

	<p style="text-align: center;">Naeem Ashraf, PhD</p> <p style="text-align: center;">Professor – Speciality: Sustainability Management</p> <p style="text-align: center;">Phone: + 33 (0)3 20 15 45 00 Fax : +33 (0)3 20 15 45 01 E-mail : naeem.ashraf@edhec.edu</p>
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Naeem Ashraf is a Professor of Sustainability Management at EDHEC Business School. He received his MBA and PhD in Management Science from IAE, Aix-Marseille University, France. During his professional career that spans more than eighteen years, he served in senior positions in different sectors that include higher education, fertilizers, automobile, and Pakistan national space agency. He was also a member of the core team of consultants at Lahore University of Management Sciences, to train C-suite executives, and board of directors. His areas of research interest are inter-organizational relationships, organizational behavior, and business ethics. He has published in Organization, Journal of Management Studies, Long Range Planning, Journal of Business Ethics besides other journals.

EDUCATION

- 2010-2013 **IAE, Aix-en-Provence, Aix-Marseille Université, France** - EQUIS & AMBA accredited.
PhD –Management Science (très honorable avec félicitation du jury)
- 2009-2010 **IAE, Aix-en-Provence, Aix-Marseille Université, France**
Master Research - Course Work
- 2008-2009 **IAE, Aix-en-Provence, France** - EQUIS & AMBA accredited.
MBA -Change & Innovation

EXPERIENCE

- 2021- **EDHEC Business School, Lille** – AACSB, EQUIS & AMBA accredited
Professor of Sustainability Management
- 2017-21 **Montpellier Business School, Montpellier** – AACSB, EQUIS & AMBA accredited
Assistant Professor- Management, Strategy & Entrepreneurship
- 2013-17 **Lahore University of Management Sciences, Lahore** – AACSB accredited
Assistant Professor - Strategy & Organization
Director, PhD Program

- 2010-13 **KEDGE Business School, Marseille.** – AACSB, EQUIS & AMBA accredited
Research Associate
Research work for the research chair on “sustainable sourcing in the network environment”
- 2007-08 **Space and Upper Atmosphere Research Commission, Islamabad**
Assistant Manager
Supply chain management of various high-tech projects
- 2002-07 **Pakarab Fertilizers Pvt Ltd, Multan**
Commercial Officer
Total quality management, customer services, contract management, and supply chain management.

RESEARCH WORK

Peer Reviewed Papers

Ashraf, N., Wadho, W., Shahid, S., 2022. Faultlines in Family Firms: The curvilinear effect of family control on innovativeness and performance. *M@n@gement* (forthcoming)(journal rank:FNEGE 2; CNRS 2)

Kundi, Y.M., Badar, K., Sarfraz, M., Ashraf, N., 2022. Interpersonal conflict as a barrier to task performance: The mediating role of workplace deviance and the moderating role of emotional intelligence. *International Journal of Conflict Management* (forthcoming) (journal rank: AJG/ABS: 2; ABDC A)

Li, B., Liang, Y., Shahab, Y., Gull, A.A., Ashraf, N., 2022. Parent-subsidiary dispersion, cost of debt and debt default: Evidence from China. *Economic Modelling* (forthcoming), (<https://doi.org/10.1016/j.econmod.2021.105715>) (journal rank: CNRS 2)

Ul-Haq, S., Lone, R., Ashraf, N., 2020. The process of cooptation of anti-capitalistic movements: The case of Islamic banking industry, *Organization*/ DOI:10.1177/1350508420939245 (Journal rank: CNRS 1)

Arain, G. A., Bhatti, Z. A., Ashraf, N., & Fang, Y. H. 2020. Top-down knowledge hiding in organizations: an empirical study of the consequences of supervisor knowledge hiding among local and foreign workers in the Middle East. *Journal of Business Ethics*, 164(3), 611-625.

Ashraf, N., Pinkse, J., Ahmadsimab, A., Ul-Haq, S., & Badar, K., 2019. Divide and rule: The effects of diversity and network structure on a firm's sustainability performance. *Long Range Planning*. <https://doi.org/10.1016/j.lrp.2019.04.002> (rank: CNRS 2)

Ashraf, N., Comyns, B., Tariq, S., Chaudhry, H.R., 2019. The effects of market incentives, firm resources, and normative institution on the carbon performance of firms. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2019.119846>; (Journal rank: FNEGE 3)

Ashraf, N., Comyns, B., Arain, G.A., Bhatti, Z.A., 2018. Clean technology strategy of firms in developing countries: The role of network embeddedness, market incentives, and slack resources, *Climate Policy* <https://doi.org/10.1080/14693062.2018.1534722> (Journal rank: CNRS 2)

Ashraf, N., Ahmadsimab, A., Pinkse, J., From animosity to affinity, 2017. The interplay of competing logics and interdependence in cross-sector partnerships, *Journal of Management Studies* 54 (6), 793-822 (Journal rank: CNRS 1)

Badar, K., Hite, H.M., Ashraf, N., 2015. Knowledge network centrality, formal rank and research performance: Evidence for curvilinear and interaction effects, *Scientometrics*, 105(3) 1553-1576 (Journal rank: ABDC A)

Ashraf, N., Meschi, P.X., Spencer, R., 2014. Alliance network position, embeddedness and effects on the carbon performance of firms in emerging economies, *Organization & Environment*, 27(1), 65-68 (Journal rank: CNRS 3)

Ashraf, N., Meschi, P.X., Spencer, R. 2013. Structure-agency: Disentangling the selection and influence mechanisms in the carbon market. *Academy of Management Best Paper Proceedings*. 10.5465/AMBPP.2013.59

Ashraf, N., Meschi, P.X., SPENCER, R. 2012. The effect of network embeddedness on the carbon performance of organizations. *Academy of Management Best Paper Proceedings*, 1 1-1; doi:10.5465/AMBPP.2012.195

Ashraf, N., & Khurshid, A., Governing with shackles: Challenges for the Board to select PESCO CEO (case study published by LUMS' Case Research Center)

Ashraf, N.. Market for morals: Climate change opportunities and challenges for organizations in Pakistan. (Technical note; published by LUMS Case Research Center)

Peer Reviewed Conferences

Ul-Haq, S., Ashraf, N. Saleem, A., Appealing to ethical imagination in the microfinance industry of Pakistan. 38th EGOS Colloquium, WU, Vienna, Austria. July 7 -9, 2022

Breda C., Ashraf N. & Sakai P. 2020. How do identity, frames and sentiment influence social status on Twitter? An examination in the context of the COP21. IABS Conference, June 4-7, Lisbon, Portugal.

Ashraf, N., Ahmadsimab, A., Ul-Haq, S., Badar, K., 2018. The ambivalent effects of complexity and network structure on firm's sustainability performance, 78th Academy of Management Meeting, Chicago, USA.

Ashraf, N., Ahmadsimab, A., 2018. Social capital and firm behavior: The moderating roles of heterophily and market uncertainty, 34th EGOS Colloquium, Tallinn, Estonia

Ashraf, N., Ahmadsimab, A., Ul-Haq, S., Badar, K., 2017. Tensions! Divide'em!: Effects of network heterophily and structure on firm's carbon performance, 77th Academy of Management Meeting, Atlanta, USA.

Ahmadsimab, A. & Ashraf, N., 2016. Where world collides: Competition between institutional logics in cross-sector partnerships, 76th Academy of Management Meeting, Anaheim, USA.

Ahmadsimab, A. & Ashraf, N., 2016. Institutional complexity in firm-NPO partnerships, 76th Academy of Management Meeting, Anaheim, USA.

Ashraf, N., Badar, K., 2015. Social capital and sustainable performance: The moderating roles of heterophily and market uncertainty, 5th Asian Management Research and Case Conference, Dubai, UAE

Arshad, M., Ashraf, N., Raoof, W., 2015. Determinants of individual's entrepreneurial intentions: A comparative study of males and females, 75th Academy of Management Meeting, Vancouver, Canada.

Ahmadsimab, A. & Ashraf, N., 2015. Break the ties that break: Strategic response to institutional complexity, 75th Academy of Management Meeting, Vancouver, Canada.

Ahmadsimab, A. & Ashraf, N., 2014. The ties that break: Dynamics of multiple institutional logics and resource dependence in cross-sector partnerships, 4th Asian Management Research and Case Conference, Penang, Malaysia.

Ashraf, N., Meschi, P.X., Spencer, R., 2013. Structure-agency: Disentangling the selection and influence mechanisms in the carbon market. 73rd Academy of Management Meeting, Orlando, USA. [paper selected as Best Paper]

Ashraf, N., Meschi, P.X., Spencer, R., 2012. The effect of network embeddedness on the carbon performance of organizations. 72nd Academy of Management Meeting, Boston, USA., 03-07 August 2012. [paper selected as Best Paper]

Ashraf, N., Reynaud, E., 2012. Institutional and strategic motivations for reducing carbon emissions. GRONEN Research Conference 2012, Saint Maximin la Sainte Baume France, 26-29 June, 2012

Ashraf, N., 2012. Corporate climate change strategies: Virtues and non-local embeddedness. International conference on "how scientific can the study of society be in the context of economics and business studies?", Euromed Management, Marseille, France 14-15 June 2012.

Ashraf, N., 2011. Effect of carbon alliance network structure on environmental performance of organizations. Corporate Responsibility Research Conference 2011, University of Leeds, UK, 12 – 14 Sept., 2011.

Spencer, R., Prevot, F., Ashraf, N., 2011 The intellectual structure of sustainable sourcing – a bibliometric analysis. IMP Conference, Glasgow U.K., 30 Aug – 03 September 2011

Editorial Board Member

Journal of Accounting and Finance in Emerging Economies
Journal of Business and Economics

Regular reviewer of: Organization; Journal of Business Ethics; Industrial Marketing Management

Review(ed) papers for:

Sustainability Accounting, Management and Policy Journal; Small Business Economics; European Management Journal; Business & Society; Strategic Management Journal; Journal of Management Studies; Personnel Review; Organization & Environment; Asian Journal of Management Cases; Academy of Management Meetings

Research grants:

- Montpellier Business School research grant: 2018
- LUMS, Startup grant: 2013 to 2017
- Faculty initiative travel grants: 2014, 2015

TEACHING/SUPERVISION

Supervision: BBA Dissertations @ EDHEC Business School

- Quelen, L., 2022. Digital marketing strategies for profitability.
- Talleendier, C., 2022. Backstage operations management of sales
- Billon, J., 2022. Luxury fashion and sustainability
- Huang, K., 2022. Impact of ESG ratings on investment decisions
- Trabelsi, L., 2022. Opportunities and challenges of 3D printing construction industry
- Tolboom, N.T.M., 2022. Crisis management of SME sector in the sports industry.
- Alleman, S., 2022. Real estate valuation and investors' motives.
- Chadelat, R., 2022. Sustainability and innovation in the real estate sector.
- Bouvier, M., 2022. Green technologies and sustainable development.
- Aguesse, C., 2022. Digital marketing and corporate performance.

Supervision: Master/MSc. Dissertation @ EDHEC Business School

- Larsen, E., 2022. Cross-border M&A and health crisis.

Supervision: Master/MSc. Dissertations @ Montpellier Business School

- Adeoye-alabi, T., 2020. The effect of brain-drain on economic growth on developing countries. A case study [of] Nigeria.
- Alliou, M., 2020. Ethics and AI: The case of driverless car?
- Atik, Y., 2020. Marketing strategies for luxury sector: Is psychology implicated with luxury marketing strategies and consumer behavior?
- Attard, B., 2020. How can general-purpose technologies be used in project management to handle crisis?
- Balireddi, P., 2020. Organizational Crisis Management in the Post 9/11 Business Epoch.
- Bergamini, A., 2020. Can a global crisis situation lead to degrowth?
- Berge, P., 2020. When zero-waste companies represent a new way of doing business: how can existing firms implement a sustainable supply chain ecosystem?
- Chaturvedi, A., 2020. What are the dark side of AI technologies?
- Chidambaran, S., 2020. Technological Innovation and International Competitiveness for Business Growth.
- d'Allard, M., 2020. In which circumstances can emotional intelligence improve cross-cultural management?
- Mohan, J., 2020. Role of Digitalization in small business and enterprise in Africa.
- Kumar-ojha, A., 2020. Change of flavour in music in India.
- Röhm, N., 2019. Is this the end of a global market and how do international companies producing in China adapt new strategies in this scenario?
- Pawaskar, R.N., 2019. Future of electric vehicle market
- Tongpoonsakdi, N., 2019. Work commitment between full time vs part-time employee for international business vs local business in France

- Sharma, M., 2019. Strategic human resource management: A cross cultural managerial approach
- Sun., J., 2019. The effect of disruptive digital technologies on the labor market and the impact of innovative human capital
- Rinaldi, R., 2019. The pharmaceutical pricing strategy and the influence of CSR practice
- Naligiri, T., 2019. Cultural impact on consumer behavior in e-commerce
- Papasavva, T., 2019. Creative thinking as a tool to enhance innovation within the workplace: How can management foster a creative organizational culture? The case of Google Inc.
- Petrucci-Vaquero, N. 2019., How Governmental incentives can have an impact on startup's and International new ventures' attractiveness on FDI
- Mina, M.F., 2019. The paradox of development: culture and the adoption of AI in French organizations
- Shmarhun, A., 2019. Which factors are decisive for attracting medical tourists from developing countries to Europe?
- Teves, L.R., 2018. Informal institutions and international business: The growth strategies of family firms
- Rodriguez, K., 2018. The Paradox between culture and cooperation on joint ventures in the telecommunication industry

Courses taught/teaching

- Business ethics & CSR
- Corporate social responsibility
- Strategic management
- Ethics, responsible development and regulation
- Leading teams
- Ethics, data protection and regulation
- Organizational behavior
- Organization and management theory

Services

As MBS faculty member

- Represented MBS in AACSB audit 2021
- Served as a committee member to recruit new faculty members
- Participated in the admission process as an interview panelist
- Assisted colleagues as a disciplinary committee member
- Deliberated with colleagues in the faculty and departmental workshops
- Contributed to the scenarios planning exercise in working groups to prepare MBS for digital transformation and sustainable development

Before MBS

- Served as member of faculty advisory board, University of Central Punjab, Lahore, Pakistan in 2017
- Served on the advisory board of Beaconhouse National University, Pakistan in 2014
- Conducted PDW: Fostering International Teaching and Research Collaborations. Submission # 13731, 74th Academy of Management Meeting, Philadelphia, USA.
- Session chair: Focusing on the Top: Four Perspectives on the CEO (session #1843), 74th Academy of Management Meeting, Philadelphia, USA.

- Chaired a session (#8) for the conference “Business and Management Perspectives in the Asian Context: Challenges and Prospects”, University of Lahore, 20-22 Oct., 2016
- Organized SDSB Doctoral Consortium, 2017 at LUMS, Lahore, Pakistan
- Served in various university (Housing Committee, Undergrad Curriculum Committee, Accessibility Committee), and school level committees (PhD Program Committee, EMBA Committee @ LUMS, and now in MBS)

CONSULTANCY/EXECUTIVE EDUCATION

Provided consultancy services for, and/or designed & deliver, following executive education programs at LUMS’ Rausing Exec. Dev. Center as:

Co-program director:

- Programme on Negotiation for MOL Pakistan Oil – subsidiary of Hungarian’s MNC (Nov., 2016)
- Programme on Enhancing Board's Effectiveness for Multan Electric Supply Company (March, 2015)
- Programme on Enhancing Board's Effectiveness for Peshwar Electric Supply Company (Jan. – March, 2015)
- Strategic Planning Training Program for Peshwar Electric Supply Company (Jan.- Feb., 2015)
- Strategic Planning Training Program for Multan Electric Supply Company (July– June, 2014; & Feb., 2015)
- Executive Development Program for Sharif Group of Companies (April – June, 2014)

Instructor:

- Enhancing Board Effectiveness - A Director’s Training Programme. (May, 2017)
- Programme on Strategic Procurement Management (May, 2017)
- Programme on Enhancing Board's Effectiveness for Multan Electric Supply Company (March, 2017)
- Programme on Leadership for Change for Pakistan Petroleum Limited (Feb., 2017)
- Enhancing Board Effectiveness - A Director’s Training Programme. (September - October, 2016)
- Enhancing Board Effectiveness - A Director’s Training Programme. (September - October, 2015)
- USAID-LUMS’ Training Program on HR Management and Administration for Operational Executives (March 02-06, 2015)
- USAID-LUMS’ Training Program on HR Management and Administration for Operational Executives (April 25-29, 2014)