

UMER HUSSAIN

(عُمَرَ)

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EDUCATION, CERTIFICATION, AND TRAINING

2021-Current	Post-Doctoral Research Associate Dean of Faculties- ADVANCE Texas A&M University, College Station, USA. Supervisor: Dr. Cynthia Werner (Cultural Anthropologist)
2018-2021 (*Completed in 2.9 years)	Ph.D. in Health and Kinesiology (Sport Management) Committee Chair: Dr. George B. Cunningham Committee Members: Dr. Marlene Dixon, Dr. Hyun Woo-Lee, and Dr. Stephanie Payne Texas A&M University, College Station, USA.
2020	Certificate in Advanced Research Methods Meta-analysis, Mixed method research, Structural equation modeling, and Psychometric theory Texas A&M University, College Station, USA.
2013-2016	Master of Sciences in Management Sciences COMSATS University, Islamabad, Pakistan.
2009 –2013	Bachelor in Business Administration (Finance) COMSATS University, Islamabad, Pakistan.

RESEARCH INTERESTS

- Diversity Inclusion
- Social Psychology and Social Aspects of Sport (Sport Organizations)
- eSports and Video-gaming
- Sport Marketing, Religious Marketing, and Mega-Events
- Organizational Behavior and Strategic Management
- Social justice, Muslim community, and Muslim refugees
- Research Methods (meta-analysis, psychometric theory, teaching case study research, and qualitative inquiry)

Peer-Reviewed Journal Publications (N = 10)

1. **Hussain, U.** & Cunningham, G. B. (2021). The Determinants of Muslim Women's Pro- Sport Hijab Purchase Intention: A Theory of Planned Behavior Perspective. *European Sport Management Quarterly*. [Scopus, IF: 4.00] <https://doi.org/10.1080/16184742.2021.1976242>
2. **Hussain, U.** (2021). The Clash of Civilizations: Khabib Nurmagomedov versus Conor McGregor. *Journalism and Media*. 2(4), 657-673. <https://www.mdpi.com/2673-5172/2/4/39> doi: 10.3390/journalmedia2040039 [Open Access]
3. **Hussain, U.**, Jabarkhail. S., Cunningham, G. B., & Madsen, J.M. (2021). The Dual Nature of Escapism in Video Gaming: A Meta-Analytic Approach. *Computers in Human Behavior Reports*. [Open access, new journal, no IF yet, companion/sister journal of *Computers in Human Behavior* (IF: 6.82)] <https://doi.org/10.1016/j.chbr.2021.100081>
4. **Hussain, U.**, Yu. B., Cunningham, G. B., & Bennett, G. (2021). "I can be who I am when I play Tekken 7": eSports women participants from the Islamic Republic of Pakistan. *Games and Culture*. [SSCI, Scopus Cite Score: 3.500, IF: 1.90] <https://doi.org/10.1177/15554120211005360>
5. **Hussain, U.** & Yu, B. (2021). Repelolicer: A Reality or Snake Oil. *South Asian Journal of Business and Management Cases*. [Scopus Cite Score: 0.5] <https://doi.org/10.1177/22779779211014635>
6. Lee, H.-W., **Hussain, U.**, M., Shin, S., & Park, S. S. (2021). Internal Sales of Licensed Products: A Case Study of the XVII Asian Games Licensee Revenue. *Emerald Emerging Markets Case Studies*. [Scopus Cite Score: 0.1, SJR: 0.17] <https://doi.org/10.1108/EEMCS-09-2019-0244>
7. **Hussain, U.** & Cunningham, G. B. (2020). "These are 'Our' sports": Kabaddi and Kho-Kho women athletes from the Islamic Republic of Pakistan. *International Review for the Sociology of Sport (IRSS)*. 56(7), 1051–1069. <https://doi.org/10.1177/1012690220968111> [SSCI, Scopus Cite Score: 3.700, IF: 3.780]
8. Cunningham, G. B. & **Hussain, U.** (2020). The Case for LGBT Diversity and Inclusion. *Sport & Entertainment Review*. 5(1), 1-14. [Open Access: Practitioners Journal] <https://serjournal.com/2020/01/15/the-case-for-lgbt-diversity-and-inclusion-in-sport-business/>
9. **Hussain, U.** (2014). Pakistan Accumulators (PVT) Limited (PAL)—a third world perspective. *Emerald Emerging Markets Case Studies*. 4(6), 1-27. doi:10.1108/EEMCS-04-2013-0036. [Scopus Cite Score: 0.1, SJR-0.17]

Conditionally Accepted

10. **Hussain, U.** & Inga, M. (provisionally accepted; 2021). Dispositional malicious envy and workplace deviance: divergent thinking as mediator. *Sage Open*. [IF:1.356]

In-Review Journal Publications (N = 2)

1. **Hussain, U.** & Cunningham, G. B. (minor revision). From the Eyes of the Beholders: The Shimshali Sister. *Sport in Society*. [Scopus, IF: 1.76]
2. **Hussain, U.** & Cunningham, G. B. (revision stage). Unconventional means to enhance Muslim women's sport inclusion. *Sport & Entertainment Review*.

In-progress research projects (N = 12)

Few Targeted Journals for 2022 (10 Publications Target)

Journal of Sport Management

Sport Management Review

Sociology of Sport Journal

Computers in Human Behavior

Journal of Sport & Social Issues

In-progress book chapters (N = 2)

Research Conferences (19) and Invited Presentations (2) (N = 21)

North American Society for Sport Management (NASSM) (3)

1. **Hussain, U.** & Cunningham, G. B. (2021, June). *Sport Contact as a Means to Reduce Islamophobia: FIFA World Cup 2022 Qatar*. A poster presented at the annual conference of the North American Society for Sport Management (NASSM) (Online).
2. **Hussain, U.** & Cunningham, G. B. (2021, June). *The Determinants of Muslim Women's Pro-Sport Hijab Purchase Intention: Theory of Reasoned Action and Social Identity Perspective*. A poster presented at the annual conference of the North American Society for Sport Management (NASSM) (Online).
3. **Hussain, U.** & Cunningham, G. B. (2020, May 28-30). *International Cricket Council: Managing Racism*. A poster presented at the annual conference North American Society for Sport Management (NASSM), San Diego, CA, USA (changed to an online conference).

Sport Management Association of Australia and New Zealand (SMAANZ) (5)

1. **Hussain, U.**, Cunningham, G. B., & Hussain, K.K. (accepted for presentation: Dec 2021). *The Unseen Religious Minority Athletes from the Islamic Republic of Pakistan*. A paper will be presented at the annual conference of the Sport Management Association of Australia and New Zealand (SMAANZ).
2. **Hussain, U.** & Cunningham, G. B. (2020, Dec). *The Passion for the Gentleman's Game in the Ashes: Afghan Refugees from Pakistan*. A paper was presented at the annual conference of the Sport Management Association of Australia and New Zealand (SMAANZ) virtual conference.
3. **Hussain, U.** & Cunningham, G. B. (2020, May). *Nike's pro-sport Hijab and Nike FlyEase- The interplay of Self-concept, Religion, and Brand Trust*. A virtual presentation at the Sport Management Association of Australia and New Zealand (SMAANZ) HDR conference.
4. **Hussain, U.**, Yu. B., Bennett, G., & Cunningham, G. B. (2019, December). *Muslim Women Sports Consumption*. A Paper presented at the annual conference of the Sport Management Association of Australia and New Zealand (SMAANZ), Canterbury, New Zealand.
5. **Hussain, U.** & Cunningham, G. B. (2019, December). *Do Women Need to Bleed?* A paper was presented at the annual conference of the Sport Management Association of Australia and New Zealand (SMAANZ), Canterbury, New Zealand.

European Association for Sport Management (EASM) (2)

1. **Hussain, U.** & Cunningham, G. B. (to be presented in Oct 2021). *Muslim Community and Sport Scholarship: A Scoping Review*. A paper will be presented at the European Association for Sport Management (EASM) virtual conference 2021.
2. **Hussain, U.** & Cunningham, G. B. (2020, Sept). *Challenging the patriarchal System: A case of football league from the Islamic Republic of Pakistan*. A paper was presented at the European Association for Sport Management (EASM) virtual conference (Online).

North American Society for the Sociology of Sport (NASSS) (1)

1. **Hussain, U.** & Cunningham, G. B. (2019, Nov). *Understanding the Lived Experiences of Muslim Females Participating in Unconventional Sports*. A paper presented at the annual conference of the North American Society for the Sociology of Sport (NASSS), Virginia Beach, VA, USA.

Sport Marketing Association (SMA) (1)

1. **Hussain, U. & Cunningham, G. B.** (2021, Oct). *Muslim Women and Individuals with Disabilities in the USA: Nike's Pro-Sport Hijab Versus Nike Flyease*. A paper presented at the Sport Marketing Association (SMA) annual conference, Las Vegas, USA.

National Conference on Race and Ethnicity in American Higher Education (NCORE) (1)

1. **Hussain, U. & Cunningham, G. B.** (2019, May). *A Multi-factor Model for Understanding the Experiences of Muslim Sportspersons in the USA*. A poster presented at 32nd National Conference on Race and Ethnicity in American Higher Education (NCORE), Portland, Oregon, USA.

Others (6)

1. **Hussain, U. & Swart, K. A.** (to be presented in Oct 2021). *'We Can Also Lead': Muslim Women Leaders In Sport Organizations*. A paper will be presented at the **International Leadership Association's 23rd annual global conference**, Geneva, Switzerland.
2. **Hussain, U. & Swart, K. A.** (2021, June). *Me, My Religion, and the Misogynist World*. A paper presented at the annual conference of the **International Conference on Games and Narrative 2021**, University of Waterloo.
3. **Hussain, U. & Cunningham, G. B.** (2020, Sept). *Cricket as a means for political power-The Case of Indian sub-continent*. A poster was presented at the annual **NVIVO virtual conference**.
4. **Hussain, U. & Cunningham, G. B.** (2020). *The clash of civilization: A case study of Khabib Nurmagomedov vs. Conor McGregor*. A paper presented at the **Emerging Sport Studies virtual symposium**.
5. **Hussain, U. & Cunningham, G. B.** (2020, Sept). *LGB Muslims Identity development process*. A paper presented at the **British Sociological Association Sports Group**, virtual presentation.
6. **Hussain, U.** (2013, January). *Business Ethics: A case study of Pakistan Accumulators*. A paper presented at the **Asian Journal of Management Cases, LUMS, Lahore, Pakistan**.

Invited Scholarly Presentations (2)

1. **Hussain, U.** (2021). *Traditional sports of the Indian Sub-continent*. **The City College of New York, USA**.
2. **Hussain, U.** (2020). *Reclaiming 'Our' Sports: Challenging the Western Sporting Paradigm*.

South Asia Working Group, Texas, USA.

Research and Travel Awards (N = 13)

1. Recipient of the Texas A&M University Open Access to Knowledge Fund (OAKFund) grant (research award received \$956.16)
2. Recipient of the ADVANCE, Dean of Facilities, TAMU research travel grant (research award received \$1500)
3. Recipient of the Huffines Institute for Sport and Medicine annual research conference travel award (research award received \$750)
4. Recipient of the TAMU CEHD travel award for 2019/20 (research award received \$500)
5. Recipient of the TAMU OGAPS travel award for 2019/20 (research award received \$750).
6. Recipient of the Graduate and Professional Student Government travel award for 2019/20 (research award received \$500).
7. Recipient of the CEHD, Texas A&M University, Graduate Research Grant for the 2019/20 academic year (research grant received \$1132).
8. Recipient of the division of Sport Management, Texas A&M University, travel grant for the 2019/2020 academic year (award received \$750)
9. Recipient of the **Dean's Graduate Award for 2019 at Texas A&M, University**. College Station, Texas (research grant received \$4000).
10. Recipient of the **Sport Management Association of Australia and New Zealand (SMAANZ) student travel assistance program award** (award received \$200)
11. Recipient of the division of Sport Management, Texas A&M Travel grant for the 2018/2019 academic year (award received \$750)
12. Recipient of graduate assistantship with the full tuition fee waiver for the Ph.D. program at Texas A&M University, College Station, USA
13. Hussain, U. (2016). **Frequicker a Million-Dollar Illusion or Reality was awarded as a 10th best case study by CEEMAN and renowned publisher Emerald in 2016**
http://www.emeraldgroupublishing.com/research/awards/past_ceemancase_22nd.htm.

NEWSPAPER OPINION EDITORIALS/OTHER BLOGS

Hussain, U. (2021, Sept 22). Orientalism and Media Coverage of the 2022 Qatar World Cup. *NASSS Blog*. <https://thesocietypages.org/engagingsports/2021/09/22/orientalism-and-media-coverage-of-the-2022-qatar-world->

cup/?fbclid=IwAR135vcOu2drMcmxnM7bEuTEC9mtLBHFueeECbtj-
1krN0ij6MJLYUlcDs

Hussain, U. (2021, May 9). Between Patriarchy and Western Secularism: Islamic Feminism a new approach in Sport Management. *NASSM Blog*.

<https://nassmblog.com/2021/05/19/between-patriarchy-and-western-secularism-islamic-feminism-a-new-approach-in-sport-management/>

Hussain, U. (2020). Reminiscence for slavery: Ertugrul Ghazi and whitening creams. *Daily Times*. <https://dailytimes.com.pk/667039/remembrance-for-slavery-ertugrul-ghazi-and-whitening-creams/>

Hussain, U. (2020). *Growing sexual child abuse in Pakistan* / *Daily times*. *Daily Times*.
<https://dailytimes.com.pk/536881/growing-sexual-child-abuse-in-pakistan/>

Hussain, U. (2020). Are immoral women the cause of COVID-19? *Daily Times*, 27 April. 9.
<https://dailytimes.com.pk/602792/are-immoral-women-the-cause-of-covid-19/>

Hussain, U. (2020). What is Feminism? *Daily Times*, 27, Jan. 8.
<https://dailytimes.com.pk/546703/what-is-feminism/>

Hussain, U. (2020). Social Sciences and the developing world. *Daily Times*, 25, Jan. 9.
<https://dailytimes.com.pk/545806/social-sciences-and-the-developing-world/>

Hussain, U. (2019). The Growth of the Sports Industry in Pakistan. *Daily Times*, 30 Dec.10.
<https://dailytimes.com.pk/529354/the-growth-of-the-sports-industry-in-pakistan/>

Hussain, U. (2015). The situation of women education in GB unsatisfactory
The Nation, 03 May. 9.
<http://nation.com.pk/islamabad/03-May-2015/situation-of-women-education-in-gb-unsatisfactory>.

FEW PRESS/MEDIA COVERAGE

- <https://forskning.no/data-spill-teknologi/pakistanske-kvinner-bruker-e-sport-for-a-fa-mulighet-til-a-vaere-seg-selv/1901650>
- <https://www.utrop.no/nyheter/nytt/273278/>
- <https://www.ausleisure.com.au/news/smaanz-announces-2019-awards-and-grants-recipients/>

- <https://fagpressenytt.no/artikkel/pakistanske-kvinner-bruker-e-sport-%C3%A5-f%C3%A5-mulighet-til-%C3%A5-v%C3%A6re-seg-selv>
- <https://www.dawn.com/news/1153606>
- <https://www.newageislam.com/islamic-society/umer-hussain/reminiscence-for-slavery--ertugrul-ghazi-is-not-only-a-tv-serial-but-a-broader-cultural-association-which-pakistanis-are-trying-to-resonate-with-turk/d/122865>
- https://www.scholarden.com/blog_categories/direct-admission-success-stories/blog_posts/umer-hussain

WORK EXPERIENCE (8 YEARS APPROX.)

Texas A&M University, ADVANCE, Dean of Faculties, College Station, USA.
Post-Doctoral Researcher
Aug 2021-Current.

I am conducting research on programs and projects specific to ADVANCE. Further, my job is to evaluate and develop the effectiveness of STRIDE (strategies and tactics for recruiting to improve diversity and excellence) faculty search committee training workshops. In addition, I research issues that affect faculty retention. Lastly, I am working upon National Science Foundation's 2 million USD (<https://www.forbes.com/sites/michaeltmietzel/2021/05/27/university-of-houston-research-team-to-study-the-college-promotion-and-tenure-process/?sh=3d7ffa0c2b89>) grant about understanding fairness regarding universities' tenure and promotion process.

Texas A&M University, Department of Health and Kinesiology, College Station USA.
Instructor (Online curriculum)
Aug 2018-May 2021

Instructor-SPMT 319, Sociology of Sports (Fall, 2018; Spring, 2019; Summer, 2019; Fall, 2019; Spring, 2020 Summer, 2020; Fall, 2020)

Sociology of Sports is a course that investigates social and ethical issues related to sport participation and the sport industry.

Face to Face Class

Instructor-HLTH 285, HLKN LEADS (Fall, 2020)

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HLKN LEADS. is a program designed to assist first-year freshmen and transfer students in the Health & Kinesiology Department at TAMU.

Graduate Teaching Assistant

Teaching Assistant SPMT 481, Social Psychology of Sport (Fall, 2018; Spring, 2019; Summer, 2019; Fall, 2019; Spring, 2020 Summer, 2020; Fall, 2020)

Social Psychology of Sport is a course that emphasizes relationships in sport, group dynamics, motivation, social processes, and the athlete in the wider sport environment.

American Refugee Committee- now Alight (INGO, Islamabad, Pakistan)

Communication & Liaison Officer

April 2018-Aug 2018

My primary responsibility was to document the progress and learnings of the ‘Million Kids to School’ project among various audiences (e.g., donors, CSOs, partner organizations, and beneficiaries). Further, I was responsible for working with the program team and partner organizations to develop and implement communications strategies. I also use to make frequent field trips across Pakistan to support field offices to develop communication material and build their capacity.

National University of Science and Technology (NUST University, Islamabad)

Executive Compliance and Reporting Officer

Oct 2016- July 2017

In this position, I was responsible for the management and maintenance of the data related to donations. I was also acting as the primary contact for all donations-related issues. In addition, I used to manage all donations processing, receipting, acknowledgment, and pledge management activity received on average per year. Finally, one of the core responsibilities was to work as a grant writer for minor gift projects.

Pakistan Sweet Homes (Orphanage, Islamabad, Pakistan)

Senior Public Relation Officer

Dec 2013-Aug 2016

I was responsible for developing and executing Pakistan Sweet Home’s media strategy across all media (i.e., press, broadcast, and publications). Also, my core task was to raise Pakistan Sweet Homes’ profile and market activities (e.g., fundraising).

US Ambassador Youth Council (US state department funded program, Islamabad)

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Ex-Member, Ex-President

Aug 2013-Mar 2015

This was a volunteer-based project in which my major responsibility was strengthening the relationship between Pakistani Youth and the US embassy in Islamabad. I worked in the role of youth advisor to the US ambassador in Pakistan.

AIESEC International (Student Community Organization, Sri Lanka)

Intern

Feb 2013- March 2013

I was responsible for developing and presenting six communication training sessions at the University of Sri Jayewardenepura, Colombo, Sri Lanka. I also delivered six leadership training sessions in various schools to children from the age of 14-17.

Pakistan Telecommunication Limited (Islamabad, Pakistan)

Intern

June 2012-Aug 2012

This was eight weeks internship at the finance budgetary control department

Pearl Continental Hotel (Bhurban, Pakistan)

Intern

June 2011-July 2011

This was six weeks internship at the Human Resources Department

OTHER SERVICES

- Invited reviewer for the International Review for the Sociology of Sport (IRSS) (reviewed n = 4) <https://publons.com/researcher/3845996/umer-hussain/>
- Invited reviewer for the South Asian Journal of Human Resources Management [https://publons.com/researcher/3845996/umer-hussain/\(reviewed n = 1\)](https://publons.com/researcher/3845996/umer-hussain/(reviewed%20n%20=1))
- Invited reviewer for the Games and Culture Journal. (reviewed n = 1) <https://publons.com/researcher/3845996/umer-hussain/>
- Ex-Senator at the Graduate and Professional Student Government for 2019-20, Texas A&M University, USA.
- Currently Members of Pakistan US Alumni Network PUAN (US-Embassy Project)

STUDENT AWARDS

- August 2016- Awarded as Best Orator Award in EVEREST Model United Nations (EIMUN) in Nepal, Katmandu sponsored by US Embassy.
- 1st position in business idea competition at Rawalpindi Chamber of commerce 2012.
- 1st Position in Case study competition at BIZIGNITION BAHRIA University 2012.
- Case study competition 3rd position at CASE university 2012.
- 2nd position in synergies case study competition at LUMS University Lahore 2012.
- 3rd Position in Battle of business giant competition at Punjab Youth Festival Lahore

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- 2012.
- Interdepartmental debate competition winner 2011 (First Position).
- Interdepartmental best presentation winner, COMSATS 2011.
- Teacher vs. Student debate competition winner, 2012.
- 1st position in communication skills presentation at CIIT.

PROJECTS

- Chief Organizer of Punjab Youth Festival 2012 (i.e., largest youth festival in Asia).
- The organizer of a keynote speech of British Prime Minister David Cameron at COMSATS, Islamabad.
- The organizer of the COMSATS 2nd commission meeting.
- The organizer of Prime Minister's (Yousuf Raza Gillani) visit to COMSATS University.
- Organized US Embassy three days educational conference (2016-MappingED).
- Participant of Peace Building Conference, organized by the US embassy, Islamabad, 2017.

COMPUTER SKILLS AND RESEARCH SOFTWARE'S KNOWLEDGE

- SPSS
- STATA
- R-Programming Language
- Dreamweaver
- Microsoft Office
- NVIVO
- Python (Beginner)
- LIWC
- Amos

MEMBERSHIPS OF SPORT SCHOLARLY ORGANIZATIONS

- North American Society for Sport Management (NASSM)
- Sport Management Association of Australia and New Zealand (SMAANZ)
- European Association for Sport Management (EASM)
- North American Society for the Sociology of Sport (NASSS)

LANGUAGES (N = 7)

- English
- Urdu
- Shina
- Punjabi (basic)
- Pushto (basic)

- Siraiki
- Hindi (speaking)

OTHER

Blog: <http://rightsfor.y.blogspot.com>

Website: uhussain.info