



Curriculum Vitae

Dr. Hira Batool

Walailak University	Tel	0948141848
School of Accountancy and Finance	Fax	-
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1. Education

Degree	Major	Institution	Year
Ph.D.	Management Science & Engineering	Xidian University, China	2016-2019
MS.	Management Science	COMSATS, Pakistan	2013-2015
Bs.	Accounting & Finance	Virtual University, Pakistan	2008-2012

2. Work experience

Position	Organization	Year
Lecturer	Walailak University	2019 - present
Research Assistant	COMSATS	2013 - 2015
Internee	National Bank of Pakistan	2012

3. Areas of Expertise

- 1) Innovation and Entrepreneurship, Women Entrepreneurship
- 2) Big Data and Information Security, Cross-border e-commerce

4. Teaching experience

Institution	Faculty/School/Department	Curriculum/Major	Course Name	Year B.E.
Walailak University	School of Management	Logistics Management	BUS60-205 Operation management BUS60-205 Big Data Analytics in Business BUS62-201 Business Mathematics and Statistics LGT62-321 Logistics Information Systems	2019-present

5. Research and Thesis-Related Works

5.1 Thesis Title (Master Degree)

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5.2 Works Related to Master's Thesis (if any)

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5.3 Thesis Title (Doctoral Degree)

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5.4 Works Related to Doctoral Thesis (if any)

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6. Academic Publications in the Last 5 Years (Excluding Degree-Related Works)

6.1 Research/Academic Articles Published in Journals

No.	Research/Academic Articles Published in Journals	Publication details	Year B.E.	Month
1	Jiazhi, Y., & Batool, H. (2024). A qualitative study on the components of teacher leadership based on the perspective of teacher behaviour. <i>Journal of Innovation and Entrepreneurship</i> , 13(1),64. https://doi.org/10.1186/s13731-024-00423-2	Scopus Q1	2024	September
2	Wu, Y.-Y., Batool, H., & Yang, Y.-J. (2024). Relationship between the characteristics of e-commerce live streaming and purchase intentions: Moderating effect of hedonistic shopping value. <i>Emerging Science Journal</i> , 8(3), 1097-1117. https://doi.org/10.28991/esj-2024-08-03-018	Scopus Q1	2024	June
3	Wu, D.-W., Batool, H., & Huang, S.-Z. (2024). The relationships between tourists' perceptions of cultural authenticity and authentic happiness: Evidence from ethnic villages. <i>Journal of Human, Earth, and Future</i> , 5(2), 243-259. https://doi.org/10.28991/hef-2024-05-02-07	Scopus Q1	2024	June
5	Sacramento, N. J. J. E., Batool, H., & Swatdikun, T. (2024). The Influence of volunteerism to the relationship of academic environment and social entrepreneurship intentions: empirical evidence from a university in The Philippines. <i>Journal of Social Entrepreneurship</i> ,1-27. https://doi.org/10.1080/19420676.2024.2415892	Scopus Q1	2024	October
6	Ye, X., Batool, H., & Huang, S.-Z. (2023). The effect of e-commerce livestreaming services on customer loyalty: A Test of the chain mediation model. <i>Journal of Innovation and Entrepreneurship</i> , 12(41). https://doi.org/10.1186/s13731-023-00310-2	Scopus Q1	2023	June

6.2 Research/Academic Papers Presented at Conferences (Proceedings)

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6.3 Books/Textbooks

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6.4 Patent

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7. Honors and Awards

Honors/Awards	Year
Chinese Management Studies - Literati Award Winners in the category of best reviewer.	2020
Won Chinese Government Scholarship for PhD	2016-2019