

Adnan Waseem

Associate Professor

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About

Dr. Adnan Waseem is working as Associate Professor in the NUST Business School. Dr. Adnan Waseem has a PhD in International Marketing. Dr. Adnan Waseem has published 19 research articles & conference papers having a citation count of 13, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in International Marketing Monash University, Malaysia Campus , Malaysia	2015 - 2019
MS in Management COMSATS Institute of Information Technology , Pakistan	2009 - 2011
BBA in Management University of Sargodha , Pakistan	2005 - 2009

Experience

Associate Professor NUST Business School	2025- Present
Assistant Professor NUST Business School	2019 - 2019
Lecturer COMSATS Institute of Information Technology , Chak Shehzad Islamabad	2011 - 2015

Awards

Research Productivity2013 Research Productivity Award 2013, awarded by COMSATS	2014
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Research Articles

Breaking the ice: understanding and overcoming consumer resistance to frozen foods Adnan Waseem Muhammad Waqas Yuksel Ekinci Muhammad Fawad Khan Linda Hollebeek British Food Journal, Pages 1-19 Impact Factor: 3.400 Quartile: 1 DOI: https://doi.org/10.1108/BFJ-11-2024-1123	2025
From Regrets to Returns: How Interaction Quality and Store Image Shape Store Revisit Intentions Muhammad Adnan Waseem Muhammad Waqas Muhammad Khan Nauman Wajid International Journal of Retail & Distribution Management, Pages 1-14 Impact Factor: 5.500 Quartile: 1 DOI: https://www.emerald.com/insight/publication/issn/0959-0552	2024
Attitudinal outcomes of performance appraisal: external validation with extended dimension of P-E Fit model Adnan Waseem Dr. Muhammad Moazzam Human Systems Management , Pages: 15 Impact Factor: 1.50 Quartile: 3 DOI: https://journals.sagepub.com/doi/full/10.1177/01672533241295611	2024
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: https://jespk.net/publication_paper.php?publicationid=55

Mending the Image: The Role of Crisis Communication and Apology Strategies in Recovering from Brand Transgressions

2024

Muhammad Faisal Kamal Adnan Waseem

Journal of Asian Development Studies, Vol. 13 No. 3 (2024): *Journal of Asian Development Studies*, Volume 13, Issue 3 (September 2024)

Impact Factor: N/A

DOI: <https://doi.org/10.62345/jads.2024.13.3.92>

The Power of Belonging: How Social Identity Influences Well-being through SelfEsteem and Prejudice

2024

Khan Burhan Khan Muhammad Faisal Kamal Adnan Waseem

Remittances Review, Volume: 9, No: 4, pp. 60-79

Impact Factor: N/A

DOI: <https://doi.org/10.33282/rr.vx9i4.4>

From Trust to Turnover: Unpacking the Consequences of Brand Transgressions with Religiosity as a Moderator

2024

Muhammad Faisal Kamal Adnan Waseem

Journal of Asian Development Studies, Vol. 13 No. 2, Pages: 1948-1960

Impact Factor: N/A

DOI: <https://doi.org/10.62345>

Enhancing Brand Equity Through Branded Content Experience on Social Media: Developing and Testing a Moderated Mediation Model

2024

Muhammad Adnan Waseem Muhammad Waqas Nauman Wajid Irfan Abdullah

Psychology of Popular Media, Pages 1-11

Impact Factor: 3.0 | **Quartile:** 2 | **Citations:** 1

DOI: <https://dx.doi.org/10.1037/ppm0000537>

Perceived Organizational Support and Reduced Job Performance During COVID-19

2023

Adnan Waseem Nauman Wajid Naveed Hasan Muddassar Sarfraz

INQUIRY: The Journal of Health Care Organization, Provision, and Financing, Pages 1-10

Impact Factor: 1.7 | **Quartile:** 4 | **Citations:** 4

DOI: <https://doi.org/10.1177/00469580231160908>

A Cross-sectional Study of Antecedents and Consequence of Panic Buying Behavior: The Moderating Effect of COVID-19 Rumors

2022

Nauman Wajid Adnan Waseem Muhammad Waqas Irfan Abdullah Ibrahim Abdullah

INQUIRY: The Journal of Health Care Organization, Provision, and Financing, Volume 59, Pages 1-13

Impact Factor: 2.099 | **Quartile:** 4

DOI: [10.1177/0046958022112](https://doi.org/10.1177/0046958022112)

Knowledge retention in oil and gas industry – the case of contract workforce

2021

Muhammad Saleem Ullah Khan Sumbal Irfan Adnan Waseem Susanne Durst Umar Farooq Sahibzada Eric Tsui

Kybernetes, Pages 1-20

Impact Factor: 2.235 | **Quartile:** 3 | **Citations:** 6

DOI: [10.1108/K-06-2021-0458](https://doi.org/10.1108/K-06-2021-0458)

When in Rome do as the Romans do or not? Cultural Intelligence and Cross-Cultural Learning

2020

Adnan Waseem Naveed Hasan Muhammad Rehan

Journal of Independent Studies and Research-Management, Social Sciences and Economics, Volume 18, Number 2, Page 01-10

Impact Factor: 0

DOI: [10.31384/jisrmssel/2020.18.2.1](https://doi.org/10.31384/jisrmssel/2020.18.2.1)

Holy Quran; the Ultimate Source of Knowledge Management; A Comparison Between KM Functional Model and IKM Functional Model

2013

Adnan Waseem

World Applied Sciences Journal, Volume 28(2), Pages 216-222

Impact Factor: 0 | **Citations:** 1

DOI: [10.5829/idosi.wasj.2013.28.02.12371](https://doi.org/10.5829/idosi.wasj.2013.28.02.12371)

Comparative Analysis of the Effect of Attendance on Academic Performance of Management and Finance Course Students	2013
<i>Muhammad Faisal Kamal Muhammad Adnan Waseem Bahaudin G. Mujtaba</i>	
<i>World Applied Sciences Journal</i> , Volume 24(12), Page 1651-1655	
Impact Factor: 0 Citations: 1	
DOI: 10.5829/idosi.wasj.2013.24.12.2831	
Cultural Dimensions and Theories of Public Relations: A Study in the Case of Pakistan	2013
<i>Adnan Waseem Bahaudin G. Mujtaba Muhammad Faisal Kamal</i>	
<i>European Journal of Scientific Research</i> , Volume 99, No.3, Pages 452-460	
Impact Factor: 0	
DOI: N/A	
Suggested Mechanism for Producing Quality Research at Higher Educational Institutes in Pakistan; System, Structure, Culture and Leadership Issues	2013
<i>Adnan Waseem Bahaudin G. Mujtaba Huma Shakir</i>	
<i>International Journal of Learning and Development</i> , Volume 3, No. 1, Pages 191-202	
Impact Factor: N/A	
DOI: http://dx.doi.org/10.5296/ijld.v3i1.3250	
Customer Satisfaction Factors in Pakistani Internet Users Market	2012
<i>Adnan Waseem Ali Shafiq Syed Tahir Hijazi</i>	
<i>Journal of Asian Development Studies</i> , Volume 1(4), Pages 19-27	
Impact Factor: N/A	
DOI: https://doi.org/10.62345/jads.2012.1.4.1	
Linking knowledge management practices and the organizational performance of Pakistan's telecommunication	2012
<i>Syed Muhammad Ali Abdul Qadus Muhammad Adnan Waseem Khalid Zaman</i>	
<i>Management Science Letters</i> , Volume 2, Issue 8, Pages 2929-2938	
Impact Factor: 0	
DOI: 10.5267/j.msl.2012.09.016	
Impact of Job Stress on Job Satisfaction among Air Traffic Controllers of Civil Aviation Authority: An Empirical Study from Pakistan	2012
<i>Muhammad Iqbal Adnan Waseem</i>	
<i>International Journal of Human Resource Studies</i> , Volume 2, No. 2, Pages 53-70	
Impact Factor: N/A	
DOI: https://doi.org/10.5296/ijhrs.v2i2.1854	

Editorial Activities

Cluster Computing	2024
Reviewed Papers for Journals	
Impact Factor: 3.6	
Qlantic Journal of Social Sciences and Humanities	2024
Reviewed Papers for Journals	
Impact Factor: N/A	
Qlantic Journal of Social Sciences	2024
Edited Journal Issue / Proceeding / Book	
Impact Factor: N/A	
BMC Public Health	2024
Reviewed Papers for Journals	
Impact Factor: 3.5	
Kybernetes	2024
Reviewed Papers for Journals	
Impact Factor: 2.5	
Kybernetes	2024
Reviewed Papers for Journals	
Impact Factor: 2.5	

Kybernetes	2024
Reviewed Papers for Journals	
Impact Factor: 2.5	
Kybernetes	2023
Reviewed Papers for Journals	
Impact Factor: 2.5	
Kybernetes	2023
Reviewed Papers for Journals	
Impact Factor: 2.5	
Kybernetes	2023
Reviewed Papers for Journals	
Impact Factor: 2.5	
Environmental and Experimental Botany	2023
Reviewed Papers for Journals	
Impact Factor: 3.6	
Kybernetes	2023
Reviewed Papers for Journals	
Impact Factor: 2.5	
International Journal of Emerging Multidisciplinaries: Social Science	2023
Edited Journal Issue / Proceeding / Book	
Frontiers in Environmental Science	2023
Reviewed Papers for Journals	
Impact Factor: 4.6	
JISR management and social sciences & economics	2023
Editor in Chief of Journal	
Impact Factor: N/A	
Kybernetes	2023
Reviewed Papers for Journals	
Impact Factor: 2.5	
Kybernetes	2023
Reviewed Papers for Journals	
Impact Factor: 2.5	
Journal of Independent Studies and Research	2022
Reviewed Papers for Journals	
Impact Factor: N/A	
journal of emerging multidisciplinary	2022
Reviewed Papers for Journals	
Impact Factor: N/A	
International journal of emerging multidisciplinary	2022
Reviewed Papers for Journals	
Impact Factor: N/A	
Journal of Independent Studies and Research	2022
Reviewed Papers for Journals	
Impact Factor: N/A	
Journal of Independent Studies and Research	2022
Reviewed Papers for Journals	
Impact Factor: N/A	
Journal of Independent Studies and Research	2022
Reviewed Papers for Journals	
Impact Factor: N/A	
International Journal of Emerging Multidisciplinaries	2022
Edited Journal Issue / Proceeding / Book	
Impact Factor: N/A	

Reviewed Papers for Journals Impact Factor: non-IF	2021
Reviewed Papers for Journals Impact Factor: non-IF	2021
Reviewed Papers for Journals Impact Factor: non-IF	2021
Journal of Independent Studies and Research	2021
Reviewed Papers for Journals Impact Factor: N/A	
Reviewed Papers for Journals Impact Factor: non-IF	2021
Editor in Chief of Journal	2021
Reviewed Papers for Journals Impact Factor: non-IF	2021
Reviewed Papers for Journals Impact Factor: non-IF	2021
Reviewed Papers for Journals Impact Factor: non-IF	2019