

## Muhammad Moazzam

Associate Professor

NUST Business School

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## About

Dr. Muhammad Moazzam is working as Associate Professor in the NUST Business School. Dr. Muhammad Moazzam has a PhD in Logistics & Supply Chain Management. Dr. Muhammad Moazzam has published 22 research articles & conference papers having a citation count of 215, carried out 1 projects and filed 0 intellectual property.

## Qualifications

<b>PhD in Logistics &amp; Supply Chain Management</b> Massey University , New Zealand	2010 - 2016
<b>Post Grad Diploma in Logistics &amp; Supply Chain Management</b> Massey University , New Zealand	2009 - 2010
<b>MBA in Marketing &amp; Agribusiness</b> University of Agriculture Faisalabad , Pakistan	2004 - 2006
<b>B.Sc (Hon) in Agricultural Economics</b> University of Agriculture Faisalabad , Pakistan	2000 - 2004
<b>F.Sc in Pre Medical</b> Board of Intermediate and Secondary Education, Gujranwala , Pakistan	1997 - 2000
<b>Matric (SSC) in Science</b> Board of Intermediate and Secondary Education, Gujranwala , Pakistan	1995 - 1997

## Experience

<b>Associate Professor</b> NUST Business School	2025- Present
<b>Assistant Professor</b> NUST Business School	2019 - 2019
<b>Assistant Professor</b> NUST Business School	2016 - 2019
<b>Assistant Professor</b> NUST Business School	2016 - 2016
<b>Lecturer</b> Massey University New Zealand , Tennent Drive, Palmerston North	2015 - 2016
<b>Lecturer</b> University of Agriculture Faisalabad , Jail Road, Faisalabad	2006 - 2009

## Awards

<b>Claude McCarthy Award</b> Awarded The Calude McCarthy Fellowship from Universities New Zealand for the purpose to participate and present at VI International Conference on Managing Quality in Chains held on 2-5 September at Cranfield University UK.	2012
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Research Projects

National Projects

Design of the Order Fulfilment Process for Mass Customization in Manufacturing SMEs	2019
Funding Agency: HEC	
Amount: PKR 350,000.00	
Status: Completed	

International Projects

Research Articles

Leadership styles, knowledge sharing (attitudes and behaviors) and project success: insights from theory of reasoned action and social exchange theory	2025
Murtaza Raziq Muhammad Mustafa Raziq Muhammad Moazzam Mohamed Dawood Shamout	
International Journal of Productivity and Performance Management, Pages 1-22	
Impact Factor: 3.600   Quartile: 2	
DOI: <a href="https://doi.org/10.1108/IJPPM-10-2023-0575">https://doi.org/10.1108/IJPPM-10-2023-0575</a>	
The Impact of Green Procurement Practices on the Competitiveness of Small and Medium Enterprises: A Dual Mediation Model	2024
Nimra Safdar Muhammad Moazzam Waqas Ahmed Abdul Salam Wajiha Manzoor Muhammad Mustafa Raziq	
Benchmarking: An International Journal, Pages: 24	
Impact Factor: 4.500   Quartile: 1	
DOI: <a href="https://www.emerald.com/insight/content/doi/10.1108/bij-04-2024-0297/full/html">https://www.emerald.com/insight/content/doi/10.1108/bij-04-2024-0297/full/html</a>	
The interdisciplinary curriculum alignment to enhance graduates' employability and universities' sustainability	2024
Pervaiz Akhtar Muhammad Moazzam Aniqashraf Muhammad Naveed Khan	
International Journal of Management Education, Volume: 22, Issue 3, Article Number: 101037	
Impact Factor: 6.0   Quartile: 1   Citations: 5	
DOI: <a href="https://doi.org/10.1016/j.ijme.2024.101037">10.1016/j.ijme.2024.101037</a>	
Attitudinal outcomes of performance appraisal: external validation with extended dimension of P-E Fit model	2024
Adnan Waseem Dr. Muhammad Moazzam	
Human Systems Management, Pages: 15	
Impact Factor: 1.50   Quartile: 3	
DOI: <a href="https://journals.sagepub.com/doi/full/10.1177/01672533241295611">https://journals.sagepub.com/doi/full/10.1177/01672533241295611</a>	
How Front-of-Package Labels, Perceived Food Quality, Brand Loyalty, and Consumer Consciousness of Nutritional Value Drive Consumer Satisfaction	2024
Muhammad Moazzam Haiqa Javed Muhammad Mustafa Raziq Adnan Waseem Muhammad Kamran Khalid	
Pakistan Journal of Commerce and Social Sciences, Volume 18(3), Pages 619-650	
Impact Factor: N/A	
DOI: <a href="https://jespk.net/publication_paper.php?publicationid=55">https://jespk.net/publication_paper.php?publicationid=55</a>	
A cross country analysis of financial development, trade openness, population and digitalization's impact on sustainable development	2024
Wajiha Manzoor Muhammad Bilal Mandahar Hadia Mustafa Muhammad Moazzam Nabeel Safdar	
Journal of Infrastructure, Policy and Development, Volume 8(9), Article Number 5893	
Impact Factor: 1.000   Quartile: 4	
DOI: <a href="https://doi.org/10.24294/jipd.v8i9.5893">https://doi.org/10.24294/jipd.v8i9.5893</a>	
Banking Efficiency and FinancialGrowth Nexus: A Case of Islamic Banking in Pakistan	2024
Muhammad Ahmer Hamid Kashif Hamid Waseem Ahmad Muhammad Moazzam Muhammad Umair Shahid	
Remittances Review, Volume: 9, No: 4, pp.2763-2778	
Impact Factor: N/A	
DOI: <a href="https://doi.org/10.33282/rr.vx9i2.151">https://doi.org/10.33282/rr.vx9i2.151</a>	
Economic policy uncertainty and firm's profitability: the role of logistics infrastructure	2024
Zahid Jumah Muhammad Moazzam Wajiha Manzoor Nabeel Safdar	
International Journal of Productivity and Performance Management, Pages 1-23	
Impact Factor: 3.600   Quartile: 2   Citations: 2	

DOI: <a href="https://doi.org/10.1108/IJPPM-08-2023-0410">https://doi.org/10.1108/IJPPM-08-2023-0410</a>	
<b>Innovate, learn, sustain: unveiling dynamics of value addition in smallholder dairy farming</b> <i>Muhammad Waqar Arshad Muhammad Moazzam Muhammad Mustafa Raziq Waqas Ahmed</i> <i>Journal of Agribusiness in Developing and Emerging Economies</i> , Pages:22 <b>Impact Factor: 2.400   Quartile: 2</b> <b>DOI: 10.1108/JADEE-10-2023-0250</b>	2024
<b>Empowering leadership, employee organizational commitment and organizational citizenship behavior: the roles of leader authenticity and trust</b> <i>Muhammad Mustafa Raziq Mumtaz Ali Memon John Lewis Rice Muhammad Moazzam Riyan Wazir</i> <i>International Journal of Productivity and Performance Management</i> , Pages:26 <b>Impact Factor: 3.6   Quartile: 2   Citations: 9</b> <b>DOI: 10.1108/IJPPM-09-2023-0489</b>	2024
<b>Inclusive leadership and innovative work behavior: roles of autonomous motivation and horizontal and vertical trust</b> <i>Saba Zafar Muhammad Mustafa Raziq Josephine Igoe Muhammad Moazzam Ilknur Ozturk</i> <i>Current Psychology</i> , Vol:43, Pages:12680-12695 <b>Impact Factor: 2.5   Quartile: 2   Citations: 17</b> <b>DOI: 10.1007/s12144-023-05386-3</b>	2024
<b>An inventory-based integrated model of a hybrid electricity supply chain for sustainable electricity storage management</b> <i>Waqas Ahmed Saad Salman Muhammad Imran Mujtaba Hassan Agha Muhammad Moazzam</i> <i>Journal of Energy Storage</i> , Volume 83, Article Number:110746 <b>Impact Factor: 8.900   Quartile: 1   Citations: 1</b> <b>DOI: 10.1016/j.est.2024.110746</b>	2024
<b>Green in-store operations and sustainability performance: the moderating role of organization size</b> <i>Sharfah Ahmad Qazi Muhammad Moazzam Waqas Ahmed Muhammad Mustafa Raziq</i> <i>International Journal of Productivity and Performance Management</i> , Volume:72, Issue:09, Pages 17 <b>Impact Factor: 3.6   Quartile: 2   Citations: 4</b> <b>DOI: doi/10.1108/IJPPM-01-2022-0017</b>	2023
<b>The impact of reverse logistics process coordination on third party relationship quality: A moderated mediation model for multichannel retailers in the fashion industry</b> <i>Mahin Haq Muhammad Moazzam Abdul Salam Waqas Ahmed</i> <i>Journal of Retailing and Consumer Services</i> , Volume 73, Article Number 103362 <b>Impact Factor: 10.972   Quartile: 1   Citations: 14</b> <b>DOI: <a href="https://doi.org/10.1016/j.jretconser.2023.103362">https://doi.org/10.1016/j.jretconser.2023.103362</a></b>	2023
<b>Linking the willingness of smallholder dairy farmers to adopt minimum food safety and quality standards to the country's export potential</b> <i>Muhammad Waqar Arshad Muhammad Moazzam Muhammad Mustafa Raziq Waqas Ahmed</i> <i>International Journal of Food Science and Technology</i> , Pages 1-11 <b>Impact Factor: 3.3   Quartile: 1   Citations: 4</b> <b>DOI: <a href="https://doi.org/10.1111/ijfs.16539">https://doi.org/10.1111/ijfs.16539</a></b>	2023
<b>Synergic effect of reworking for imperfect quality items with the integration of multi-period delay-in-payment and partial backordering in global supply chains</b> <i>Waqas Ahmed Muhammad Moazzam Biswajit Sarkar Saif-ur-Rehman Biswajit Sarkar Saif-ur-Rehman</i> <i>Engineering</i> , Volume 7, Issue 2, Pages 260-271 <b>Impact Factor: 12.834   Quartile: 1   Citations: 81</b> <b>DOI: <a href="https://doi.org/10.1016/j.eng.2020.07.022">https://doi.org/10.1016/j.eng.2020.07.022</a></b>	2021
<b>Measuring agri-food supply chain performance and risk through a new analytical framework: a case study of New Zealand dairy</b> <i>Pervaiz Akhtar Elena Garnevska Norman Edward Marr Muhammad Moazzam</i> <i>Production Planning &amp; Control</i> , Production Planning & Control Volume: 29 Issue: 15 Pages: 1258-1274 <b>Impact Factor: 3.34   Quartile: 1   Citations: 78</b> <b>DOI: 10.1080/09537287.2018.1522847</b>	2018
<b>Drivers of Superstore Shopping: A Case Study of Faisalabad City</b> <i>Hammad Badar Muhammad Moazzam</i> <i>Pakistan Journal of Life and Social Sciences</i> , Volume 4, Issue 1-2, Pages 76-80	2006

Impact Factor: 0

DOI: [http://www.pjss.edu.pk/pdf\\_files/2006\\_1&2/Hammad%20\(76-80\).pdf](http://www.pjss.edu.pk/pdf_files/2006_1&2/Hammad%20(76-80).pdf)

## Conference Proceedings

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### Determinants of Resident's Satisfaction from Hostel Facilities

2022

Sana Komal Waseem Ahmed Tanvir Ahmed Fahad Gill Muhammad Nazam Muhammad Moazzam Fatima Zia

*The 6th International Conference on Economic Management and Green Development (ICEMGD 2022)*, res.country(233,)

Citations: N/A

DOI: <https://doi.org/10.54254/2754-1169/3/2022812>

### Developing an E-Commerce Platform for Dry Fruits

2021

Muhammad Moazzam Mahnoor Nadeem Rameesha Sajwar Tabish Sherbaz Zakarya Khan

*76th Annual Session Proceedings of Pakistan Engineering Congress*, res.country(177,)

Citations: N/A

DOI: Nil

### Green Supply-Chain Management and Sustainability Performance: Moderating Role of Organization Size

2021

Sharfah Ahmad Qazi Muhammad Moazzam Waqas Ahmed Muhammad Mustafa Raziq

*First International Conference on Business, Management, and Social Sciences (ICBMASS) 2021*, res.country(177,)

Citations: N/A

DOI: [dx.doi.org/10.2139/](https://doi.org/10.2139/)

### Benchmarking Agri-food Supply Chain Networks: A Conceptual Framework

2012

Muhammad Moazzam Elena Garnevska Norman E. Marr

*World Business Capability Congress Auckland*, res.country(170,)

Citations: N/A

DOI: Nil

Editorial Activities

<b>Business Review</b> Reviewed Papers for Journals <b>Impact Factor:</b> N/A	2025
<b>PLOS One</b> Reviewed Papers for Journals <b>Impact Factor:</b> 2.6	2025
<b>Benchmarking</b> Reviewed Papers for Journals <b>Impact Factor:</b> 4.4	2024
<b>Current Psychology</b> Reviewed Papers for Journals <b>Impact Factor:</b> 2.5	2024
<b>Business Review</b> Reviewed Papers for Journals <b>Impact Factor:</b> 0	2024
<b>Cogent Business &amp; Management</b> Reviewed Papers for Journals <b>Impact Factor:</b> 3.0	2023
<b>International Journal of Sustainability in Higher Education</b> Reviewed Papers for Journals <b>Impact Factor:</b> 4.1	2023
<b>Asian Journal of Management Cases</b> Reviewed Papers for Journals <b>Impact Factor:</b> N/A	2023
 Reviewed Papers for Journals <b>Impact Factor:</b> 0.748	2020
 Reviewed Papers for Journals <b>Impact Factor:</b> 0.68	2018