

# Yasir Ashraf

**Address:** 15-E, Marghazar Colony, Lahore.

**Phone:** +92(0)3214055286

**Email:** [yasir@ibapu.edu.pk](mailto:yasir@ibapu.edu.pk)



## Professional Education

FCMA	F-1573	Institute of Cost and Management Accountants of Pakistan (ICMAP)
FPFA	FPFA-3384	Pakistan Institute of Public Finance Accountants (PIPFA)

## Academic Education

Ph.D.	2018-2022	COMSATS University Islamabad, Lahore Campus
M.Phil.	2013-2015	Lahore Leads University, Lahore
MBA	1999-2001	Institute of Business Administration, University of the Punjab, Lahore
B.Com.	1997-1999	University of the Punjab, Lahore

## Professional Experience

Position	Period	University/Institute	Subjects
Permanent	2005-date	Institute of Business Administration (IBA), University of the Punjab, Lahore	Financial Accounting, Cost Accounting, Managerial Accounting, Management
Visiting	2022-date	Inland Revenue Service (IRS) Academy, Federal Board of Revenue (FBR), Lahore	Principles of Accountancy, Applied Accountancy
Visiting	2005-2020	Punjab College of Commerce, Lahore	Principles of Financial Accounting, Advanced Financial Accounting
Visiting	2016-2017	Professional Academy of Commerce (PAC), Lahore	Performance Management (ACCA), Cost & Management Accounting (CA)
Visiting	2013-2016	Institute of Cost and Management Accountants of Pakistan (ICMAP)	Fundamentals of Financial Accounting
Visiting	2011-2013	Institute of Business and Finance (IBF), Lahore	Management Accounting & Performance Management (ACCA, FIA, HND, HDA)
Visiting	2006-2011	College of Accountancy and Professional Studies (CAPS), Lahore	Management Accounting & Performance Management (ACCA, CAT)
Permanent	2002-2005	Punjab College of Commerce, Lahore	Principles of Financial Accounting, Advanced Financial Accounting

<b>Key Responsibilities</b>	
2021-date	Member, NBEAC Institutional Committee
2021-date	In-charge Events & Functions
2021-date	Member, Board of Faculty of Business, Economics & Administrative Sciences, University of the Punjab
2015-date	In-charge Prospectus
2021-2021	In-charge Scholarships
2009-2021	In-charge Sports Gala
2012-2019	Member, Board of Studies, Institute of Business Administration (IBA), University of the Punjab
2015-2018	In-charge Social Work Activities
2006-2007	Team Member of Curriculum Development Committee for IBA, Gujranwala Campus, University of the Punjab

<b>Achievements</b>	
	• 1 <sup>st</sup> position in PhD course work at COMSATS University Islamabad, Lahore Campus
	• 2 <sup>nd</sup> position in MBA at IBA, University of the Punjab
	• 1 <sup>st</sup> position in MBA in the course of Financial Accounting
	• 1 <sup>st</sup> position in MBA in the course of Cost Accounting
	• 1 <sup>st</sup> position in MBA in the course of Micro & Macro Economic Analysis
	• 1 <sup>st</sup> position in MBA in the course of Business Taxation
	• 4 <sup>th</sup> position in B.Com. in the University of the Punjab
	• 1 <sup>st</sup> position in B.Com. in Punjab College of Commerce, Lahore
	• Scholarship from Punjab College of Commerce

<b>Publications</b>	
2022	Income Diversification and Bank Performance: An Evidence from Emerging Economy of Pakistan ( <i>in publication process</i> )
2022	Knowledge sharing through empowering leadership: The roles of psychological empowerment and learning goal orientation ( <i>in publication process</i> )
2022	What determines the income diversification of banking firms in Pakistan? ( <i>in publication process</i> )
2022	Service quality of electronic banking and its effect on customer satisfaction and loyalty: Mediating role of trust
2021	Triggers of sustainability reporting in the banking industry of Pakistan
2018	Is REVA a better predictor of shareholder's value? A study of Pakistani listed companies

<b>Conference Presentations</b>	
2022	Hailey College of Commerce (HCC), Univeristy of the Punjab, Lahore 2 <sup>nd</sup> International Conference & Graduate Colloquium and 3 Minute Thesis Competition 2022 -- - Impactful Research for Sustainable Development
2021	Institute of Business Administration (IBA), University of the Punjab, Lahore 1 <sup>st</sup> International Conference on Business Administration (ICBA-2021)
2020	Hailey College of Commerce (HCC), Univeristy of the Punjab, Lahore International Conference on Business & Commerce (ICBC) --- Creating Opportunities from Uncertainties
2020	University of Central Punjab 6 <sup>th</sup> International Conference on Contemporary Issues in Business Management (ICIBM-2020)
2019	Hailey College of Banking and Finance (HCBF), University of the Punjab, Lahore International Conference on Banking Insurance & Business Management (CBIBM-2019)
2018	COMSATS University Islamabad 10 <sup>th</sup> South Asian International Conference (SAICON-2018) --- Creating a Niche in the Knowledge Economy
2017	Hailey College of Banking and Finance (HCBF), University of the Punjab, Lahore International Conference on Banking Insurance & Business Management (CBIBM-2017)
2016	Institute of Administrative Sciences (IAS), University of the Punjab, Lahore IAS National Conference on “Emerging Trends in Governance and Management in Pakistan”

<b>Workshops/Trainings</b>	
2021	Institute of Business Administration (IBA), University of the Punjab, Lahore Workshop on Photography for Beginners
2020	Institute of Business Administration (IBA), University of the Punjab, Lahore One Day Workshop on SPSS
2016	Institute of Business Administration (IBA), University of the Punjab, Lahore Two Days Workshop on Quantitative Data Analysis using SPSS
2014	Institute of Business Administration (IBA), University of the Punjab, Lahore Two Days Workshop on Quantitative Data Analysis using SPSS
2013	Institute of Cost & Management Accountants of Pakistan (ICMAP) Two Days Workshop on Information System Audit
2013	Institute of Cost & Management Accountants of Pakistan (ICMAP) Two Days ERP Workshop-Foundation Level of “SAP EC.6 FI/CO Module”
2004	Institute of Cost & Management Accountants of Pakistan (ICMAP) Eight weeks practical training in the disciplines of Corporate Laws, System Designing, Sales Tax, Income Tax, Cost Audit, Internal Audit, Presentation Skills, Banking Services & Procedures

<b>Research Supervision</b>		
<b>Year</b>	<b>Supervisee's Name</b>	<b>Thesis Title</b>
2022	Malik Usman Anwar	Determinants of Corporate Social Responsibility Disclosure: Evidence from the Cement Industry of Pakistan
2022	Sana Fatima	Determinants of Non-Interest Income: Evidence from Pakistani Commercial Banks
2022	Maira Rizavi	Factors affecting Net Interest Margin of Pakistani Commercial Banks
2022	Areela Khatoon	Impact of Intellectual Capital Performance on Profitability: Evidence from Pakistani Listed Cement Companies
2022	Mariam Irfan	The Impact of Sustainability Reporting on Financial Performance of Pakistani Listed Banks: Moderating Role of Board Independence
2021	Isma Ishfaq	Drivers of Sustainability Reporting in Sugar Sector of Pakistan
2021	Haleema Khalid	Does sustainability reporting influence firm financial performance? Evidence from Pakistani listed cement companies
2021	Zohala Zaryab	What determines net interest margin of commercial banks in Pakistan?
2020	Muhammad Bilal Khan	Economic Value Added or traditional performance measures? Which explains shareholders' value better in Pakistani sugar industry?
2019	Madiha Ajmal	Predictors of firm performance measured through EVA: Evidence from Pakistani listed sugar companies

<b>External Examiner/Paper Setter</b>
<ul style="list-style-type: none"> <li>• BS (4 Years Program) for Colleges Affiliated with University of the Punjab, Lahore for the subject of Financial Accounting (Basic)</li> </ul>
<ul style="list-style-type: none"> <li>• BS (4 Years Program) for Colleges Affiliated with University of the Punjab, Lahore for the subject of Financial Accounting (Advanced)</li> </ul>
<ul style="list-style-type: none"> <li>• BS (4 Years Program) for Colleges Affiliated with University of the Punjab, Lahore for the subject of Cost Accounting</li> </ul>
<ul style="list-style-type: none"> <li>• BS (4 Years Program) for Colleges Affiliated with University of the Punjab, Lahore for the subject of Managerial Accounting</li> </ul>
<ul style="list-style-type: none"> <li>• BS (4 Years Program) for Colleges Affiliated with University of the Punjab, Lahore for the subject of Principles of Management</li> </ul>
<ul style="list-style-type: none"> <li>• BS (4 Years Program) for Colleges Affiliated with University of the Punjab, Lahore for the subject of Auditing</li> </ul>

### **Faculty/Staff Development Course**

2005	Human Resources Development Centre (HRDC), Institute of Administrative Sciences, University of the Punjab, Lahore 7 <sup>th</sup> HRDC Faculty Orientation Program
2005	The Department of Learning Innovation, Higher Education Commission (HEC), Pakistan Staff Development Course under the scheme National Academy of Higher Education

### **Personal Profile**

Father's Name	Muhammad Ashraf Sabir
Date of Birth	September 17, 1978
Marital Status	Married
Religion	Islam
Nationality	Pakistani
Domicile	Lahore
CNIC	35200-1432616-5

### **References**

Available when required.