

Brief CV

Naseer Abbas Khan, PhD

Summary

Naseer Abbas Khan is an Associate Professor of Management Science and a globally recognized researcher, recently ranked among the world's top 2% of scientists in the 2025 Stanford University ranking. With over 16 years of experience intersecting academia, research, and international development, Dr. Khan has established a prolific scholarly record, including over 65 SSCI-indexed publications with a cumulative impact factor exceeding 240. His work primarily focuses on the intersections of leadership, technology, and organizational behavior, with specific emphasis on artificial intelligence (AI), sustainability, and the psychological impacts of social media. Beyond academia, he serves as an international consultant and trainer for prominent organizations such as the United Nations, USAID, and RedR UK, bridging the gap between theoretical management science and practical developmental implementation.

Academic and Research Excellence

Dr. Khan's academic career is defined by high-impact research and international collaboration. He holds a PhD in Management Science from the University of Science and Technology of China (USTC), an institution accredited by AACSB, AMBA, and EQUIS.

Key Bibliometric Metrics

Metric, Value

Total Publications, 65+ (since 2019)

Cumulative Impact Factor, 240.12

Total Citations, "4000+"

h-index, 35 (Google Scholar)

i10-index, 51 (Google Scholar)

Journal Rankings, 9 ABS 3 journals; 9 ABDC Category A journals

Major Research Achievements

- **Stanford University Ranking:** Recognized in the 2025 list of the world's top 2% of scientists.
- **Award Nominations:** Research paper nominated for the Best Paper Award at the Academy of Management (AOM) 2025 Conference in Denmark.
- **Highly Cited Status:** Recognized as a Highly Cited Researcher by the *Creativity and Management Innovation Journal* in 2022.

Primary Research Themes and Contributions

Dr. Khan's research portfolio is diverse, yet centered on the dynamics of modern organizational environments. His work utilizes both quantitative and qualitative methods to explore the following themes:

1. Leadership and Organizational Behavior

Dr. Khan investigates various leadership styles and their impacts on employee behavior and organizational health:

- **Transformational and Ethical Leadership:** Examining how these styles foster innovation, organizational learning, and "green" organizational citizenship.

- **Dark Leadership Trait Analysis:** Investigating the "trail of chaos" caused by psychopathic, abusive, or unethical leadership on employee satisfaction, turnover intention, and deviant work behavior.
- **Digital Leadership:** Exploring how leadership facilitates digital maturity and techno-work engagement, particularly within public healthcare and the public sector.

2. Artificial Intelligence and Technology Integration

A significant portion of recent research focuses on the adoption and impact of emerging technologies:

- **AI and the Gig Economy:** Analyzing the role of ChatGPT as a "secret weapon" for the gig economy and the impact of AI intention on management support.
- **The Metaverse and Virtual Assistants:** Studying career adaptability in the metaverse and the role of AI-based virtual assistants in team innovation.
- **AI in Specialized Contexts:** Researching AI self-efficacy and engagement in religious tourism (e.g., the Arbaeen pilgrimage).

3. Sustainability and Green Innovation

Dr. Khan emphasizes the management of environmental performance through organizational strategies:

- **Green Innovation:** Investigating how digital leadership and green HRM influence pro-environmental behavior and green technological innovative behavior.
- **Consumer Behavior:** Examining factors influencing young consumers' green buying intentions and actual consumption.

4. Digital Media and Mental Health

His research addresses the psychological complexities of the digital age:

- **Social Media Paradox:** Analyzing both the "dark and bright sides" of social media, including social overload, cyberbullying, and social media fatigue versus its role in fostering creativity and social capital.
- **Mental Health:** Addressing mindfulness and resilience in the face of cyber-attacks and the impact of leadership behaviors on leader burnout and ego depletion.

Professional Experience and Leadership Roles

Dr. Khan's professional trajectory includes senior roles in academia and project management across Pakistan, Russia, China, and Iran.

Academic Appointments

- **Associate Professor, University of Sargodha (2021–Present):** Teaches management science and research methods while supervising PhD and Master's students.
- **Researcher Fellow (Remote), University of Religions and Denominations, Iran (2023–2024):** Focused on promoting research culture and Scopus-indexed publications.
- **Senior Researcher, South Ural State University, Russia (2019–2021):** Developed innovative research methods and published annually in Scopus-indexed journals.

Editorial and Advisory Roles

Dr. Khan holds significant editorial positions across several prestigious SSCI-indexed journals:

- **Section Editor:** *Archives of Public Health* (Springer).
- **Editorial Fellowship:** *Journal of Experimental Psychology: Applied* (2025–2026).

- **Associate Editor/Guest Editor:** Roles for *Frontiers in Psychology* , *Frontiers in Public Health* , *Information* (MDPI), and the *Journal of Chinese Human Resource Management* .
- **Review Board Member:** *Journal of Hospitality and Tourism Technology* and *Psychology of Addictive Behavior* .

International Development and Consulting

His expertise extends to the management of large-scale development projects:

- **USAID Citizens' Voice Project:** Served as Senior Program Officer, developing systems to assess research-based interventions and assisting partners with research methodologies.
- **Govt. of Punjab (P&D Department):** Served as Project Manager (BPS-18) for sustainable livelihood projects, overseeing poverty alleviation and skill training components.
- **International Training:** Associate Trainer for RedR UK and "Inspirator" for ActionAid Bangladesh/Denmark, providing capacity building in food security, proposal development, and livelihood strategies.

Grants and International Collaborations

Dr. Khan has been involved in several high-value research projects funded by national and international agencies:

- **Higher Education Commission (HEC) Pakistan:** Co-Principal Investigator for the National Research for Pakistani Universities (NRPU) 2025 grant.
- **Ministry of Labour and Social Affairs, Czech Republic:** Collaborative research funding (50,000 Euro) for long-term conceptual development of research organizations (2023–2027).
- **National Natural Science Foundation of China:** Participation in multiple projects with funding totaling over 315,000 RMB.

Community and Voluntary Contributions

Beyond professional and academic duties, Dr. Khan is active in community service and creative writing:

- **Voluntary Work:** Participation with organizations like Strengthening Participatory Organization and Trust for Voluntary Organization to raise awareness for environmental and social issues.
- **Creative Writing:** Author of one book and four fiction stories published via Kindle Direct Publishing; freelance blogger on political and social issues for various Pakistani online platforms.

Brief Project Proposal

Bridging the Sustainability Gap and Society 5.0: Investigation on Digital Ageism and Old Adult Inclusion

1. Introduction: Welcome to the Inclusive Future

Society 5.0 represents a visionary leap forward: it is a vision of a futuristic world built on technological innovations and innovation in which every person is at the center of change and improvement in their wellbeing. This progress is, however, dependent upon the so-called "Twin Transition," in which the future becomes both digital and sustainable. The transition towards sustainability, on its part, would not be possible unless it became also inclusive. As researchers, we intend to address the issue of digital ageism with regard to ensuring a sustainable future. While innovations like AI are increasingly embedded into the core of medical care and financial management, older adults have been excluded from this process. This proposal aims to become a tool for educating on the problem of digital ageism and the ways of overcoming it. Key takeaway. In order to achieve the goals set out in Society 5.0, a profound change in AI governance has to occur. From the exclusionary deficit, we have to move to building a framework of digital trust. While Society 5.0 provides a great framework for a sustainable and inclusive future, we cannot ignore the problems associated with the current innovation pathway.

2. Understanding the Landscape: Society 5.0 and Digital Ageism in Sustainability Context

In current times, there seems to be a dichotomy between the vision of Society 5.0 and the harsh realities of digital ageism in the context of sustainability. Digital ageism is discrimination that often results in "self-exclusion," whereby individuals exclude themselves from technological advancements simply because they were created without them in mind. What is most important to note here is that digital ageism needs to be considered an "innovation gap." Not designing for older people is not just a social lapse but also an innovation error. The exclusionary deficit will result in the untrustworthiness of contemporary AI. | The Vision (Society 5.0) | The Reality (Digital Ageism) || **Inclusive Innovation:** Technology works in favor of human needs, irrespective of age or impairment. | **Innovation Gap:** AI systems do not cater to the distinct needs of older adults, restricting their market potential. || **The Twin Transition:** The transformation of society towards being digital, socially and ecologically sustainable. | **Exclusionary Deficit:** The use of automation in areas like health and finance excludes senior citizens from various processes. || **Empowered Autonomy:** The autonomy of older citizens will be augmented by the use of AI. | **Lack of Trust:** The design flaw results in exclusion of the "old-old" through institutional mechanisms.

To bridge this research gap, we will determine the specific design flaws and institutional biases that currently define our digital ecosystem for sustainable future.

3. Why Technology Overlooks Older Adults: The Design Gap

In many cases, AI systems discriminate against senior citizens not because of accidental mistakes, but because of major flaws during the development process. Such issues are particularly troubling in critical sectors such as medicine and finance.

- **Design Bias and Lack of Representation:** Much of AI development focuses on youth and the Western population. This leads to a situation called "algorithmic ageism," when the experience of older adults is ignored in the design.
The "So What?" Older adults are thus deprived of self-sufficiency, as the lack of representation means that the systems cannot recognize their patterns of interaction with technology.
- **Not Considering the Physical and Cognitive Differences:** Age comes with a series of physical and cognitive changes that can make interacting with certain technology difficult.
The "So What?" Failure to take into account such factors poses significant obstacles for accessibility, which raises security concerns and makes seniors disengage with potentially beneficial services.
- **Institutionalizing Age Discrimination in Pursuit of Time Efficiency:** Speed becomes a top priority during service provision, even if it requires discrimination against older people.
The "So What?" As a result, the inefficient allocation of resources takes place, leading to an increased burden on emergency services because preventive technologies are unavailable.

4. A Tale of Two Contexts: Ireland and Pakistan

The creation of global AI ethics demands an approach known as a “Global North and South” methodology. Using a developed country such as Ireland and a developing country such as Pakistan will provide a blueprint that is applicable to digital inclusion through cultural diversity. | Factor | Ireland (highly developed nation) | Pakistan (developing country) || **Population forecast** | 1.6 million citizens aged 65+ in 2040. | 43 million citizens aged 60+ in 2050. || **Infrastructure challenge** | Efficient implementation via current digital technology. | Low literacy rates and limited access to the internet. || **Language** | English; several CALD groups. | Irish and Urdu. || **Main challenge** | Isolation due to remote rural areas. | Economic disadvantage coupled with total digital exclusion. |

In this context, a comparative analysis is necessary in order to prove the effectiveness of the governance of AI from a standpoint of inclusivity and cultural diversity. Still, no matter what nation we consider, it becomes essential to employ an “intersectional lens”.

5. The Spectrum of Aging: Beyond a Single Label

“Old age” is an umbrella term covering an exceptionally diverse phase of life for a period of over 30 years. Ignoring this diversity is both pedagogically and technologically incorrect. The need to take into account the “intersecting vulnerabilities” that separate this group into factions must be emphasized.

- **Age Cohorts:** Young-old (aged 65-74), middle-old (aged 75-84), and old-old (aged 85+). The neglect of the old-old in research conducted in the field of AI technology is a fundamental oversight that should not happen again in an allegedly inclusive world.
- **Gender Inclusivity:** Old women are at a high risk of being subjected to algorithmic discrimination. They constitute the vast majority of elderly people, and they are also more vulnerable to poverty. Additionally, old women have been known to be informal caregivers, and as such, algorithm bias could negatively affect their access to healthcare or financial assistance.
- **Diversity in Cognitive and Motor Capacities:** AI governance requires the explicit inclusion of neurodiversity or people living with any form of physical disability, as this category of people is most at risk of becoming “total victims of compounded vulnerability” to digitalization.

6. From Research to Reality: Building the Sustainable and Inclusive Future

To transform policy, we utilize a **sequential mixed-methods** approach—the academic “gold standard” for ensuring rigor. We move from a Systematic **Literature Review** (to map exclusionary practices) to **Qualitative Inquiry** (to capture lived experiences) and finally to **Quantitative Surveys** (to validate findings at scale). This sequence ensures that policy is built on both human stories and statistical evidence. This project will be a direct contribution to **UN Sustainable Development Goals (SDGs) 10 (Reduced Inequalities) and 3 (Good Health and Well-being)**. By using **disaggregated data** —a non-negotiable requirement for ethical AI—we sensitize that women and the “older adults” are no longer invisible to algorithms.

Inclusive Design Essentials for Practitioners:

- **Plain Language:** Ensure all materials are written at a 12-year-old’s reading level.
- **Visual Clarity:** Use large fonts (minimum 14-point) and high-contrast interfaces.
- **Algorithmic Fairness:** Auditing data for gender and age bias to ensure equitable service delivery.
- **Cultural Localization:** Providing translations in regional languages (e.g., Urdu, Saraiki) and culturally relevant testing.
- **User-Centric AI:** Building systems that are compatible with the user’s actual physical and cognitive abilities.

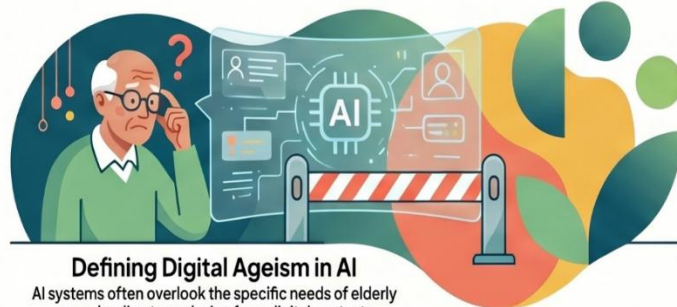
7. Conclusion

Championing inclusive design is not a choice; it is the core of human-centric innovation. “Our vision is a world where AI-mediated digital ageism is replaced by a framework of intersectional governance—empowering the individual, building digital trust, and ensuring that the twin transition to a digital and sustainable future leaves no generation behind.”

SUSTAIN-Fit: Combatting Digital Ageism in the AI Era

The SUSTAIN-Fit fellowship investigates “digital ageism,” where AI systems in healthcare and finance marginalize older adults through design bias. Over 24 months, the project compares technological exclusion in Ireland and Pakistan to develop inclusive AI policy guidelines.

The Challenge of Digital Ageism



Defining Digital Ageism in AI

AI systems often overlook the specific needs of elderly users, leading to exclusion from digital contexts.

A Growing Global Demographic



Ireland
(by 2040)

1.6 Million
(Aged 65+)

Developed Infrastructure;
Diverse Migrant Groups

Ireland
(by 2040)

Intersectional Vulnerabilities



Older women and those 85+ face compounded risks from biased healthcare and financial algorithms.

43 Million
(Aged 60+)

High Growth / Low Resource;
Multi-linguistic (Urdu/Punjabi)

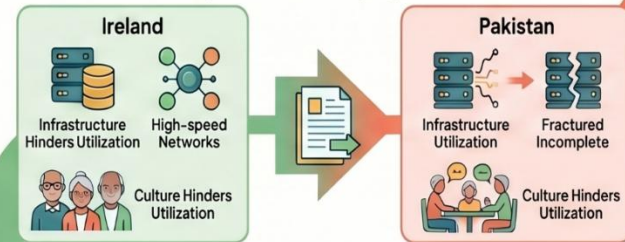
Pakistan
(by 2050)

The Research Journey & Impact

Three-Phase Mixed-Methods Strategy



Developed vs. Developing Contexts



Actionable Policy Outputs

Results will inform policy briefs for the European Commission, WHO, and national governments.



European Commission

WHO

National Governments

NotebookLM