

DR SHAKEEL KHAN

Faculty Member · Head, Business Incubation Centre · Founder & Entrepreneur

University of Peshawar, Khyber Pakhtunkhwa, Pakistan

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PROFESSIONAL PROFILE

Dr Shakeel Khan is an academic, entrepreneur, and policy advisor with fifteen years of senior experience spanning higher education, sustainability, entrepreneurship, and digital transformation across Pakistan and internationally. As Head of the Business Incubation Centre at the University of Peshawar, he leads Pakistan's flagship public-sector university incubator, having directly mentored 200+ early-stage founders, supported 400+ startups, and trained 1,000+ young people in green and digital skill domains. He is the founder of an active portfolio of AI-enabled SaaS ventures (Cliniqo, TeachMigo, Talimly, Bisols, Boostpreneurs, RISE Connect) operating across Pakistan, the United Arab Emirates, and the diaspora. As a Member of the Royal Academy of Engineering (United Kingdom), he holds active research collaborations with the University of Sheffield, Liverpool John Moores University, and Cardiff Metropolitan University, and serves on policy and curriculum committees for the Government of Khyber Pakhtunkhwa. His expertise spans sustainable entrepreneurship, circular economy, women's economic empowerment, AI-enabled SaaS, education technology, and the just transition in emerging economies.

AREAS OF EXPERTISE

Sustainable entrepreneurship and green startup ecosystems · Business incubation and accelerator design · Circular economy and climate-tech innovation · Women's economic empowerment and inclusive growth · AI-enabled SaaS and digital transformation · Education technology and EdTech adoption · Tourism, hospitality, and sustainable destination management · Higher education leadership, curriculum design, and policy advisory · Indigenous business ethics and entrepreneurial culture.

CURRENT LEADERSHIP POSITIONS

University of Peshawar, Khyber Pakhtunkhwa, Pakistan

- **Head & Focal Person, Business Incubation Centre (BIC)** — current.
- Lead the strategic and operational direction of Pakistan's flagship public-sector university incubator, fostering green and digital entrepreneurship among students, alumni, and external founders. Direct cohort programmes, the annual Youth Business Summit, the UN Women Digital Startup Cohort, and the Khyber Pakhtunkhwa Startup Commercialization Framework. Direct training programmes on climate change, sustainability, and digital business; serve as the principal interface with national and international funders.
- **Demonstrated Impact:** directly mentored 200+ early-stage founders; supported 400+ startups through BIC programmes and partner cohorts; trained 1,000+ young people across digital, green, and entrepreneurial skill domains.
- **Faculty Member, Institute of Management Studies (IMS)** — 2010 to present.
- Teach and supervise research in entrepreneurship, leadership, human resource management, and sustainability. Member of departmental research and curriculum committees.
- **Faculty Member, Department of Tourism and Hotel Management** — 2022 to 2024 (concurrent).

- Contributed to teaching and applied research in tourism, hospitality, and sustainable destination management with an emphasis on Khyber Pakhtunkhwa's cultural and ecological heritage.

ENTREPRENEURIAL VENTURES

I lead an active portfolio of AI-enabled SaaS and digital ventures across health, education, talent, and entrepreneurship sectors, operating in Pakistan, the United Arab Emirates, and the wider region.

- **Cliniqo (mycliniqo.com)** — Founder. Pakistan's AI-powered clinic operating system. Bilingual (Urdu / Pashto / English) clinical-documentation tools, AI voice-to-SOAP notes, embeddable booking widget, and integrated practice management for clinics across Pakistan.
- **TeachMigo (teachmigo.com)** — Founder. Pakistan's first Education Operating System with six role-based dashboards, 30+ ERP modules, and integrated AI engines for schools, teachers, students, and parents. Bilingual (Urdu / English) platform aligned with Matric, FSc, and O / A-Level curricula.
- **Talimly (talimly.com)** — Founder. Education Operating System for schools and madrassas, with bilingual (Urdu / English) RTL interface and integrated AI engines.
- **Viresify (viresify.com)** — Founder. AI-powered HR and talent platform with four pillars: job-seeker suite, employer / HR system, learning Academy, and Vires AI engine suite.
- **RISE Connect** — Founder. Digital platform connecting startups, mentors, investors, and ecosystem actors across Pakistan's emerging entrepreneurial landscape.
- **Bisols (bisols.com)** — Founder. B2B AI and digital services agency with offices in Islamabad, Peshawar, and the United Arab Emirates.
- **Boostpreneurs** — Founder. AI-enabled entrepreneurship and digital-income community for creators and early-stage founders across Pakistan and the diaspora.
- **Climovate, DigitFirst, Drylicious, Vinnara** — Co-founder / advisor on a portfolio of climate-education, digital-marketing, sustainable-agriculture, and real-estate AI ventures.

GOVERNMENT, POLICY, AND ADVISORY ROLES

- **Member, Steering and Oversight Council, SeedRise Project** (2026 — ongoing). Institute of Management Sciences, Peshawar, in collaboration with The Asia Foundation. Provide strategic guidance on ecosystem engagement and program development for a major startup-ecosystem initiative in Khyber Pakhtunkhwa.
- **Member, Technical Working Group on Climate Change Initiatives**, Chief Minister Secretariat, Government of Khyber Pakhtunkhwa. Contributed to provincial climate action planning, adaptation and mitigation strategy, and innovative finance mechanisms (carbon credits, green bonds).
- **Member, Curriculum Committee**, Higher Education Department, Government of Khyber Pakhtunkhwa.
- **Curriculum Development Expert (Academia), e-Commerce Domain** — Qualifications Development Committee-3, National Vocational and Technical Training Commission (NAVTTTC), Government of Pakistan, February 2025.
- **Focal Person**, University of Peshawar Memorandum of Understanding with Pakistan Single Window (national trade-facilitation platform).
- **Focal Person**, University of Peshawar Memorandum of Understanding with the Social Welfare Department, Government of Khyber Pakhtunkhwa, for the UNICEF-funded project.
- **Focal Person**, University of Peshawar Memorandum of Understanding with Transparency International for the Youth Climate Fellowship Programme.

INTERNATIONAL ENGAGEMENT AND RECOGNITION

- **Member, Royal Academy of Engineering (United Kingdom)** — in recognition of contributions to sustainability and circular-economy research.
- University of Sheffield (United Kingdom) — Country Lead, Circular Economy Data Mapping in Developing Countries (2021–2022), Royal Academy of Engineering funded.
- Liverpool John Moores University (United Kingdom) — Country Lead, Coastal Resilience Infrastructure at Gwadar Port (2021), Royal Academy of Engineering Frontiers of Development Funding.
- Cardiff Metropolitan University (United Kingdom) — Active research collaboration on green entrepreneurship and circular economy.
- UN Women Pakistan — Lead Trainer, Digital Marketing Fundamentals with AI Essentials (D4WEE) for women entrepreneurs (2025); Lead, Women Digital Startup Cohort hosted at the BIC.
- The Asia Foundation — Steering and Oversight Council member, SeedRise Project (2026 — ongoing).
- UNICEF (via Khyber Pakhtunkhwa Social Welfare Department) — University–NGO Memorandum of Understanding focal person.
- Adam Smith International — Project Lead, Green Nudges for Sustainable Campus Operations (2023–2024, PKR 2,000,000).
- Transparency International Pakistan — Project Lead, Youth Climate Fellowship Programme for 35 fellows (2023–2024).

FORTHCOMING MONOGRAPH

- **Khan, S. (forthcoming, 2026).** *Pakhtunwali and Enterprise: The Indigenous Business Ethic*. Sang-e-Meel Publications (Pakistan); Amazon KDP (international edition). Approx. 37,500 words. A scholarly monograph examining indigenous Pashtun business ethics in comparative perspective with global ethical traditions, with a practical Pakhtunwali Business Toolkit for contemporary entrepreneurs.

SELECTED PEER-REVIEWED PUBLICATIONS

Selected from a portfolio of 25+ peer-reviewed journal articles. A complete list is available on request.

Green Entrepreneurship, Circular Economy, and the Just Transition

1. Khan, S., Ullah, M., Qarni, A. Z., & Ullah, I. (2026). Adopting circular economy principles in hospitality: A case study of Peshawar, Pakistan. *Journal of Social Sciences Research & Policy*, 4(1), 87–107.
2. Khan, S., Khan, M. H., Khan, Z., Rahim, A., & Iqbal, S. (2025). Catalyzing sustainability: The role of green startups in combating climate change and driving economic growth in Pakistan. *Journal of Media Horizons*, 6(2), 269–275.
3. Khan, S., Khan, M. H., & Iqbal, S. (2025). Innovation under pressure: Mapping the boom, challenges, and resilience of Pakistan's startup ecosystem (2019–2024). *Review Journal of Social Psychology & Social Works*, 3(2), 503–520.
4. Khan, M. H., Khan, S., & Iqbal, S. (2025). Green entrepreneurship and branding in developing economies: A data-driven analysis. *Review Journal of Social Psychology & Social Works*, 3(1), 955–964.
5. Khan, S., Khan, M. H., & Iqbal, S. (2025). Global trends in entrepreneurship and startup human resources practices post-2020. *Journal of Social Sciences Research & Policy*, 3(2), 31–38.
6. Khan, S., Khan, M. H., & Khattak, H. (2024). Promoting environmental sustainability: The application of green nudging to encourage reusable solutions in campus eateries. *Remittances Review*, 9(1), 3193–3217.

7. Khan, S., Junaid, M., Iqbal, K., & Khan, M. H. (2018). The role of entrepreneurial capacities in the creation and discovery of opportunities: Green entrepreneurs in Peshawar. *The Dialogue*, 13(5).

Sustainability, Tourism, and Higher Education

8. Ahmad, M. S., Zhang, R. U. O., Khan, S., et al. (2024). Policy recommendations for mitigating the impact of fluoride toxicity on aquatic life and its influence on domestic tourism. *Fluoride*, 57(1).
9. Aimal, Junaid, M., & Khan, S. (2020). Problems and prospects of the honey value chain in Peshawar, Khyber Pakhtunkhwa: A grounded theory analysis. *Journal of Managerial Sciences (Qurtuba University)*, 40(1), 1–9.
10. Khan, M. H., & Khan, S. (2025). Brand-fluence: Brand-based leadership in the public and private sector universities in Khyber Pakhtunkhwa, Pakistan. *Journal of Social Sciences Research & Policy*, 3(1), 400–412.
11. Khan, M. H., & Khan, S. (2024). Exploring internal brand management and the HRM role: Public versus private sector universities in Khyber Pakhtunkhwa, Pakistan. *Remittances Review*, 9(2), 652–673.
12. Khan, S., Khan, M. H., Mohmand, M. A., & Misbah, S. (2020). Impact of HR practices on employee turnover and job satisfaction: Evidence from Pakistani universities. *Review of Economics and Development Studies*, 6(3), 607–624.
13. Khan, S., Khan, M. H., & Gul, D. N. (2020). Comparative analysis of education policy reforms of Khyber Pakhtunkhwa Pakistan since 2008–2018. *Review of Education, Administration and Law*, 3(2), 165–174.

Organisational Behaviour, Leadership, and Human Resources

14. Bahadar, K., Khan, G. A., Imad, M., & Khan, S. (2023). The influence of transformational leadership on employee motivation: Exploring the mediating role of procedural justice. *International Journal of Business and Economic Affairs*, 8(3), 211–219.
15. Khan, S., Durrani, S. K., Hamid, B., & Ishtiaq, M. (2021). Relationship between transformational leadership dimensions and employee engagement: A mediating mechanism of emotional intelligence. *Review of Applied Management and Social Sciences*, 4(3), 693–701.
16. Khan, A., Khan, S., & Ahmad, M. (2020). Failure of authentic leadership of SMEs in Pakistan. *Review of Applied Management and Social Sciences*, 3(3), 399–411.
17. Khan, M. K., Shafi, M., Khan, S., & Khan, W. (2020). Why does task conflict influence team creativity? The role of team reflexivity. *International Journal of Research in Business and Social Science*, 9(2), 50–58.
18. Khan, S., & Shah, M. H. (2016). Workaholism reasons, influences and objective assessment of NGO employees in Peshawar. *City University Research Journal*, 6(1), 37–47.

Service Quality, Healthcare, Finance, and Consumer Studies

19. Dar, B. K., Majeed, R., Khan, S., & Khan, M. I. (2023). The impact of total quality management on patient satisfaction with the mediating role of perceived service quality of healthcare. *International Journal of Business and Economic Affairs*, 8(4), 36–43.
20. Malik, F., Asif, M., Sharif, I., Khan, S., & Hakeem, L. (2021). How pharmaceutical marketing manipulates the prescription pattern of physicians? A grounded theory study. *International Journal of Innovation, Creativity and Change*, 15(5).
21. Ullah, K., Khan, S., Sharif, I., et al. (2021). The impact of e-logistics performance on organizational performance in a supply chain context. *Elementary Education Online*, 20(3), 1791–1795.
22. Sharif, I., Junaid, M., & Khan, S. (2020). The effects of socio-cultural context on breach of accounting ethics: A grounded theory study. *Journal of Accounting and Finance in Emerging Economies*, 6(4), 1101–1120.
23. Khan, A., Sharif, I., & Khan, S. (2020). The nexus of currency fluctuations on imports and exports of Pakistan. *Journal of Accounting and Finance in Emerging Economies*, 6(4), 1121–1131.

24. Hamid, B., & Khan, S. (2020). China-Pakistan Economic Corridor (CPEC): Facts and fantasies. *Review of Applied Management and Social Sciences*, 3(2), 213–220.
25. Rehman, A. U., Shah, S. Z., & Khan, S. (2020). The impact of reverse culture shock on Gulliver's family life. *Journal of Business and Social Review in Emerging Economies*, 6(1).

CONFERENCE PRESENTATIONS AND INVITED TALKS

- **Conference Secretary and Organizer (2024)** — “Heritage and Hospitality: Exploring Archaeological and Tourism Prospects in Khyber Pakhtunkhwa.” Baragali Summer Campus, University of Peshawar, 16–18 August 2024.
- **Khan, S. (2022)**. “Challenges and Opportunities of E-Commerce: A Contemporary Context of Pakistan After COVID-19.” 30th International RAIS Conference, American University, Washington DC, USA.
- **Khan, S. (2017)**. “Impact of National Cultures on Organizational Performance: A Comparative Analysis of International Development Sector Firms in Pakistan.” 8th International Conference on E-Business, Management, and Economics, Birmingham, United Kingdom.
- **Khan, S. (2015)**. “Workaholism in NGO Employees: Factors, Impacts, and Assessment.” New Trends in Multidisciplinary Research and Practice, Istanbul, Türkiye.

RESEARCH SUPERVISION

- **PhD Supervision: Muhammad Hashim Khan** (completed July 2024). “A Comparative Study of Internal Brand Management in the Public and Private Sector Universities: A Case Study of Khyber Pakhtunkhwa, Pakistan.” Institute of Management Studies, University of Peshawar.
- Supervised 25+ MS and MBA dissertations on entrepreneurship, leadership, sustainability, HRM, and tourism management.
- Mentored 35 Youth Climate Fellows (2023–2024) and successive cohorts of women founders in the UN Women Digital Startup Cohort.

TEACHING AND CURRICULUM DEVELOPMENT

Postgraduate Courses (MBA / MS / MPhil)

- Politics of Development · SME Management · Research Methodology · Leadership and Teamwork · International Human Resource Management.

Undergraduate Courses (BBA / BS Tourism and Hospitality)

- Business Research Methods · Organizational Behaviour · Strategic Management · E-Commerce · Tourism Marketing · Tourism Management · Event Management · Leadership · SME Management.

Curriculum and Capacity Building

- Designed and delivered the UN Women D4WEE “Digital Marketing Fundamentals with AI Essentials” programme for women entrepreneurs across Pakistan.
- Member, Curriculum Committee, Higher Education Department, Government of Khyber Pakhtunkhwa.
- Curriculum Development Expert, e-Commerce Domain, NAVTTC Qualifications Development Committee-3 (2025).

EDUCATION

- **PhD, Management Sciences** (Green Entrepreneurship and Sustainable Livelihood), INU, Peshawar, 2019. CGPA 3.8 / 4.0.
- *Dissertation*: “Green Entrepreneurs and Sustainable Livelihood: The Role of Managerial, Psychological and Entrepreneurial Capacities.”
- **MBA, Human Resource Management**, Institute of Management Studies, University of Peshawar, 2010. CGPA 3.9 / 4.0.
- **BBA (Information Technology)** — **University Gold Medalist**, Institute of Management Studies, University of Peshawar, 2008. CGPA 4.0 / 4.0.
- **Diploma in Commerce (D.Com)**, Board of Technical Education, Peshawar, 2004.

HONOURS AND AWARDS

- **Member, Royal Academy of Engineering (United Kingdom)** — in recognition of contributions to sustainability and circular-economy research.
- **University Gold Medalist** — BBA, University of Peshawar, 4.0 / 4.0 CGPA.
- **Multiple academic and leadership distinctions** across BBA, MBA, and PhD studies.

METHODOLOGICAL SKILLS AND LANGUAGES

- **Quantitative methods**: survey design, multivariate regression, mediation/moderation analysis (SPSS, AMOS), structural equation modelling (SmartPLS).
- **Qualitative methods**: grounded theory, comparative case study, thematic analysis, ethnographic incubator observation.
- **AI and digital tools**: Anthropic API, Supabase, Vercel, React, applied AI for clinical and educational contexts.
- **Languages**: English (full professional proficiency), Urdu (native), Pashto (native).

REFERENCES

Available upon request from senior collaborators at the University of Sheffield, Liverpool John Moores University, Cardiff Metropolitan University, the Royal Academy of Engineering (United Kingdom), The Asia Foundation, and the University of Peshawar.