

Saman Attiq

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About

Dr. Saman Attiq is working as Professor of Practice in the NUST Business School. Dr. Saman Attiq has a PhD in Marketing. Dr. Saman Attiq has published 57 research articles & conference papers having a citation count of 572, carried out 0 projects and filed 0 intellectual property.

PhD in Marketing	2008 - 2013
Mohammad Ali Jinnah University , Pakistan	
MS in Management Science	2005 - 2007
Shaheed Zulifkar Ali Bhutto Institute of Science and Technology , Pakistan	
MBA in Marketing	1999 - 2001
University of Agriculture Faisalabad , Pakistan	
BSc in Mathematics and Statistics	1995 - 1998
University of the Punjab , Pakistan	

Professor of Practice	2023- Present
NUST Business School	
Associate Professor	2018 - 2023
Air University, Islamabad , E9, Islamabad	
Assistant Professor	2016 - 2018
University of Wah, Wah Cantt , GT Road, Wah Cantt	
Associate Professor	2015 - 2016
Al-Khair University, Bhimber , Haji Muhammad Yousaf Road, Near Pindi Jhunja, Bhimber Azad Jammu Kashmir	
Assistant Professor	2015 - 2015
International Islamic University, Islamabad , H-10, Islamabad	
Assistant Professor	2013 - 2015
National Defense University, Islamabad , E-9, Islamabad	

Team-level HR practices and team engagement: mediating role of team-level psychological capital	2024
Muhammad Farrukh Saman Attiq Muhammad Rafiq Ali Raza Nabeel Younus Ansari	
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Enigma Unveiled: Decoding Trust and Relationship Dynamics in the Mobile Banking Sector of an Emerging Economy	2024
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Exploring the Nexus of Celebrity Endorsement, Brand Love and Word-of-Mouth in the Telecommunication Sector of Pakistan	2024
Muhammad Alam Saman Attiq	

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Predicting Generation Z consumers' food waste reduction behavior through social media marketing activities: a mediated model

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Antecedents and consequences of brand hate: a study of Pakistan's telecommunication industry

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Saman Attiq Muhammad Junaid Shahid Hasni Chun Zhang

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“Wow! It’s Cool”: How Brand Coolness Affects the Customer Psychological Well-Being Through Brand Love and Brand Engagement <i>Saman Attiq Abu Bakar Abdul Hamid Munnawar Naz Khokhar Hassan Jalil Shah Amna Shahzad</i> <i>Frontiers in Psychology</i>, Volume 13, Article Number 923870. Impact Factor: 3.8 Quartile: 1 Citations: 39 DOI: 10.3389/fpsyg.2022.923870	2022
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Sustainability of household food waste reduction: A fresh insight on youth’s emotional and cognitive behaviors <i>Saman Attiq Ka Yin Chau Shahid Bashir Muhammad Danish Habib Rauf I. Azam Wing-Keung Wong</i> <i>International Journal of Environmental Research and Public Health</i>, Volume:18, Issue:13, Article Number 7013 Impact Factor: 4.614 Quartile: 1 Citations: 40 DOI: 10.3390/ijerph18137013	2021
The Deeper the Well the Colder the Water: The Role of Brand Coolness and Love in the Formation of Consumer’s Engagement with the Lens of S-O-R Approach <i>Saman Attiq Ansir Ali Rajput Muhammad Umer Hannan Afzal Muhammad Sufyan Ramish</i> <i>International Journal of Innovation, Creativity and Change</i>, Volume 15, Issue 5, Pages 1173-1195 Impact Factor: N/A DOI: 1211	2021

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2015

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2014

Sumaira Gulzar Moin Ahmad Moon Saman Attiq Rauf-i-Azam

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2012

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