

# Muhammad Waqas

Assistant Professor  
NUST Business School

Email: muhammad.waqas@nbs.nust.edu.pk  
Contact: 0514907682



## About

Dr. Muhammad Waqas is working as Assistant Professor in the NUST Business School. Dr. Muhammad Waqas has a PhD in Marketing. Dr. Muhammad Waqas has published 18 research articles & conference papers having a citation count of 332, carried out 0 projects and filed 0 intellectual property.

## Qualifications

<b>PhD in Marketing</b> Universiti Malaya , Malaysia	2017 - 2021
<b>MS in Marketing</b> University of Birmingham , United Kingdom	2010 - 2011
<b>MBA in Marketing</b> Arid Agriculture University , Pakistan	2007 - 2008
<b>BBA in Business Administration</b> Arid Agriculture University , Pakistan	2004 - 2007

## Experience

<b>Assistant Professor</b> NUST Business School	2023- Present
<b>Assistant Professor</b> NUST Business School	2022 - 2023
<b>Assistant Professor</b> NUST Business School	2022 - 2022
<b>Research Assistant</b> University of Malaya , University of Malaya, Malaysia	2020 - 2022
<b>Lecturer</b> Arid Agriculture University , Arid Agriculture University Rawalpindi	2015 - 2017
<b>Lecturer</b> COMSATS University , COMSATS University Islamabad	2011 - 2015
<b>Research Associate</b> COMSATS University , COMSATS University Islamabad	2009 - 2011

## Research Articles

<b>From Regrets to Returns: How Interaction Quality and Store Image Shape Store Revisit Intentions</b> <i>Muhammad Adnan Waseem Muhammad Waqas Muhammad Khan Nauman Wajid</i> <i>International Journal of Retail &amp; Distribution Management</i> , Pages 1-14 <b>Impact Factor:</b> 5.500   <b>Quartile:</b> 1 <b>DOI:</b> <a href="https://www.emerald.com/insight/publication/issn/0959-0552">https://www.emerald.com/insight/publication/issn/0959-0552</a>	2024
<b>Enhancing Brand Equity Through Branded Content Experience on Social Media: Developing and Testing a Moderated Mediation Model</b> <i>Muhammad Adnan Waseem Muhammad Waqas Nauman Wajid Irfan Abdullah</i> <i>Psychology of Popular Media</i> , Pages 1-11 <b>Impact Factor:</b> 3.0   <b>Quartile:</b> 2   <b>Citations:</b> 1 <b>DOI:</b> <a href="https://dx.doi.org/10.1037/ppm0000537">https://dx.doi.org/10.1037/ppm0000537</a>	2024

<p><b>Enhancing consumption of sustainable transportation: Determinants and outcome of consumer engagement with bike-sharing service</b></p> <p><i>Muhammad Waqas Arsalan Najmi</i>  <i>Environmental Science and Pollution Research</i>, Vol:30, Pages53411-53423</p> <p><b>Impact Factor:</b> 5.8   <b>Quartile:</b> 1   <b>Citations:</b> 4  <b>DOI:</b> 10.1007/s11356-023-26067-5</p>	2023
<p><b>Consumer repurchase intention of smart wearable devices: an extension of the technology integration model</b></p> <p><i>Zalfa Laili Hamzah Muhammad Waqas Rohayu Binti Rahman Ezlika M.Ghazali</i>  <i>International Journal of Technology Marketing</i>, Volume 17 No.1, Pages 78-98</p> <p><b>Impact Factor:</b> N/A  <b>DOI:</b> 10.1504/IJTMKT.2022.10047955</p>	2023
<p><b>Factors influencing the potential adoption of portable pork DNA detection device</b></p> <p><i>Ezlika M.Ghazali Dilip S. Mutum Muhammad Waqas Azni Zarina Taha Mozard Mohtar</i>  <i>Journal of Islamic Marketing</i>, Pages 1-25</p> <p><b>Impact Factor:</b> N/A   <b>Citations:</b> 3  <b>DOI:</b> 10.1108/JIMA-05-2022-0129</p>	2022
<p><b>A Cross-sectional Study of Antecedents and Consequence of Panic Buying Behavior: The Moderating Effect of COVID-19 Rumors</b></p> <p><i>Nauman Wajid Adnan Waseem Muhammad Waqas Irfan Abdullah Ibrahim Abdullah</i>  <i>INQUIRY: The Journal of Health Care Organization, Provision, and Financing</i>, Volume 59, Pages 1-13</p> <p><b>Impact Factor:</b> 2.099   <b>Quartile:</b> 4  <b>DOI:</b> 10.1177/0046958022112</p>	2022
<p><b>Branded content experience in social media settings: a consumer culture theory perspective</b></p> <p><i>Muhammad Waqas Zalfa Laili Hamzah Noor Akma Mohd Salleh</i>  <i>Journal of Brand Management</i>, Volume 29, Issue 2, Pages 225-240</p> <p><b>Impact Factor:</b> 3.500   <b>Quartile:</b> 3   <b>Citations:</b> 18  <b>DOI:</b> <a href="https://doi.org/10.1057/s41262-021-00268-0">https://doi.org/10.1057/s41262-021-00268-0</a></p>	2022
<p><b>Restaurant choice and religious obligation in the absence of halal logo: A serial mediation model</b></p> <p><i>Ezlika M.Ghazali Dilip S. Mutum Muhammad Waqas Bang Nguyen Nur Azureen Ahmad-Tarmizi</i>  <i>International Journal of Hospitality Management</i>, Volume 101, Article Number 103109</p> <p><b>Impact Factor:</b> 9.237   <b>Quartile:</b> 1   <b>Citations:</b> 19  <b>DOI:</b> <a href="https://doi.org/10.1016/j.ijhm.2021.103109">https://doi.org/10.1016/j.ijhm.2021.103109</a></p>	2022
<p><b>Branded Content Experience in Social Media: Conceptualization, Scale Development, and Validation</b></p> <p><i>Muhammad Waqas Noor Akma Mohd Salleh Zalfa Laili Hamzah</i>  <i>Journal of Interactive Marketing</i>, Volume 56, Pages 106-120</p> <p><b>Impact Factor:</b> 6.258   <b>Quartile:</b> 2   <b>Citations:</b> 28  <b>DOI:</b> <a href="https://doi.org/10.1016/j.intmar.2021.07.001">https://doi.org/10.1016/j.intmar.2021.07.001</a></p>	2021
<p><b>Customer experience with the branded content: a social media perspective</b></p> <p><i>Muhammad Waqas Zalfa Laili Hamzah Noor Akma Mohd Salleh</i>  <i>Online Information Review</i>, Volume 45, Issue 5, Pages 964-982</p> <p><b>Impact Factor:</b> 2.325   <b>Quartile:</b> 3   <b>Citations:</b> 34  <b>DOI:</b> <a href="https://doi.org/10.1108/OIR-10-2019-0333">https://doi.org/10.1108/OIR-10-2019-0333</a></p>	2021
<p><b>The role of religious advertising and personal selling in enhancing mutual fund purchase intention and sales in Pakistan: a managerial perspective</b></p> <p><i>Muhammad Waqas Sarfraz Jan Mian Nabila Nazir</i>  <i>Journal of Islamic Marketing</i>, Pages 1-18</p> <p><b>Impact Factor:</b> N/A   <b>Citations:</b> 7  <b>DOI:</b> <a href="https://doi.org/10.1108/JIMA-05-2020-0162">https://doi.org/10.1108/JIMA-05-2020-0162</a></p>	2021
<p><b>Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts</b></p> <p><i>Zalfa Laili Hamzah Hazwani Abdul Wahab Muhammad Waqas</i>  <i>Journal of Research in Interactive Marketing</i>, Volume 15, Issue 2, Pages 336-358</p> <p><b>Impact Factor:</b> 4.018   <b>Quartile:</b> 3   <b>Citations:</b> 74  <b>DOI:</b> <a href="https://doi.org/10.1108/JRIM-05-2020-0113">https://doi.org/10.1108/JRIM-05-2020-0113</a></p>	2021

<b>The Role of Brand Experience and Student Engagement in the Creation of Brand Equity in a Higher Education Context</b> <i>Muhammad Waqas</i> <i>Journal of Nonprofit and Public Sector Marketing</i> , Pages 1-24 <b>Impact Factor:</b> N/A   <b>Citations:</b> 5 <b>DOI:</b> <a href="https://doi.org/10.1080/10495142.2021.1902905">https://doi.org/10.1080/10495142.2021.1902905</a>	2021
<b>Customer experience: a systematic literature review and consumer culture theory-based conceptualisation</b> <i>Muhammad Waqas Zalfa Laili Hamzah Noor Akma Mohd Salleh</i> <i>Management Review Quarterly</i> , Volume:71, Issue:1, Page:135-176 <b>Impact Factor:</b> N/A   <b>Citations:</b> 79 <b>DOI:</b> <a href="https://doi.org/10.1007/s11301-020-00182-w">https://doi.org/10.1007/s11301-020-00182-w</a>	2021
<b>What drives Muslim Malaysian consumers' general attitude towards religious advertising?</b> <i>Muhammad Waqas</i> <i>Journal of Islamic Accounting and Business Research</i> , Volume 12, Issue 1, Pages 97-111 <b>Impact Factor:</b> N/A   <b>Citations:</b> 4 <b>DOI:</b> <a href="https://doi.org/10.1108/JIABR-01-2020-0030">https://doi.org/10.1108/JIABR-01-2020-0030</a>	2021
<b>Typology of customer experience with social media branded content: A netnographic study</b> <i>Zalfa Laili Hamzah Noor Akma Mohd Salleh Muhammad Waqas</i> <i>International Journal of Internet Marketing and Advertising</i> , Volume 14, Issue 2, Pages 184-213 <b>Impact Factor:</b> N/A   <b>Citations:</b> 14 <b>DOI:</b> 10.1504/IJIMA.2020.107661	2020
<b>An investigation of effects of justice recovery dimensions on students' satisfaction with service recovery in higher education environment</b> <i>Muhammad Waqas Haider Ali Muhammad Ali Khan</i> <i>International Review on Public and Nonprofit Marketing</i> , Volume 11, Issue 3, Pages 263-284 <b>Impact Factor:</b> N/A   <b>Citations:</b> 15 <b>DOI:</b> <a href="https://doi.org/10.1007/s12208-014-0120-5">https://doi.org/10.1007/s12208-014-0120-5</a>	2014

## Book Chapters

<b>Interactive Experience of Physical Servicescape and Online Servicescape: A Review and Future Research</b> <i>Zalfa Laili Hamzah Muhammad Waqas</i> In: <i>The Palgrave Handbook of Interactive Marketing</i> , 1st Edition, Chapter 36, Pages 837-866 <b>Citations:</b> 27 <b>DOI:</b> 10.1007/978-3-031-14961-0	2023
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## Editorial Activities

Reviewed Papers for Journals <b>Impact Factor:</b> 4.338	2024
Reviewed Papers for Journals <b>Impact Factor:</b> 11.3	2024
Reviewed Papers for Journals <b>Impact Factor:</b> 4.1	2024
<b>Online Information Review</b> Reviewed Papers for Journals <b>Impact Factor:</b> 3.1	2023
<b>Marketing Intelligence &amp; Planning</b> Reviewed Papers for Journals <b>Impact Factor:</b> 4.4	2023
<b>Journal of Islamic Marketing</b> Reviewed Papers for Journals	2023

<b>Impact Factor:</b> 3.2	
<b>Journal of Business Research</b>	2023
Reviewed Papers for Journals	
<b>Impact Factor:</b> 11.3	
<b>Marketing Intelligence &amp; Planning</b>	2023
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.4	
<b>Journal of Research in Interactive Marketing</b>	2023
Reviewed Papers for Journals	
<b>Impact Factor:</b> 10.176	
<b>Journal of Brand Management</b>	2023
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.350	
<b>Journal of Islamic Marketing</b>	2023
Reviewed Papers for Journals	
<b>Impact Factor:</b> 3.70	
<b>Information Technology &amp; People</b>	2023
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.238	
<b>Journal of Brand Management</b>	2023
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.350	
<b>Journal of Brand Management</b>	2022
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.350	
<b>Journal of Brand Management</b>	2022
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.350	
	2022
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.35	
	2022
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.350	
<b>Information Technology &amp; People</b>	2022
Reviewed Papers for Journals	
<b>Impact Factor:</b> 3.879	
	2022
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.350	
	2022
Reviewed Papers for Journals	
<b>Impact Factor:</b> 4.35	