

Asma Zafar, PhD

Assistant Professor

Goodman School of Business, Brock University

Room GSB-445, 1812 Sir Isaac Brock Way, St. Catharines, ON, L2S 3A1, ON, Canada

email: azafar@brocku.ca

Research Interests

I am keen on understanding organizational responses to institutional forces; of particular interest to me are the lenses of organizational identity, hybrid organizing, institutional logics, social innovation, and place. Thus far, I have explored the dynamics within the social services sector with the help of these theoretical lenses.

Education

- 2019 – PhD (Strategic Management and Organization)**
University of Alberta, Canada
- 2013 MSc in Management (Organization Studies)**
Brock University, Canada
- 2009 MBA**
Forman Christian College (A Chartered University), Pakistan
- 2005 Bachelor of Business & IT (B.B.I.T.)**
Lahore College for Women University, Pakistan

Refereed Publications

- Reay, T., **Zafar, A.**, Monteiro, P. & Glaser, V. (2019). Presenting findings from qualitative research: One size does not fit all! In T. B. Zilber, J. M. Amis, J. Mair (Eds.) *The production of managerial knowledge and organization theory: New approaches to writing, producing, and consuming theory*. *Research in Sociology of Organizations*.
- Zafar, A.** (2016). How organizations manage the tensions of hybrid identity? *Proceedings of the 44th Annual Conference of Administrative Science Association of Canada, Edmonton, AB*. [Best Student Paper Award, Organization Theory Division].
- Bouckenooghe, D., **Zafar, A.**, & Raja, U. (2015). How Ethical Leadership Shapes Employees' Job Performance: The mediating roles of goal congruence and psychological capital. *Journal of Business Ethics*, 129(2), 251-264.

Conference & Workshop Presentations

- Zafar, A.** & Reay, T. (2019, Aug). What doesn't kill us makes us stronger: Identity change at a social enterprise facing place-oriented disruption. 47th Annual Conference of Administrative Science Association of Canada, St. Catharines, ON.
- Zafar, A.** & Reay, T. (2019, May). What doesn't kill us makes us stronger: Identity change at a social enterprise facing place-oriented disruption. 79th Annual Meeting of the Academy of Management, Boston, MA.
- Zafar, A.** (2018, Jun). Managing competing logics in parallel: The case of a homeless-serving organization. <https://doi.org/10.5465/AMBPP.2018.14872abstract>, 78th Annual Meeting of the Academy of Management, Chicago, IL.

- Zafar, A. & Reay, T.** (2018, Feb). How organizations internally manage the tensions of hybrid organizing? Presented at the UBC-OMT workshop, Vancouver, BC.
- Zafar, A.** (2018, Jun). Exploring scope conditions on the use of institutional logics as tools. Abstract accepted at pre-conference workshop, 5th Triannual Alberta Institutions Conference, Edmonton, AB.
- Hedberg, L. H., Ometto, M. P. & **Zafar, A.** (2017, Aug). Institutional change and the cultural and biographical outcomes of social movements. <https://doi.org/10.5465/ambpp.2017.12987abstract>, presented at the 77th Annual Meeting of the Academy of Management, Atlanta, GA.
- Zafar, A. & Reay, T.** (2017, Jun). Understanding organizational implications of social innovations. 45th Annual Conference of Administrative Science Association of Canada, Montreal, QC.
- Zafar, A.** (2016, Aug). How organizations manage the tensions of hybrid identity? <https://doi.org/10.5465/ambpp.2016.13732abstract>, presented at the 76th Annual Meeting of the Academy of Management, Anaheim, CA.
- Zafar, A. & Ometto, M. P.** (2016, Aug). Emancipating the woman: How gender-mix in entrepreneurial teams leads to women's emancipation. <https://doi.org/10.5465/ambpp.2016.12428abstract>, presented at the 76th Annual Meeting of the Academy of Management, Anaheim, CA.
- Ometto, M. P. & **Zafar, A.** (2016, Aug). External infrastructure, community-based enterprises and entrepreneurial emancipation. <https://doi.org/10.5465/ambpp.2016.12444abstract>, presented at the 76th Annual Meeting of the Academy of Management, Anaheim, CA.
- Zafar, A.** (2016, Jun). How organizations manage the tensions of hybrid identity? Presented at the 44th Annual Conference of Administrative Science Association of Canada, Edmonton, AB.
- Zafar, A.** (2015, Jun). Choosing your battles wisely: How actors de-intensify complexity by developing unified strategies. Accepted at pre-conference workshop, Banff, AB.

Other Conference Activities

- Hedberg, L. & **Zafar, A.** (Co-organizer). 2018. Behind the scenes of highly cited organizational ethnographies (Session # 13339). 78th Annual Meeting of the Academy of Management, Chicago, IL.
- Zafar, A. & Hedberg, L.** (Co-organizer). 2017. Behind the scenes: Highly cited ethnographic methods in organizational studies (Session # 13199). 77th Annual Meeting of the Academy of Management, Atlanta, GA.
- Lu, C. & **Zafar, A.** (Co-organizer & presenter). 2017 The emergence and impact of social innovation. 45th Annual Conference of Administrative Science Association of Canada, Montreal, QC.

Manuscripts in Preparation

- Zafar, A. & Reay, T.** Responding to territorial disruptions: The case of a homeless-serving organization fighting to keep its place. In preparation for submission to: Administrative Science Quarterly. Target date: December 2018.
- Zafar, A. & Reay, T.** Purifying and adopting tainted institutional logics: The role of middle manager. In preparation for submission to: Journal of Management Studies [Special Issue on the role of managers]. Target date: September 2019
- Zafar, A.** How organizations manage the tensions of hybrid identity? The case of a public library. Target Journal: Organization Studies. Target date: December 2019

Zafar, A., Ometto, M. P., & Jennings, J. Emancipating the woman: How gender-mix in entrepreneurial teams leads to women's emancipation. *Target Journal: Journal of Business Venturing*. Target date: March 2020

Academic Awards, Honors and Scholarships

- Faculty of Graduate Studies & Research Recruitment Scholarship (2014), University of Alberta, AB, Canada
- Distinguished Graduate Student in Management Award (2013), Brock University, ON, Canada
- Jack M Miller Award for Excellence in Research (2013), Brock University, ON, Canada
- Dean of Graduate Studies Spring Research Fellowship (2012), Brock University, ON, Canada
- Ontario Graduate Scholarship (2012-13), Ministry of Training, Colleges and Universities, ON, Canada
- Dean of Graduate Studies Excellence Scholarship, (2012-13) Supplement to the Ontario Graduate Scholarship, Brock University, ON, Canada
- Gold Medal for 1st position in MBA (2009), Punjab, Pakistan
- Roll of Honor for cumulative GPA greater than 3.75 (2009), Forman Christian College, Punjab, Pakistan
- Abdul Karim Medal in Business Strategy (2009), Awarded in recognition of exceptional performance in the Business Strategy class during the MBA program, Forman Christian College, Punjab, Pakistan.
- Gold Medal for 1st position in Bachelor of Business & IT (2005), Lahore College for Women University, Punjab, Pakistan
- Roll of Honor for exceptional performance during Bachelor of Business & IT program (2005), Lahore College for Women University, Punjab, Pakistan

Teaching and Related Experience

- Sep 2016 – Instructor**
May 2017 Alberta School of Business, University of Alberta
Taught an undergraduate level mandatory course over Fall, 2016 and Winter 2017 [Strategic Management & Organization 310 – Introduction to Management]
- Sep 2014 – Research Assistant to Dr. Trish Reay**
present Alberta School of Business, University of Alberta
Provide assistance with interview and archival data coding.
- Sep 2011 – Marker/Grader/Research & Teaching Assistant**
Jul 2014 Department of OBHREE, Goodman School of Business, Brock University
Graded course components [OBHR 2P91 - Organizational Behavior, OBHR 3P97 - Human Resource Management, OBHR 3P42 - Organizational Structure and Redesign, OBHR 4P90 - International Organizational Behavior, OBHR 4P94 - Leading Change, MBAB 5P52 - Introduction to Human Resource Management]

Conducted weekly seminar for a Business Ethics course as Teaching Assistant during winter 2014 [ETHC 3P82 - Ethics in Business]
- Feb 2011 – Adjunct Faculty Member**

Jun 2011 **School of Management, Forman Christian College, (A Chartered University), Lahore, Pakistan**
Taught Organizational Behavior to 2 sections at undergraduate level.

Other Work Experience

Oct 2009 – **Business Development Manager**

Jun 2011 **School of Management, Forman Christian College (A Chartered University)**
Carried out marketing activities for the School of Management
Developed marketing plan for the School of Management
Taught 2 sessions in module on Organizational Behavior and Human Resource Management in executive education module for Engro Foods Limited

May 2009 – **Research Associate**

Jul 2009 Prepared a report to assess institutional challenges faced by Social Welfare Training Institute (SWTI), and helped develop a revitalized training policy. SWTI is a project run by Government of Punjab, Pakistan.

Volunteer Services to the University

Jan 2017 – **Alberta School of Business, University of Alberta**

May 2017 Student Representative on the Strategic Management and Organizations major (PhD program) review committee

Oct 2017 **University of Alberta Grad School & Professional Expo**

PhD student representative at the School of Business booth, with the objective of attracting more female PhD students to the program.

Services to the Profession

Nov 2017 – Reviewer, Academy of Management, MOC Division

Jan 2017 – Ad hoc reviewer, Canadian Journal of Administrative Sciences

July 2016 – Ad hoc reviewer, Organization Studies

Jan 2015 – Reviewer, Academy of Management, OMT Division

Oct 2014 – Member of AOM (OMT, MOC, and SM Divisions)

Skills

Knowledge of Microsoft Office tools, Word, Excel, PowerPoint, Publisher

Knowledge of STATA, AMOS, HLM, and NVIVO

Proficient in English and Urdu languages

Legal Status in Canada

Permanent Resident of Canada