WAQAS AHMED

PhD. Scholar (Technology Management)
+601111781276, Bistari Condominium, Jalan 1/64d, Off Jalan Putra, 50350, Kuala Lumpur, Malaysia
waqas.ahmed@s.unikl.edu.my, waqas331@gmail.com, https://waqasalvi.com

EDUCATION

PhD. (Management)
Jan 2018 – 2022 [anticipated]
Universiti Kuala Lumpur, Malaysia

Domain of Research: Informatics in Transport
Thesis: Predicting IoT Service Usability Behavior Towards Smart Mobility
Status: Thesis submitted

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

RESEARCH DOMAIN

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

PEER-REVIEWED RESEARCH PUBLICATIONS (18)

JOURNAL ARTICLES

- **Ahmed, W.** (2022). Understanding Self-Directed Learning Behavior towards Digital Competence among Business Research Students: SEM-Neural Analysis, *Education and Information Technologies,* Springer. **LINK** *(Scopus-Q1, SSCI Indexed, IF=3.6).*

- **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-Q2, 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-Q2, 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)*

- 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)*

- **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)*

- Masrek, M. N., **Ahmed, W.**, Jalil, A., Baharuddin, M. F. (2022). Mobile Game Addiction and Social Interaction Anxiety of Malaysian Youth. *Environment-Behaviour Proceedings Journal, 7(SI10 (Special Issue).* **LINK** (*WoS indexed*)

- Hizam, S. M., **Ahmed, W**., Akter, H., Sentosa, I., Masrek, M. N. (2022). Web 3.0 Adoption Behavior: PLS-SEM and Sentiment, in *15th International Baltic Conference on Digital Business and Intelligent Systems (DB&IS-2022*), July 4-6, 2022, University of Latvia, Riga, LATVIA. CEUR Workshop Proceedings (Vol. 3158) CEUR.WS **LINK** (*Scopus indexed*)

- **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 (ICCETIM 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 (02) ....

In Writing Process (Projected Journals)	i.	Digital Transformation & Workforce Engagement *- Sustainability, MDPI (SCOPUS-Q1, IF=3.9)*
	ii.	Technology and Land Transport: Citizens Behavioral Modelling towards Smart Mobility *- (Case Studies on Transport Policy – Elsevier, Scopus Q1, ESCI)*

JOURNAL REVIEWER (09) ....

Arab Gulf Journal of Scientific Research *(Emerald)*	Reviewer for Technology Management research since *Nov-2022*
Sustainability *(MDPI)*	Reviewer for Sustainable Urban Mobility research since *Oct-2022*
SN Business & Economics *(Springer)*	Reviewer for Business research since *Oct-2022*
Technology in Society *(Elsevier)*	Reviewer for Technology Management research since *July-2022*
IEEE Access *(IEEE)*	Reviewer for Technology Management research since *May-2022*
Journal of Management & Organization *(Cambridge University Press)*	Reviewer for Technology Management research since *April-2022*
Education & Information Technologies *(Springer)*	Reviewer for Ed-Tech research since *October-2021*
Asian Transport Studies *(Elsevier)*	Reviewed Transportation Technology research *(Jan-2022)*
Reliability Engineering & System Safety *(Elsevier)*	Reviewed Transportation Technology research *(July 2021)*

Conference Program Committee Member (09) ....

CHI-2023
-ACM

Associate Chair - Late Breaking Work Program Committee for the ACM CHI Conference on Human Factors in Computing Systems being held in Hamburg, **Germany**, on April 23-28, 2023.

TRB Annual Meeting-2023
-SAGE Publications

Reviewer Panel Member for the Research Works being presented in 102nd Annual Meeting of Transport Research Board (TRB) being held in Washington DC, **USA**, on 8-12 January 2023.
https://www.trb.org/AnnualMeeting/AnnualMeeting.aspx

eLmL-2023
-IARIA

Technical Program Committee Member of the 15th International Conference on Mobile, Hybrid, and On-line Learning (eLmL 2023), held in Venice, **Italy** on April 24-28, 2023. https://www.iaria.org/conferences2023/ComeLmL23.html

FUSION-2022
-ACM myHCI-UX

Organizing Committee Member (Publication Unit) of National Symposium on Human Computer Interaction -FUSION-2022 *(28-29 Sep-2022)* by ACM **Kuala Lumpur** SIGCHI Chapter (myHCI-UX)
https://myhci-ux.org/fusion-2022-committee/

COMPASS-2022
-ACM

Program Committee Member (Posters & Notes) of ACM SIGCAS conference i.e., Computing and Sustainable Societies (COMPASS-2022) held in Seattle, **USA** on 29 June-2022.

eLmL-2022
-IARIA

Technical Program Committee Member of the 14th International Conference on Mobile, Hybrid, and On-line Learning (eLmL 2022), held in Porto, **Portugal** on June 26-30, 2022. https://www.iaria.org/conferences2022/ComeLmL22.html

B2C-2022
-IFSA

International Program Committee Member of Blockchain & Cryptocurrency Congress (B2C'2022) Conference (9-11 Nov-2022) held in Barcelona, **Spain,** https://b2c-conference.com/

COMPASS-2021
-ACM

Acted as Shadow Program Committee in ACM SIGCAS Conference on Computing and Sustainable Societies (COMPASS) held by Monash University, **Australia**. *(Mar-Apr 2021)*

AECT-2020
-IEEE

Reviewed the papers in International Conference on Advances in the Emerging Computing Technologies (AECT) held by Islamic University of Madinah, **Saudi Arabia**. (*Feb-2020*)

COUNTRIES VISITED ....

Indonesia
Nov 2022

For Joining the community-based learning program GEDSI (Gender Equality, Disability, and Social Inclusion) along with Presenting the research paper at Conference on World University Association for Community Development (WUACD-2022) at Universitas Airlangga, Surabaya.

Saudi Arabia
Feb 2020

For presentation of the paper at IEEE International Conference on Advances in the Emerging Computing Technologies (AECT) 2020 Conference. *Islamic University of Madinah, Madinah*

Spain
Nov 2019

For presentation of the paper at the Second International Conference on Applied Informatics (ICAI-2019), *Complutense University of Madrid, Madrid*

Indonesia
July 2019

For Presentation of the paper at Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE) 2019. *Telkom University, Bandung*

Malaysia
2018-Present

As a PhD candidate and attending academic conferences, workshops and seminars.

PROFESSIONAL EXPERIENCE ....

Excellent Graduate Assistant
April 2019 – Sep 2021

UniKL Business School (UBIS), Universiti Kuala Lumpur, Malaysia
- 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 & BBA
- Organizer & 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
- 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.

INTERNATIONAL CONFERENCES PARTICIPATION (11) ....

WUACD-2022 *(Speaker)*
4th World University Association for Community Development Conference, (WUACD-2022), Universitas Airlangga, Surabaya, INDONESIA
10 November 2022.

TRANSCOM-2021 *(Speaker)*
14th International Scientific Conference on Sustainable, Modern and Safe Transport, *University of Žilina, SLOVAK REPUBLIC.*
26-28 May 2021

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

AECT-2020 *(Speaker)*
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.*

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

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

DBIS-2022 *(Speaker)*
15th International Baltic Conference on Digital Business and Intelligent Systems (DB&IS), University of Latvia, Riga, LATVIA
03-06 July 2022.

3ICT-2021 *(Participant)*
International Conference on Innovation and Intelligence for Informatics, Computing, and Technologies (3ICT), University of Bahrain, BAHRAIN
29 - 30 September 2021.

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

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

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

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
https://www.futurelearn.com/certificates/pp36ta4

Certificate
Tableau 20 Advanced Training: Master Tableau in Data Science (Part-02)
Issuing authority**:** Udemy
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
https://www.futurelearn.com/certificates/l8iqthv

MEMBERSHIPS

IEEE Graduate Student Member
Region 10 -Asia and Pacific – Kuala Lumpur Section
Membership No. 96400772
Joined: Jan 2022
https://ieee-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/

World Conference on Transport Research Society (WCTRS)
Institute for Transport Studies, University of Leeds, UK
Joined: September, 2022

Royal Statistical Society (RSS)
Membership No. 218178
Joined: September 2022

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
Head of Section, Research
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
SCOPUS	https://www.scopus.com/authid/detail.uri?authorId=57209610354
Google Scholar	https://scholar.google.com/citations?user=RS_OWpcAAAAJ&hl=en

PROFESSIONAL SUMMARY

Waqas Ahmed is the PhD Scholar at UniKL Business School (UBIS), Universiti Kuala Lumpur, Malaysia. His research covers the fields of Technology Management, Transportation and ICTD that aim to enhance digital integration at business, academic, society and government levels by comprehending the cognitive perspective of individuals (i.e., employees, consumers, students & citizens) towards the digital ecosystem. His doctoral research is based on the behavioral assessment of citizens towards widespread utilization of sensor technology that covers the smart mobility element of a smart city through updating and developing the conventional theories and models into smart ones. He has been involved in research activities for 05 years by leading various research projects, acting as lead and corresponding author in journal/conference publications, and presenting papers at various international conferences. Being a recognized researcher, he has been invited as a reviewer and program committee member by reputed journals and renowned international conferences on technology integration. He has published numerous digital technologies, transportation and behavioral sciences articles in reputed journals and international conferences incorporating user behavior investigation through advanced statistical analysis and Machine Learning techniques. He also has contributed the novel concepts of "Digital Dexterity" and "IoT-SERVQUAL" to the Technology Management field. He is an active member of different research societies, i.e., IEEE and ACM.

Papers (SCOPUS/WoS)	**Citations** (Google Scholar)	**Reviewer** (in Journals/Conferences)	**Speaker** (International Conferences)
18	>100	18	08