

Beenish Tariq

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About

Dr. Beenish Tariq is working as Assistant Professor in the NUST Business School. Dr. Beenish Tariq has a PhD in Markerting. Dr. Beenish Tariq has published 16 research articles & conference papers having a citation count of 365, carried out 2 projects and filed 0 intellectual property.

Qualifications

PhD in Markerting Universiti Utara Malaysia , Pakistan	2014 - 2018
MBA in Marketing Air University , Pakistan	2011 - 2012
in Marketing BZU, Multan , Pakistan	2007 - 2011
in Pre Medical Board of Intermediate and Secondary Education, Multan , Pakistan	2004 - 2006
in Science Board of Intermediate and Secondary Education, Multan , Pakistan	2003 - 2004

Experience

Assistant Professor NUST Business School	2021- Present
Assistant Professor NUST Business School	2018 - 2018
Teaching Assistant Universiti Utara Malaysia , Universiti Utara Malaysia	2017 - 2018
Lecturer Air University Multan , Abdali road, Multan	2013 - 2014
Admin Officer Telenor Pakistan , Abdali road, Multan	2011 - 2012

Research Projects

National Projects	
Exploring the Determinants of Mobile Financial Service Adoption in Pakistan Funding Agency: HEC Amount: PKR 498,984.00 Status: Completed	2019
Exploring the determinants of mobile financial services adoption in telecom sector of Pakistan: The moderating role of government and gender. Funding Agency: HEC Amount: PKR 383,984.00 Status: Completed	2019

International Projects

Research Articles

Predicting consumer purchase intention toward hybrid vehicles: Testing the moderating role of price sensitivity <i>Maqsood Hussain Bhutto Beenish Tariq Sarwar Azhar Khalid Ahmed Faiz M Khawaja Heesup Han</i> <i>European Business Review</i> , Pages 1-23 Impact Factor: N/A Citations: 43 DOI: https://doi.org/10.1108/EBR-10-2019-0274	2020
Corporate social responsibility (CSR) as a customer satisfaction and retention strategy in the chain restaurant sector <i>Soyeun Lee Heesup Han Aleksandar Radic Beenish Tariq</i> <i>Journal of Hospitality and Tourism Management</i> , Volume 45, Pages 348-358 Impact Factor: 5.959 Quartile: 2 Citations: 118 DOI: https://doi.org/10.1016/j.jhtm.2020.09.002	2020
Generating Marketing Outcomes through Internet of Things (IoT) Technologies <i>Beenish Tariq Sadaf Taimoor Hammad Najam Rob Law Waseem Hassan Heesup Han</i> <i>Sustainability</i> , Volume 12(22), Article Number 9670 Impact Factor: 3.251 Quartile: 2 Citations: 12 DOI: https://doi.org/10.3390/su12229670	2020
Behaviors also Trickle Back: An Assessment of Customer Dysfunctional Behavior on Employees and Customers <i>Asif Nawaz Beenish Tariq Sarfraz Ahmed Dakhan Antonio Ariza-Montes Niaz Ahmed Bhutto Heesup Han</i> <i>Sustainability</i> , Volume 12(20), Article Number 8427 Impact Factor: 3.251 Quartile: 2 Citations: 5 DOI: 10.3390/su12208427	2020
Revisiting SERVQUAL as a Formative Construct Using PLSSEM Two-Stage Approach in Service Quality Research <i>Beenish Tariq Hammad Najam Nik Kamariah Nik Mat Thurasamy Ramayah Waseem Hassan</i> <i>Pertanika Journal of Social Science and Humanities</i> , Volume 28 (3), Pages 1855-1873 Impact Factor: - DOI: http://www.pertanika.upm.edu.my/regular_issues.php?jtype=3	2020
The Post-Coronavirus World in the International Tourism Industry: Application of the Theory of Planned Behavior to Safer Destination Choices in the Case of US Outbound Tourism <i>Heesup Han Amr Al-Ansi Bee-Lia Chua Beenish Tariq Aleksandar Radic Su-hyun Park</i> <i>International Journal of Environmental Research and Public Health</i> , Volume 17(18), Article Number 6485 Impact Factor: 3.390 Quartile: 1 Citations: 130 DOI: https://doi.org/10.3390/ijerph17186485	2020
Capturing customer's store loyalty through relationship benefits: Moderating effect of retail innovation <i>Nisar Ahmed Channa Maqsood Hussain Bhutto Musaira Bhutto Niaz Ahmed Bhutto Beenish Tariq</i> <i>European Business Review</i> , Pages 1-21 Impact Factor: N/A Citations: 15 DOI: 10.1108/EBR-09-2019-0179	2020
Intergenerational differences in fans' motivation to watch the T20 world cup: a generation cohort theory perspective <i>Faheem Gul Gilal Naeem Gul Gilal Beenish Tariq Rehman Gul Gilal Zhenxing Gong Nisar Ahmed Channa Rukhsana Gul Gilal</i> <i>International Journal of Sports Marketing and Sponsorship</i> , Pages 1-33 Impact Factor: 2.938 Quartile: 3 Citations: 20 DOI: https://doi.org/10.1108/IJMSM-09-2019-0094	2020
Moderating effect of government regulations on the determinants of customer loyalty for cellular service providers in Pakistan <i>Beenish Tariq Hammad Najam Nik Kamariah Nik Maat Heesup Han</i> <i>Journal of Contemporary Issues in Business and Government</i> , Volume 26, Number 1, Pages 1-22 Impact Factor: - DOI: http://cibg.org.au/wp-content/uploads/2020/04/2020_1_1.pdf	2020
Investigating the effects of customer-based brand equity on turnover intentions with mediating effect of customer citizenship behavior <i>Mohsin Raza Salniza Salleha, Beenish Tariq Raed Saud Altayyar Hasnizam Shaari Mohsin Raza Salniza Salleha, Raed Saud Altayyar Hasnizam Shaari</i> <i>Management Science Letters</i> , Volume 10, Issue 2, Pages 265 - 496	2020

Impact Factor: 0 | Citations: 22
DOI: 10.5267/j.msl.2019.9.004

- Understanding the Moderating Role of Government Regulations in Telecom Sector of Pakistan** 2018
Beenish Tariq Nik Kamariah Nik Mat
Journal of Telecommunication, Electronic and Computer Engineering, Vol. 10, No. 1-11, Pages 103-107
Impact Factor: 0
DOI: <http://journal.utem.edu.my/index.php/jtec/article/view/3857>
- The Determinants of Customer Loyalty in Telecommunication Industry of Pakistan.** 2018
Nik Kamariah Nik Mat Beenish Tariq Nik Kamariah Nik Mat
International Journal of Business Marketing and Management, Volume 3, Issue 1, Pages 36-43
Impact Factor: -
DOI: <https://www.ijbmm.com/paper/Jan2018/61982940.pdf>
- Do Government Regulations Moderate the Oliver's Four Stage Loyalty Linkage? A Pilot Study in Cellular Industry of Pakistan** 2017
Beenish Tariq Nik Kamariah Nik Mat
Asian Journal of Multidisciplinary Studies, Volume 5, No.11, Pages 9-13
Impact Factor: N/A
DOI: NA
- Antecedents of Sellers' Relationship Building Efforts in Relationship Marketing: A Case of the Telecom Sector of Pakistan** 2014
Beenish Tariq Hayat Muhammed Awan Suleman Ghouri
Pakistan Journal of Commerce and Social Science, Volume 8(3), Pages 680-695
Impact Factor: -
DOI: NA

Conference Proceedings

- Generating Marketing Outcome through Internet of Things (IoT)** 2019
Beenish Tariq Sadaf Taimoor
Production Operation Management Society, res.country(233,)
Citations: N/A
DOI: <https://pomsmeetings.org/conf-2019/index.html>
- Reevaluating Gender Role and Identity in the Contemporary Pakistani Society: An application of the Bem Sex Role Inventory (BSRI).** 2019
Sadaf Taimoor Beenish Tariq
2nd International Interdisciplinary Conference on Gender Work and Society - Gender, work and leadership: Bringing together feminist and postcolonial insights, res.country(177,)
Citations: N/A
DOI: N/A