

WAQAS AHMED

PhD. Scholar (Management)

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EDUCATION

PhD. (Management)

Jan 2018 – Aug 2022 [anticipated]
Universiti Kuala Lumpur,
Malaysia

Research Track: Jan 2018

Domain of Research: Technology Management

Thesis: Predicting IoT Service Usability Behavior Towards Smart Mobility

Status: Thesis submission

MBA

2012, COMSATS University Islamabad,
Pakistan

Research Project: Technological Workplace Environment and Employee Behavior in PTCL

Main Courses: Quantitative Analysis, Research Methods, Corporate Governance, Managerial Economics, Financial Decision Making, Applied Marketing Strategies, Seminar in Public and Business Policies

BBA(Hons) - 16 Years

2010, COMSATS University Islamabad,
Pakistan

Major courses included Strategic Management, Corporate Finance, Financial Institutions, Organization Behavior, Business Communication, Research Methods, Management Information System, Operation Management, Marketing Management, Entrepreneurship and E-Commerce.

Internship: Revenue Office, Pakistan Telecommunication Company Limited (PTCL), Rawat

HSSC (Intermediate)

2006, Govt. Post Graduate College, Attock,
Pakistan

F.Sc. (Pre-Engineering)

Major: Mathematics, Chemistry, Physics

S.S.C (Matriculation)

2003, Govt. Higher Secondary School,
Attock, Pakistan

Subject: Science

Major: Mathematics, Physics, Chemistry, Biology

RESEARCH INTERESTS

Digital Transformation, Transportation, Behavioral Sciences, Human Computer Interaction, Digital HRM, Quantitative Analysis, Structural Equation Modeling

PEER-REVIEWED RESEARCH PUBLICATIONS (15)

JOURNAL ARTICLES

- **Ahmed, W.**, Hizam, S. M., & Sentosa, I. (2022). Reviewing the Components of Technology Acceptance Behavior in Transportation Sector, *Communications - Scientific Letters of the University of Žilina*, 24(3), E96-E107. [LINK](#) (Scopus indexed).
- Akter, H., **Ahmed W.**, Sentosa I., & Hizam, S.M. (2022). Crafting Employee Engagement Through Talent Management Practices in Telecom Sector, *SA Journal of Human Resource Management*. [LINK](#) (Scopus & ESCI indexed).
- **Ahmed, W.**, Hizam, S. M., & Sentosa, I. (2020). Digital Dexterity: Employee as Consumer Approach Towards Organizational Success, *Human Resource Development International*. [LINK](#) (Scopus & ESCI indexed).
- **Ahmed, W.**, Hizam, S. M., Sentosa, I., Akter, H., Yafi, E., & Ali, J. (2020). Predicting IoT Service Adoption Towards Smart Mobility in Malaysia: SEM-Neural Hybrid Pilot Study. *International Journal of Advanced Computer Science and Applications*, 11(1), 524–535. [LINK](#). (Scopus & ESCI indexed)
- Hizam, S. M., & **Ahmed, W.** (2019). A Conceptual Paper on SERVQUAL-Framework for Assessing Quality of Internet of Things (IoT) Services. *International Journal of Financial Research*, 10(5), 387–397. [LINK](#) (Scopus indexed)
- Khan, S., Iqbal, K., Faizullah, S., Fahad, M., Ali, J., & **Ahmed, W.** (2019). Clustering based Privacy Preserving of Big Data Using Fuzzification and Anonymization Operation. *International Journal of Advanced Computer Science and Applications*, 10(12), 282–289. [LINK](#) (Scopus & ESCI indexed)

BOOK CHAPTERS

- Hizam S.M., **Ahmed W.**, Fahad M., Akter H., Sentosa I., Ali J. (2021) User Behavior Assessment Towards Biometric Facial Recognition System: A SEM-Neural Network Approach. In: Arai K. (eds) *Advances in Information and Communication. FICC 2021. Advances in Intelligent Systems and Computing*, (vol 1364, pp. 1037-1050) Springer. [LINK](#) (Scopus & WoS indexed)
- Alsayed, A. O., Binsawad, M., Ali, J., Khalid, A. S., & **Ahmed, W.** (2021). Realizing Macro Based Technique for Behavioral Attestation on Remote Platform. In *Advances in Intelligent Systems and Computing (Vol. 1250 AISC, pp. 132–144)*. Springer. [LINK](#) (Scopus & WoS indexed)

- **Ahmed, W.**, Hizam, S. M., Akter, H., & Sentosa, I. (2020). Employee Behavior Towards Big Data Analytics: A Research Framework. In *Understanding Digital Industry* (pp. 192–195). *Routledge*. [LINK](#) (Scopus & WoS indexed)

REFEREED CONFERENCE PROCEEDINGS

- **Ahmed, W.**, Akter, H., Ali, J. (2021). Crafting the Digital Competence Behavior among Female Students in Developing Countries Context, in *2021 International Conference on Innovation and Intelligence for Informatics, Computing, and Technologies (3ICT)*, 29 - 30 September 2021 - University of Bahrain, Zallaq Bahrain. [IEEE Xplore Digital Library](#). [LINK](#) (Scopus indexed)
- Hizam, S. M., **Ahmed, W.**, Akter, H., Sentosa, I. (2021). Understanding the Public Rail Quality of Service Towards Commuters' Loyalty Behavior in Greater Kuala Lumpur, in *14th International Scientific Conference on Sustainable, Modern and Safe Transport (TRANSCOM 2021)*, May 26-28, 2021, Slovak Republic. [Elsevier Transport Research Procedia](#), Vol. 55, pp. 370–377, 2021. [LINK](#) (Scopus indexed)
- **Ahmed, W.**, Akter, H., Hizam, S. M., Sentosa, I., Zaini, S. M. (2021). Assessing the Learning Behavioral Intention of Commuters in Mobility Practices, In *Technology Enhanced Learning Environments for Blended Education (teleXbe-2021)*, January 21-22, 2021, Foggia, Italy. [CEUR Workshop Proceedings](#) (Vol. 2817) CEUR.WS [LINK](#) (Scopus indexed)
- Hizam, S. M., Akter, H., Sentosa, I., **Ahmed, W.** (2020). Digital Competency of Educators in Virtual Learning Environment: Structural Equation Modelling Analysis. In *2nd International Conference on Creative Economics, Tourism & Information Management & Technology (IC CETIM 2020 / GEOSOSTEK 2020)*, December 19–20, 2020, Yogyakarta, Indonesia. [IOP Conference Series: Earth and Environmental Science](#), Vol-704 [LINK](#) (Scopus indexed)
- **Ahmed, W.**, Hizam, S. M., Sentosa, I., Ali, J., & Ali, T. (2020). Structural Equation Modeling for Acceptance of Cloud Computing. In *2019 International Conference on Advances in the Emerging Computing Technologies, AECT 2019*. [IEEE](#), Islamic University of Madinah (IUM), February 10-12, 2020, Al-Madinah Al-Munawara, Saudi Arabia. [LINK](#) (Scopus indexed)
- Ali, J., Khalid, A. S., Yafi, E., Musa, S., & **Ahmed, W.** (2019). Towards a Secure Behavior Modeling for IoT Networks Using Blockchain. In *ICAI-2019 Conference*, November 06-09, 2019, Madrid, Spain. [CEUR Workshop Proceedings](#) (Vol. 2486, pp. 244–258). CEUR.WS [LINK](#) (Scopus indexed)

ONGOING RESEARCH PROJECTS (06)

In Review (Journals/Conferences)

- **Web 3.0 Adoption Behavior: PLS-SEM and Sentiment Analysis**
- *15th International Baltic Conference on Digital Business and Intelligent Systems (DB&IS-2022)*, Springer CCIS
[Submitted: 12 Mar-2022](#) (Lead Author)
- **Digital Transformation & Workforce Engagement**
- *Cognition, Work & Technology*, SPRINGER, IF=2.9
[Submitted on Date: 18-JAN-2022](#) (Corresponding Author)
- **Self-Directed Learning Behavior towards Digital Competence.**
- *Education & Information Technologies – SPRINGER*, IF=2.9
[Submitted on 05-OCT-2021](#) (Sole Author)

In Writing Process (Projected Journals)

- Technology and Land Transport: Citizens Behavioral Modelling
- (*Case Studies on Transport Policy – Elsevier*, Scopus Q1, ESCI)
- MOOCs Purchase Behavior & Gender Classification
- (*Contemporary Educational Technology – ANADOLU UNIVERSITY*, Scopus Q2, ESCI)
- Digital Social Capital in Rural Areas.
- (*Information Technology for Development – TAYLOR & FRANCIS*, IF=4)

JOURNAL REVIEWER (05)

IEEE Access (IEEE)

[Active Reviewer](#) on Technology Management research since *May-2022*

Journal of Management & Organization (Cambridge University Press)

[Active Reviewer](#) on Technology Management research since *April-2022*

Education & Information Technologies (Springer)

[Active Reviewer](#) on Ed-Tech research since *October-2021*

Asian Transport Studies (Elsevier)

[Reviewed](#) the manuscript on Transportation Technology and Planning (*Jan-2022*)

Reliability Engineering & System Safety (Elsevier)

[Reviewed](#) the manuscript on Transportation and Technology research in a high impact journal. (*July 2021*)

CONFERENCE PROGRAM COMMITTEE MEMBER (05)

COMPASS-2022 Conference -ACM	<u>Program Committee Member (Posters & Notes)</u> for ACM SIGCAS conference i.e., Computing and Sustainable Societies (COMPASS-2022) being held in Seattle, USA on 29 June-2022.
FUSION-2022 Conference -ACM	<u>Organizing Committee Member</u> (Publication Unit) for upcoming conference FUSION-2022 (Sep-2022) by ACM Kuala Lumpur SIGCHI Chapter (myHCI-UX) https://myhci-ux.org/fusion-2022-committee/
Blockchain & Cryptocurrency Congress (B2C'2022)	<u>International Program Committee Member</u> for upcoming conference B2C'2022 (Nov-2022) being held in Barcelona, Spain https://b2c-conference.com/
COMPASS-2021 Conference -ACM	Acted as <u>Shadow Program Committee</u> in ACM SIGCAS Conference on Computing and Sustainable Societies (COMPASS) held by Monash University, Australia. (<i>Mar-Apr 2021</i>) - <u>Reviewed 03 papers</u>
AECT-2020 Conference -IEEE	<u>Reviewed</u> the papers in International Conference on Advances in the Emerging Computing Technologies (AECT) held by Islamic University of Madinah, Saudi Arabia. (<i>Feb-2020</i>)

COUNTRIES VISITED

Saudi Arabia Feb 2020	For presentation of the paper at IEEE International Conference on Advances in the Emerging Computing Technologies (AECT) 2020 Conference. <i>Islamic University of Madinah, Madinah</i>
Spain Nov 2019	For presentation of the paper at the Second International Conference on Applied Informatics (ICAI-2019), <i>Complutense University of Madrid, Madrid</i>
Indonesia July 2019	For Presentation of the paper at Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE) 2019. <i>Telkom University, Bandung</i>
Malaysia 2018-Present	As a PhD Candidate and presenting papers in numerous conferences.

PROFESSIONAL EXPERIENCE

Excellent Graduate Assistant April 2019 – Present	UniKL Business School (UBIS), Universiti Kuala Lumpur, Malaysia <ul style="list-style-type: none">Assisting the teaching activities at graduate level courses (Business Administration),Invigilation assignments for semester exams.Supervising and coordinating the BBA internships.Member of assessing committee for evaluation of final year research project MBA & BBAOrganizer & Examiner for bachelor's level research projects workshops.Writing and publishing research articles in peer-reviewed journals.Presenting and participating in local & international research conferences.
Sales & Admin Associate May 2013 – Dec 2017	Merck Private Limited, North Zone, Islamabad, Pakistan <ul style="list-style-type: none">Managed sales activities of the LIFE SCIENCE Division (Diagnostic & Chemicals)Responsible for the sales liaisons for business tenders, proposals, contracts, letters, and sales quotations.Commenced the IT Automation mechanism for sales order process in North Region.Established the office level Information System for sales order process flow.Digitized the sales departments filing system for smooth flow of information and initiated tech-supported operations in office.

MEMBERSHIPS



IEEE Graduate Student Member
Region 10 -Asia and Pacific – Kuala Lumpur Section
Membership No. 96400772
Joined: Jan 2022
<https://iee-collabratec.ieee.org/app/p/waqas331>



ACM Kuala Lumpur SIGCHI Chapter (myHCI-UX)
 Human-Computer Interaction (HCI) & User Experience (UX)
 Membership No. 5490998
 Joined: February 2021
<https://myhci-ux.org/user/waqas/>



Human Factors and Ergonomics (HFEM) Society, Malaysia
 Membership No. 0344.
 Joined: April 2021

CERTIFICATES & AWARD

Certificate

Tableau 2020 A-Z: Hands-On Tableau Training for Data Science (Part-01)

Issuing authority: Udemy
 Issued: Feb 06, 2022
 Credential ID: UC-f8613b1d-80d6-46b4-8ff9-fc4af76a763d
<https://www.udemy.com/certificate/UC-f8613b1d-80d6-46b4-8ff9-fc4af76a763d/>

Certificate

Transforming Urban Mobility: Introduction to Transport Planning for Sustainable Cities (Part-01)

Issuing authority: Future Learn
 Issued: Nov 2021
 Credential ID: prz9u6m
 Duration: 04 weeks
<https://www.futurelearn.com/certificates/prz9u6m>

Certificate

Digital Skills: Digital Skills for Work and Life (Accenture)

Issuing authority: Future Learn
 Issued: Nov 2021
 Credential ID: pp36ta4
 Duration: 02 Weeks
<https://www.futurelearn.com/certificates/pp36ta4>

Certificate

Digital Skills: Digital Marketing (Accenture)

Issuing authority: Future Learn
 Issued: Dec 2021
 Credential ID: 2uqzswl
 Duration: 02 Weeks
<https://www.futurelearn.com/certificates/2uqzswl>

Award

Best Presenter Award at CoMDITE-2019 Conference

Telkom University, Bandung, Indonesia
 July 10-11, 2019

Certificate

Tableau 20 Advanced Training: Master Tableau in Data Science (Part-02)

Issuing authority: Udemy
 Issued: Apr 2022
 Credential ID: (in progress)

Course/Certificate

Transforming Urban Mobility: Components of Transport Planning for Sustainable Cities (Part-02)

UCL (University College London)
 By: Future Learn
 Completed: Jan 2022
 Duration: 05 Weeks

Certificate

Digital Skills: Web Analytics (Accenture)

Issuing authority: Future Learn
 Issued: Dec 2021
 Credential ID: l8iqthv
 Duration: 02 Weeks
<https://www.futurelearn.com/certificates/l8iqthv>

Certificate

Specialization Certificate in Human Resource Management (HRM)

Virtual University of Pakistan
 Issued: April 2015
 Duration: 06 Months

CONFERENCES & WORKSHOPS PRESENTATION/PARTICIPATION (14)

TRANSCOM-2021

14th International Scientific Conference on Sustainable, Modern And Safe Transport, *University of Žilina, Slovak Republic (Online)*
 26-28 May 2021
(Speaker)

teleXbe-2021

Technology Enhanced Learning Environments for Blended Education - The Italian e-Learning Conference 2021. *University of Foggia, Foggia, Italy.*
 (Online) 21-22 January 2021
(Speaker)

FICC-2021

4th Future of Information and Communication Conference (FICC) 2021, *Vancouver, BC, Canada (Online)* 29-30 April 2021
(Speaker)

ICCETIM-2020

2nd International Conference on Creative Economics, Tourism & Information Management (ICCETIM) 2020
Yogyakarta, Indonesia, 19 December 2020
(Participant)

AECT-2020

IEEE - International Conference on Advances in the Emerging Computing Technologies (AECT) 2020 Conference. *Islamic University of Madinah (IUM), Madinah, Saudi Arabia, 10-12 February 2020.*

(Speaker)

HOT-2019

Hypernet of Things (HOT) 2019, *Kuala Lumpur, Malaysia, November 2019.*

(Participant)

WCBM-2019

5th World Conference on Business and Management (WCBM) *Universiti Kuala Lumpur (UniKL), Kuala Lumpur, Malaysia 26-29 June 2019.*

(Speaker)

IEEE Authorship Workshop-2018

Kuala Lumpur, Malaysia

IEEE Authorship Workshop held in *Universiti Kuala Lumpur, Malaysia, August 2018.*

(Participant)

GOOGLE CLOUD SUMMIT -2018

Kuala Lumpur, Malaysia

GOOGLE CLOUD SUMMIT, MALAYSIA-2018 held in *Kuala Lumpur, Malaysia, October 2018*

(Participant)

ICAI-2019

2nd International Conference on Applied Informatics (ICAI) 2019, Complutense University of Madrid, Madrid, Spain 06 - 09 November 2019.

(Participant)

CoMDITE-2019

Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE) 2019. *Telkom University, Bandung, West Java, Indonesia. 10-11 July 2019 (Speaker)*

LaTeX-2018

Kuala Lumpur, Malaysia

Preparation of Thesis & Research Paper using LaTeX, *Universiti Kuala Lumpur, Malaysia, August 2018.*

(Participant)

BLOCONOMIC-2018

Kuala Lumpur, Malaysia

BLOCONOMIC 2018 | ASEAN-Blockchain Economic Summit held in *Kuala Lumpur, Malaysia, August 2018*

(Participant)

TAIWAN EXCELLENCE SEMINAR (SMART TRANSPORTATION SOLUTIONS) -2018

Kuala Lumpur, Malaysia

Smart Transportation Solutions-2018 held in *Kuala Lumpur, Malaysia, October 2018 (Participant)*

REFERENCES

Assoc. Prof. Dr. Sheikh Muhamad Hizam Bin Sheikh Khairuddin.

Dean

UniKL Business School (UBIS). Universiti Kuala Lumpur, Malaysia

Email: sheikhmhizam@unikl.edu.my

Phone No: +60122830724

Relationship: Supervisor

Assoc. Prof. Dr. Ilham Sentosa

Management & Entrepreneurship Section

UniKL Business School (UBIS). Universiti Kuala Lumpur, Malaysia

Email: ilham@unikl.edu.my

Phone No: +60164664479

Relationship: Co-Supervisor

Profiles

LinkedIn <https://www.linkedin.com/in/waqasahmedalvi/>

ORCID <https://orcid.org/0000-0003-2154-7542>

Web of Science ResearcherID <https://publons.com/researcher/4585487/waqas-ahmed/>

SCOPUS <https://www.scopus.com/authid/detail.uri?authorid=57209610354>

Google Scholar https://scholar.google.com/citations?user=RS_OWpcAAAJ&hl=en

Personal Website <https://www.waqasalvi.com/>

PROFESSIONAL SUMMARY

Waqas Ahmed is the PhD Scholar at UniKL Business School (UBIS), Universiti Kuala Lumpur, Malaysia. His research work covers the fields of Technology Management, Transportation and ICTD that aim to enhance the digital integration at business, academic, society and government levels by comprehending the cognitive perspective of individuals (i.e., employees, consumers, students & citizens) towards digital ecosystem. His doctoral research work is based on behavioral assessment of citizens towards widespread utilization of sensor technology that covers the smart mobility element of smart city through updating and developing the conventional theories and models into smart one. He has been involved in research activities for 04 years by leading various research projects, acted as lead and corresponding author in journal/conference publications, and presented papers in 06 international conferences. Being the recognized researcher, he has been invited as a reviewer and program committee member by reputed journals and renowned international conferences (ACM & IEEE) on technology integration. He has published numerous articles on digital technologies, transportation and behavioral sciences in reputed journals and international conferences that incorporated with user behavior investigation through advanced statistical analysis such as Structural Equation Modelling (SEM), Artificial Neural Networks (ANN) and Sentiment Analysis. He also has contributed the novel concepts of "Digital Dexterity" and "IoT-SERVQUAL" to Technology Management Field. He is an active member of different research societies i.e., IEEE, ACM and HFEM.