y category.
12. Razzaque, N., **Soomro, R. B**., & Memon, K. M. (2020). **Corporate governance, ownership structure, SOEs, and CFO gender impact on investment efficiency: Evidence from Chinese listed firms**. SALU-Commerce & Economics Review, 6(1). HEC Y category.
13. **Soomro, R. B**., Mirani, I. A., Ali, M. S., & Marvi, S. (2020). **Exploring the green purchasing behaviour of the young generation in Pakistan: Opportunities for green entrepreneurship.** Asia Pacific Journal of Innovation and Entrepreneurship, 14(3), 289-302. https://doi.org/10.1108/APJIE-12-2019-0093. HEC X category; 13,500+ downloads reported.
14. Memon, M. S., **Soomro, R. B.,** Mirani, S. H., & Soomro, M. A. (2020). **Exchange rate fluctuations and the economy of Pakistan: Time-series analysis** (1959-2013). 8(16), July-December. HEC Y category.
15. Kiani, A., Mohammad, N., & **Soomro, R. B.** (2020). **The impact of globalization on the Human Development Index: A case of Pakistan. Estudios de Economia Aplicada**, 39(1). HEC Y category.
16. **Soomro, R. B**., Brohi, N. A., Memon, K. M., & Gilal, R. G. (2020). **Measuring customer satisfaction when dining at a casual restaurant: An application of Kisang's model.** Sukkur IBA Journal of Management and Business, 6(2), 1-23. HEC Y category.
17. Soomro, M., & **Soomro, R. B.** (2019). **Determinants of entrepreneurial intentions: An empirical study of female students in Pakistan**. SALU-Commerce & Economics Review, 5(1), 62-74. HEC Y category.
18. Soomro, M., & **Soomro, R. B**. (2019). **The impact of diversity on relationship conflict in Pakistan: Ethnic and language differences in multinational firms.** Global Scientific Journal, 7(5).
19. Soomro, M., & **Soomro, R. B**. (2019). **Investigating intentions of female graduates in Sindh by utilizing the Theory of Planned Behaviour.** Global Scientific Journal, 7(5). HEC Y category.

20. Soomro, R. B., & Honglin, Y. (2018). **Examining entrepreneurial intentions in the adult population in China and Pakistan: GEM data evidence.** Pakistan Journal of Commerce and Social Sciences, 12(3). HEC X category.

21. Soomro, R. B., & Mirani, I. A. (2018). **Assessing the impact of social and demographic factors on female entrepreneurial intention in Pakistan: GEM data evidence**. Journal of Independent Studies and Research - Management, Social Sciences and Economics, 16(5). HEC Y category.

JOURNAL REVIEWING AND EDITORIAL SERVICE

- Journal of Financial Services Marketing (Springer Nature): reviewed 1 manuscript.
- Social Sciences & Humanities Open (Elsevier): reviewed 2 manuscripts.
- Digital Business (Elsevier): reviewed 2 manuscripts.
- Pakistan Business Review, Institute of Business Management: reviewed 2 manuscripts.
- Journal of Independent Studies and Research - Management, Social Sciences and Economics (JISR-MSSE): member of the review panel.
- Journal of Global Entrepreneurship Research (Springer): reviewed 4 manuscripts.
- Estudios de Economia Aplicada, Universidad de Almeria: reviewed 1 manuscript.

CONFERENCE PARTICIPATION AND PRESENTATIONS

- Attended Entrepreneurial Mindset in Business Education: Powering Innovation & Growth in the Era of AI", as Active Presenter held on September 07-08, 2026, at SZABIST, Islamabad.
- Panelist, 1st International Conference on Sustainability, Technology, Entrepreneurship and Education (ICSTEE 2026), University of Mirpurkhas, Pakistan, 28 Jan 2026.
- Session Chair, 3rd International Conference on Emerging Business and Economic Trends (ICEBET 2023), Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan, 21-22 Mar 2023.
- Paper presenter, "Examining Entrepreneurial Intention through a Cognitive Approach in China and Pakistan Using GEM Data," 2nd International Conference on Economics, Finance and Management Sciences (ICEFMS 2017), Xi'an, China, 25-26 Apr 2017.
- Paper presenter, "Examining Entrepreneurial Intention through a Cognitive Approach in China Using GEM Data," ASIA International Conference 2015 on Future of Marketing and Management, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia, 5-6 Dec 2015.

PROFESSIONAL TRAINING AND CAPACITY BUILDING - WORKSHOPS DELIVERED

- One-Day Workshop on SmartPLS-4 held on 6th October 2026 @ Shah Abdul Latif University, Khairpur.
- Research Methodology Workshop in Social Science: From Idea to Research Paper, Social and Management Sciences Research Laboratory, Shah Abdul Latif University, 16 Feb 2026.
- Data Analysis with JASP, Aror University of Art, Architecture, Design and Heritage, Sukkur, 1 Oct 2025.
- Data Analysis with SmartPLS 4, Faculty of Management Sciences, Shah Abdul Latif University, 7-8 May 2024.
- Data Analysis with SPSS, University of Sindh Larkana Campus, 22 Nov 2023.
- Data Analysis with SPSS, SZABIST Larkana Campus, 15-16 Nov 2023.
- Data Analysis with SmartPLS 4, SZABIST Larkana Campus, 21 Jul 2023.
- Data Analysis with SmartPLS 4, SZABIST Larkana Campus, 21 May 2023.
- Data Analysis with SmartPLS 3, Shah Abdul Latif University, 21 May 2023.
- Data Analysis with SmartPLS 3, Shah Abdul Latif University, 9-10 Nov 2022.
- Data Analysis with SmartPLS 3, Shah Abdul Latif University, 7-8 Jun 2022.
- Data Analysis with SmartPLS 3, Shah Abdul Latif University, 21-22 Mar 2022.
- Data Analysis with SPSS, Shah Abdul Latif University, sponsored by Marvi Rural Development Organization, 13-14 Nov 2021.

Selected Professional Development Workshops Attended

- IVEY Case Teaching and Writing, Executive Development Centre, Sukkur IBA University, 18-20 Sep 2017.
- Structural Equation Modelling using AMOS, Shah Abdul Latif University, 16 Sep 2017.
- Structural Equation Modelling using AMOS, Universiti Teknologi Malaysia, Kuala Lumpur Campus, 7 Dec 2015.
- HEC Research Methodology Workshop, Higher Education Commission of Pakistan and Shah Abdul Latif University, 16-20 Dec 2013.

RESEARCH AND INSTITUTIONAL REPORTS

- PhD research report: Exploring the Determinants of Export Performance of Pakistani Small and Medium-Sized Enterprises (SMEs).
- MPhil research report: Impact of Staff Training on Customer Satisfaction Using the SERVQUAL Model: A Case Study of Retail Banks of Pakistan.
- Internship report on the general operations of Mashreq Bank (now Crescent Bank), Karachi main branch.

- Self-Assessment Report for the Department of Business Administration, Quality Enhancement Cell, Shah Abdul Latif University, Khairpur.

ACADEMIC OUTREACH AND PUBLIC ENGAGEMENT

- Founder/content creator, RBS Business Research Academy: developed and uploaded 300+ academic tutorial videos on SmartPLS 4, SPSS, Jamovi, JASP, and research methods.
- Regular columnist on Pakistan's economy for Daily Kawish and Awami Awaz newspapers.
- Regular economic analyst and television commentator on KTN News (Sindhi-language television channel).

LANGUAGES

- English - professional working proficiency
- Urdu - fluent
- Sindhi - native/fluent

REFERENCES

Dr. Aijaz A. Shaikh | Assistant Professor, UCSI Graduate Business School, UCSI University, Malaysia

Dr. Nisar Ahmed Dahri | Senior Lecturer, Faculty of Educational Sciences and Technology, Universiti Teknologi Malaysia.