



RANA MUHAMMAD UMAR

● WORK EXPERIENCE

01/04/2023 – 30/09/2024 Trento, Italy

POSTDOCTORAL RESEARCHER UNIVERSITY OF TRENTO

Project: (PNRR-iNEST)

Research area: Cultural Heritage Management

2017 – 2019 Rawalpindi, Pakistan

BUSINESS LECTURER FEDERAL SCIENCE & COMMERCE COLLEGE, RAWALPINDI.

Course(s): Business Administration

2016 – 2017 Islamabad, Pakistan

VISITING LECTURER FEDERAL URDU UNIVERSITY OF ARTS, SCIENCE & TECHNOLOGY, ISLAMABAD.

Course(s): Critical Literature Review

● EDUCATION AND TRAINING

16/12/2019 – 03/03/2023 Udine, Italy

PHD MANAGERIAL AND ACTUARIAL SCIENCES University of Udine, Italy.

Address 33100, Udine, Italy

2012 – 2014 Islamabad, Pakistan

MS MANAGEMENT SCIENCES Capital University of Science & Technology, Islamabad.

2009 – 2012 Islamabad, Pakistan

MBA (MARKETING) Federal Urdu University of Arts, Science & Technology, Islamabad.

2007 – 2009 Sargodha, Pakistan

BACHELOR OF SCIENCES University of Sargodha.

2017 – 2017 Rawalpindi, Pakistan

TRAINING: EIOSH (pvt) Ltd.

Subject: "How to publish research papers in impact factor journals".

● LANGUAGE SKILLS

Mother tongue(s): **PUNJABI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
URDU	C1	C1	C1	C1	C1
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Microsoft Office | IBM SPSS Statistics 20 | IBM SPSS AMOS | SmartPLS (Partial Least Squares) | Model Comparison, ANOVA | ANCOVA / MANCOVA | NVivo software

● **PUBLICATIONS**

Della Lucia, M., Dore, G. & Umar, R. M. (2024). Handling the open culture dilemma in museum management: An exploratory interdisciplinary study. *Scientometrics* (Accepted for publication).

Bahoo, S., Umar, R. M., Mason, M. C. & Zamparo, G. (2023). Role of theory of consumption values in consumer consumption behavior: a review and Agenda. *The International Review of Retail, Distribution and Consumer Research*, 34(4), 417-441.

Mason, M. C., Oduro, S., Umar, R. M. & Zamparo, G. (2023). Effect of consumption values on consumer behavior: a Meta-analysis. *Marketing Intelligence & Planning*, 41(7), 923-944.

Saleem, S. & Umar, R. M. (2023). A netnography study on memorable cultural tourism experiences: Insights from Asian Cultural Heritage site tourists. *Journal of Promotion Management*, 29(2), 280-303.

Umar, R. M. (2022). Service recovery efforts' influence on consumers' desire to reciprocate and forgiveness: The mediating role of perceived justice. *South Asian Journal of Marketing*, 4(1), 74-91.

Umar, R. M. & Saleem, S. (2022). Employee emotional competence and service recovery satisfaction: The mediating role of consumer forgiveness. *British Food Journal*, 124(13), 445-459.

Mason, M. C., Pauluzzo, R. & Umar, R. M. (2022). Recycling habits and environmental responses to fast-fashion consumption: Enhancing the theory of planned behavior to predict Generation Y consumers' purchase decisions. *Waste Management*, 139, 146-157.

Ahmad, M., Mushtaq, I. & Umar, R. M. (2019). Knowledge sharing and affective commitment: Mediating role of trust between knowledge sender and receiver. *Journal of Management and Research*, 6(2), 1-17.

Umar, R. M., Saleem, S. & Majoka, R. I. (2016). Impact of organizational justice on customer satisfaction in the hospitality industry of Pakistan: The moderating role of uncertainty avoidance. *Journal of Foodservice Business Research*, 20(1), 50-64.

Saleem, S., Rahman, S. U. & Umar, R. M. (2015). Measuring customer based beverage brand equity: Investigating the relationship between perceived quality, brand awareness, brand image, and brand loyalty. *International Journal of Marketing Studies*, 7(1), 66-77.

Umar, R. M., Saleem, S. & Usman, H. (2012). Some emerging research areas in marketing. *Global Journal of Management and Business Research*, 12(3), 25-27.

MANUSCRIPTS(S) IN REVIEW PROCESS

Mason, M. C., Zamparo, G., Saleem, S. & Umar, R. M. (2023). Impact of Green Self-Identity on Purchase Intention for Recycled Products. *Journal of Consumer Marketing* (Received Major revision).

Oduro, S. & Umar, R. M. (2024). Outcomes of corporate social performance: A meta-analysis. *Corporate Social Responsibility and Environmental Management* (Revised and resubmitted).

Oduro, S., Girma, L. & Umar, R. M. (2024). Corporate Social Responsibility and financial performance: the mediating role of firm reputation. *Business Ethics, the Environment & Responsibility* (Revised and resubmitted).

Saleem, S., Umar, R. M. & Oduro, S. (2024). Effect of employee emotional competence on customer emotional attachment: The roles of service recovery satisfaction and service failure severity. *British Food Journal* (Revised and resubmitted).

● CONFERENCES AND SEMINARS

Della Lucia, M., Dore, G. Umar, R. M. (2024) Cultural Heritage Management in Museums: The Open Culture Dilemma. Sinergie-SIMA Management Conference. 13th-14th June, Parma, Italy.

Della Lucia, M. & Umar, R. M. (2024). Tutors or Hosts? Examining the Role of Tour Guides in History Museums. A Netnography Study. 23rd Management International Conference. 5th - 8th June, Trento, Italy.

Della Lucia, M., Dore, G. & Umar, R. M. (2023). Bridging theory and practice in open culture management: challenges and strategies in museums. 18th International Conference of the AGBRP. 4th - 6th January, Singapore.

Mason, M. C., Zamparo, G., Saleem, S. & Umar, R. M. (2022). An understanding of napkin recycling behavior: the role of consumer self-identity, generation, and attitude. 17th International Conference of the AGBRP, 20th - 22th December, Dubai.

Umar, R. M., Raza, Y. & Vaseer, A. (2016). Antecedents and outcome of customer satisfaction in hospitality industry of Pakistan, during service encounters. NUML 3rd international business conference-challenges and opportunities in emerging markets. 7th December, Pakistan

● HONOURS AND AWARDS

01/08/2012

Dean's Role of Honour – Mohammad Ali Jinnah University, Islamabad, Pakistan

● NETWORKS AND MEMBERSHIPS

Memberships

AIDEA - Accademia Italiana di Economia Aziendale.
Società Italiana di Marketing.
Società Italiana di Management.
British Academy of Management.