

OBED RASHDI SYED, PhD

Senior Lecturer | Leadership, HRM & OB

Email: rashdisyed@utm.my | Phone +6017-470-6072

Scopus ID: 57210336169 | ORCID: 0000-0002-8327-7560

[Google Scholar](#) | [LinkedIn](#)



SUMMARY

Scholarly academic with a PhD in Management and over seven years of teaching and research experience in Malaysia and Pakistan. My research work focuses on leadership, human resource management, organizational behavior, and management education, with an emphasis on sustainable HRM, ethical behavior, and employee well-being. I have published 17+ peer-reviewed journal articles in SSCI, ESCI (including Q1/Q2), and ABDC-ranked outlets, contributed to grant-funded projects in Asia and the Middle East, and actively supervised doctoral and MBA students. My teaching utilizes case-based learning to foster critical thinking and practical problem-solving skills.

RESEARCH INTERESTS

Leadership, Sustainable HRM, Ethical Behavior, Employee Wellbeing, and Management Education

EDUCATION

- **PhD in Management**, Universiti Teknologi Malaysia, Malaysia (2017)
Dissertation: *A Framework for Enhancing Collaboration for Business Schools in Malaysia*.
- **MS in Technology & Innovation Management**, Mehran University, Pakistan (2014)
Dissertation: *Redesigning the MBA Program: Implications for Business Institutes in Hyderabad*.
- **MPA in Marketing Management**, University of Sindh, Pakistan (2009)
- **BA in English Literature & Linguistics**, University of Sindh, Pakistan (2006)

ACADEMIC APPOINTMENTS

Senior Lecturer, Universiti Teknologi Malaysia (UTM), Kuala Lumpur (Oct 2023 – Present)

- *Courses Taught*: Organizational Behavior & Development (MBA & DBA); Leading Talents in Organizations (MBA); Diversity & Inclusion (MBA)
- *Teaching methods*: Case-based teaching; Online/hybrid delivery; Critical thinking and group discussions; Interactive presentations.
- *Services*: AACSB Accreditation Committee; Conference Organization Committee

Assistant Professor of HRM, Sukkur IBA University (AACSB), Pakistan (Jan 2020 – Aug 2023)

- *Courses Taught*: Qualitative Research Techniques (PhD); HRM & Employee Wellbeing (MS & PhD); Seminar in HRM (PhD); Leadership in Organization: Theory & Practice (MS & PhD); Organizational Behavior & Leadership (MBA); Corporate Strategy (MBA); HRM (BBA); Org. Behavior (BBA); Business Research (BBA); CSR & Governance (BBA).
- *Teaching Methods*: Case-based teaching; Online/hybrid delivery; Critical thinking and group discussions; Interactive presentations.
- *Services*: Assurance of Learning Committee; Conference Organization Committee

Senior Lecturer, Universiti Teknologi Malaysia (UTM), Malaysia (Dec 2017 – Dec 2019)

- *Courses Taught*: Leading Talent in Organizations (MBA); Business Research (MBA); Business Ethics, Responsibility & Sustainability (MBA); Organizational Behavior & Development (MBA); Negotiation & Strategic Decision Making (MBA); Data Analysis in Engineering Education (MS)
- *Teaching Methods*: Case-based teaching; Online/hybrid delivery; Critical thinking and group discussions; Interactive presentations.
- *Services*: Business Research Coordinator (MBA Thesis), Curriculum Committee

PUBLICATIONS

Peer-reviewed Journal Articles (SSCI/ESCI/ABDC)

1. Memon, **Syed***, Amin, Umrani, & Cobanoglu (2025). "Abusive Supervision and My Reaction. Am I a Compassionate Nurse?", *Int. Journal of Workplace Health Management* (ESCI, Q2). *Corresponding author.
2. Chan, Amin, Rasool, & **Syed** (2025). "From Click to Confirmation. The Effect of Hotel Website Quality & Online Reviews in Fostering Booking Intentions", *Int. Journal of Quality & Service Sciences* (ESCI, Q2, ABDC-B).
3. Pahi, Ahmed, Umrani, Al Riyami, Siddiqui, **Syed**, & Ramayah (2025). "What we do today is what matters: a social identity perspective on green HRM and environmental performance", *Journal of Hospitality and Tourism Insights* (ESCI, Q1, ABDC-B).
4. Rani, **Syed***, Amin, Umrani, & Herjanto (2024). "Should I voice to improve workplace practices?", *Business Process Management Journal*, 30(6), 1895-1915 (SSCI, Q1, ABDC-B). *Corresponding author.
5. **Syed***, Siyal, Zafar, Pahi, & Rasool (2024). "Assessment of Ethical Leadership in Shaping Employee Conduct in Hotel Industry", *Journal of Economic & Administrative Sciences* (ESCI, Q2, ABDC-C). *Corresponding author.
6. Qamar, Soomro, & **Syed** (2023). "Determining factors to foster educators' pedagogical resilience: Test of servant leadership and social cognitive theories in post-pandemic era", *Journal of Economic & Administrative Sciences* (ESCI, Q2, ABDC-C).
7. Lashari, Qin, Jhatia, Maitlo, & **Syed** (2022). "Environmental Sustainability through Green HR: Measuring the Perception of University Managers", *Front. in Psychol.–Environmental Psychology*, 13:1007710 (SSCI, Q1).
8. Li, Ahmed, **Syed**, Khalid, & Muñoz Jr (2022). "Impact of abusive leader behavior on employee job insecurity: A mediating role of emotional exhaustion and abusive peer behavior", *Front. in Psychol. – Personality and Social Psychology*, 13:947258 (SSCI, Q1).
9. Omar, **Syed**, Ning, Vagenas, & Ali (2019). "Eat, Work, Love: Alternative Tourists' Connection with Ethnic Food", *British Food Journal*, 122(6) (SCIE, Q1, ABDC-B).

Peer-reviewed Journal Articles (Scopus & Others)

1. Wei, **Syed**, Xu, Sang, & Wang (2025). "Generative AI-Enabled Intelligent Auditing: An Organizational Adaptation Mechanism Study Based on Dynamic Capability Theory", *FUTECH*, 4(3), 159-170 (Scopus Q3).
2. Zhang and **Syed** (2025). "Analysing the Teachers' Resistance Behaviour in Integrating Foreign Language Teaching Reforms in Chinese Colleges and Universities", *Journal of Information Systems Engineering and Management*, 10(21s), 494–505 (Scopus Q3).
3. **Syed**, Omar, & Rasool (2024). "Business School-Industry Collaboration: What Motivates them?", *Int. Journal of Business and Society*, 25(special Issue), 138–150 (Scopus Q3).
4. Kalhor, Au Yong, Ramendran, **Syed**, Shaikh, & Gilal (2022). "The Smart Eco-Tourism: A Review for the Post COVID-19 in Malaysia", *Int. Journal of Intelligent Systems and Applications in Engineering* (Scopus Q4).
5. **Syed**, Gilal, Gilal, Abro, Soomro, & Yuting (2021). "Influence of Leadership Styles on Motivation and Productivity of Employees: A Study on Chinese IT Firms", *UoS Journal of Information and Communication Technology* 5(1), 35-44.
6. Wen, Ho, Kelana, Othman & **Syed** (2019). "Leadership Styles in Influencing Employees' Job Performances", *Int. J. of Academic Research in Business & Social Sciences* 9(9).
7. **Syed***, Omar, & Bhutto (2018). "Factors Influencing Management Development of MBA Students: Exploring Concerns of Business Schools in Pakistan", *Journal of Global Business Insights* 3(1), 1-18. *Corresponding author
8. **Syed*** and Omar (2016). "Restoring the Relevance: Conceptualizing a Collaboration Model for Business Schools", *Journal of Global Business Insights* 1(2), 85-93. *Corresponding author.

Forthcoming / Under Review

1. Wei, **Syed**, Xu, Sang, & Wang (accepted). "Digital Transformation and Green Agricultural Development: Evidence from Agricultural Value Chain Integration in China", *Research on World Agricultural Economy*.
2. **Syed**, Rasool, Omar, & Rafique (R2 Submitted). "Responsible Management Education in Business Schools: Exploring Perceptions and Practices", *The Int. Journal of Management Education*.
3. Bachkirov, Umrani, Al-Riyami, Shahid, & **Syed** (R1 Submitted). "Developing Organisational Attractiveness through Entrepreneurial Bricolage, Absorptive Capacity and Firm Competitiveness", *Journal of Enterprise Information Management*.
4. Usmani, Umrani, Abdallah, Pahi, & **Syed** (under review). "Proactive environmental strategy and sustainable competitive advantage: An empirical analysis", *Business Ethics, the Environment & Responsibility*.
5. Suhaila, As-Saber, Umrani, **Syed**, & Nawaz (under review). When Ethical Leadership Meets Green Action: Unraveling Burnout, Knowledge Hiding, and Power Distance in Employee Pro-Environmental Behavior", *Human Relations*.
6. Siahaan, Annisa, **Syed**, Amin, & Sitohang (under review). "From Stress to Creativity: Examining the Effects of Digital Culture and Work-Life Balance on Employee Performance", *International Journal of Innovation Science*.
7. Bhanbhro, **Syed**, Amin, Sohu, & Rasool (under review). "When I Feel Insecure, Will Co-workers Support My Mental Well-being?", *Leadership & Organization Development Journal*.
8. Mursyida, Akmar, **Syed**, & Amin (ready for submission). "Are Female Students More Interested in Business Start-ups?".
9. Ashraf, Bachkirov, Umrani, Razzak, & **Syed** (ready for submission). "Does Digital Leadership Help Organizations with Digitalization? An Empirical Examination".
10. Rasool, **Syed**, & Osorio (ready for submission). "Ancestral Echoes in Dark Tourism: Exploring Descendants' Meaning-making and Transformation".
11. Umrani & **Syed** (ready for submission). "Inclusive Leadership and Service Innovation in Hospitality: A Sequential Mediation and Moderation Model of Voice Climate, Creative Self-Efficacy, and Innovation Climate".

Book Chapters

1. Khaliq & **Syed** (2020). "Leadership in the Digital World". *Digital Leadership* (ed. Irum), 114-124, APRA Publications, U.K.
2. **Syed** (2018). "Biogas and Solar Service Provider". *Start-up Inspirations: From Dreams to Reality* (ed. Husin, Tasnim, **Syed**, and Salam), 01-15, Notion Press.
3. Nizam & **Syed** (2018). "Malaysia Rare Disorders Society (MRDS): A Golden Citizen's Struggle". *Start-up Inspirations: From Dreams to Reality* (ed. Husin, Tasnim, **Syed**, and Salam), 55-63, Notion Press.
4. **Syed**, Omar & Jamil (2016). "Business Education in Malaysia: Progress, Pitfalls and Prospects". *Emerging Malaysia: Industrial and Organizational Challenges* (ed. Jamil and Omar), 88-107, Partridge Publishing Singapore.

Conference Papers

1. Pervaiz & **Syed** (2025). "Improving Innovative Performance in a Telecommunications Subcontractor Through 5G Technology Training". *AHIBS ACT 2025*, Kuala Lumpur, Malaysia (July 15-16, 2025).
2. Shaikh, Umrani, Sheikh, & **Syed** (2022). "Role of Abusive Supervision on Voice and Safety Behavior: Evidence from the Micro-Financed Banks in Pakistan". *IBA-SBS Int. Conference – 2022*, Karachi, Pakistan (June 22-24, 2022).
3. Qamar, Soomro, & **Syed** (2022). "Linking Servant Leadership and Employee Resilience: Moderating Effect of Employee Self-Efficacy". *IBA-SBS Int. Conference – 2022*, Karachi, Pakistan (June 22-24, 2022).
4. **Syed**, Omar, Lakehal-Ayat, & Ahmad (2012). "National Innovation Roadmap: Crystallizing Quadruple Helix with Citizen Innovators". *WASET-2012*, Penang, Malaysia (Dec 07, 2012).

GRANTS AND PROJECTS

Principal Investigator / Project Leader

1. *Taking Responsibility on Shoulders: An Analysis of Business Strategies & the way forward to Lessen the Adverse Effects towards Climate in Pakistan* (July 01, 2023 – June 30, 2024).
Principal investigator | Sponsor: Sindh Higher Education Commission, Pakistan | PKR 2,061,000
2. *Business Incubation, Startups and Social Entrepreneurship* (Feb 19–Feb 21, 2019).
Project leader | Sponsor: Mehran University of Engineering & Technology, Pakistan | RM 6,500
3. *Exploring University-Industry Collaboration Framework for Business Schools in Malaysia* (Oct 01, 2018 – Sept 30, 2019).
Principal investigator | Sponsor: Universiti Teknologi Malaysia, Malaysia | RM 10,000

Co-Investigator / Project Member

1. *Enhancing Business Model among B40 Urban Women through AI-Driven Social Media Analytics* (Oct 01, 2024 – Sept 30, 2025).
Co-investigator | Sponsor: Universiti Teknologi Malaysia, Malaysia | RM 10,000
2. *Erasmus+ Capacity Building for Higher Education – Assessing & Improving Research Performance at Southeast Asian Universities* (Jan 31, 2017 – Oct 14, 2019).
Project Member | Sponsor: Erasmus+ REPESEA Programme (EU) | RM 4,505,670

Research Assistant / External Collaborator

1. *An examination of the diversity-oriented HR practices and innovation outcomes in the Omani context* (May 01–Oct 31, 2025).
Research Assistant (External) | Sponsor: Sultan Qaboos University, Oman | OMR 2,400
2. *Perception of Omani Employees about their Expatriate Managers' Leadership Integrity & its Impact on their Knowledge Hiding Behavior: An Empirical Study* (Apr 01–Sept 30, 2024).
Research Assistant (External) | Sponsor: Sultan Qaboos University, Oman | OMR 2,400

STUDENT SUPERVISION

Doctoral Students

- Ongoing DBA Supervision (UTM): 1) Deng Wei, 2) Chen Pan, 3) Umar Parvaiz, 4) Zhang Wenjing, 5) Hu Maojie, and 6) Zou Danting.
- Graduated Students: 1) Dashathri Arunandy (DBA, 2022), 2) Leila Yazdani (PhD, 2021).

MBA Students

- Ongoing MBA Supervision (UTM): 1) Theresa Chin, 2) Teo Lay Ying, 3) Rajeev Vinod, 4) Syufiza Yusof, 5) Agalya Ganesan, and 6) Jagathishvari Krishnan.
- Graduated MBA Students: 1) Deng Ao (2020), 2) Yang Yuting (2020), 3) Liu Wenqing (2020), 4) Zakeer Ali Sabri (2020), 5) Sashinipriya A/P Rajamanikan (2020), 6) Roqaya Mohammed Ali Mohammed Al-Mahbashi (2019), and 7) Mohsen Golshiripour Esfahani (2018).

SERVICE AND PROFESSIONAL ENGAGEMENT

Editorial Boards and Reviewing

- Editorial Board Member: SEISENSE Journal of Management, International Journal of Innovation and Business Strategy, Journal of Business Administration and Management Sciences.
- Regular reviewer for journals in HRM, OB, and management education.

Academic Committees and Roles

- Member, AACSB Accreditation Committee, Universiti Teknologi Malaysia.
- Member, Assurance of Learning Committee, Sukkur IBA University, Pakistan.
- Business Research Coordinator (MBA Thesis), Universiti Teknologi Malaysia.
- Curriculum Committee Member, Universiti Teknologi Malaysia.
- Conference Organization Committees, Universiti Teknologi Malaysia and Sukkur IBA University.

Professional Engagement

- Member, Board of Studies, Islamia University of Bahawalpur, Pakistan (2022–present).
- Journal Manager, International Journal of Innovation & Business Strategy (2012–2017).
- Conducted faculty training workshops on qualitative research, NVivo, and case-based teaching.

RESEARCH & ANALYTICAL SKILLS

- **NVivo** – Advanced proficiency in qualitative data coding and analysis.
- **SPSS** – Working knowledge for quantitative research applications.
- Experienced in case-study methods and qualitative interviewing techniques.

REFERENCES

1. Dr. Muslim Amin

Associate Professor of Marketing

Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM), Malaysia

Email: amin.muslim@utm.my | Phone +601-0221-0472

2. Dr. Waheed Ali Umrani

Assistant Professor of Management

College of Economics & Political Science, Sultan Qaboos University, Oman

Email: w.umrani@squ.edu.om | Phone +968-7710-2674

3. Dr. Abdul Rehman Gilal

Assistant Teaching Professor

Knight Foundation School of Computing and Information Sciences, Florida International University (FIU), USA

Email: arehman@fiu.edu | Phone +178-6574-7906