



School of Business Studies

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Academic Profile:

- Ph.D
- MBA

Research Interests:

- People Management
- Consumer Behaviour
- Marketing Research

Select Publications:

1. Mushtaq, S. (2013). Assessing the Role of Internal and External Agents in HRM: Scale Development and Validation. South Asian Journal of Management, 20(3), 74-102.
2. Mushtaq, S. (2010). Charting the devolution landscape: Rhetoric and reality Integral Review A Journal of Management, 3(1), 3-20. ISSN: 0974-8032