

Abdul Qayyum

Professor
NUST Business School

Email: abdul.qayyum@nbs.nust.edu.pk
Contact: 0515158141



About

Dr. Abdul Qayyum is working as Professor in the NUST Business School. Dr. Abdul Qayyum has a PhD in Marketing. Dr. Abdul Qayyum has published 26 research articles & conference papers having a citation count of 315, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in Marketing Asian Institute of Technology, Thailand , Thailand	2007 - 2012
MS in Management COMSATS Institute of Information Technology , Pakistan	2005 - 2007
MBA in Information Technology Management International Islamic University , Pakistan	1999 - 2001
BSc in Mathematics University of the Punjab , Pakistan	1994 - 1998

Experience

Professor NUST Business School	2024- Present
Professor Riphah International University, Islamabad , Islamabad	2023 - 2024
Associate Professor Riphah International University, Islamabad , Islamabad	2019 - 2023
Assistant Professor Riphah International University, Islamabad , Islamabad	2013 - 2018
Assistant Professor Quaid e Azam University, Islamabad , Islamabad	2012 - 2013
Project Officer Pakistan Software Export Board, Islamabad , Evacuee Trust Complex, Islamabad	2001 - 2003

Research Articles

Navigating negative experiences: how do they influence tourists’ psychological and behavioral responses to tourism service failures on social media <i>Nadja Schweiggart Adnan Muhammad Shah Abdul Qayyum Raja Ahmed Jamil</i> <i>Asia Pacific Journal of Tourism Research</i> , Pages 1-23 Impact Factor: 4.300 Quartile: 1 Citations: 6 DOI: https://doi.org/10.1080/10941665.2025.2471492	2025
Investigating the determinants of consumer confidence and online impulse buying intentions: an experimental study <i>Raja Ahmed Jamil Abdul Qayyum Zia Ahmad Adnan Muhammad Shah</i> <i>Asia-Pacific Journal of Business Administration</i> Impact Factor: 3.300 Quartile: 2 Citations: 2 DOI: 10.1108/APJBA-06-2024-0325	2024
Navigating negative events: the role of online destination brand experience in tourists' travel decisions <i>Adnan Muhammad Shah Abdul Qayyum Mahmood Shah Raja Ahmed Jamil KangYoon Lee</i> <i>Asia Pacific Journal of Marketing and Logistics</i> , Pages 1-20	2024

Impact Factor: 3.900 Quartile: 2 Citations: 3 DOI: https://doi.org/10.1108/APJML-03-2024-0348	
Influencer authenticity and intention to co-create brand value: an investigation of central and peripheral pathways <i>Shermeen Hasan Hasan Zahid Abdul Qayyum</i> <i>Cogent Business and Management</i> , Volume 11, Issue 1, Article Number 2393236 Impact Factor: 3.000 Quartile: 2 Citations: 4 DOI: https://doi.org/10.1080/23311975.2024.2393236	2024
Unpacking the dark side of positive online destination brand engagement: effects on stress, disengagement, and switching intention <i>Abdul Qayyum Raja Ahmed Jamil Adnan Muhammad Shah KangYoon Lee</i> <i>Current Issues in Tourism</i> , Pages 1-19 Impact Factor: 5.700 Quartile: 1 Citations: 4 DOI: https://doi.org/10.1080/13683500.2024.2387818	2024
A new trend of learning and teaching: Behavioral intention towards mobile learning <i>Farhina Hameed Abdul Qayyum Faheem Ahmad Khan</i> <i>Journal of Computers in Education</i> , Volume 11, Issue 1, Pages 149-180 Impact Factor: 4.300 Quartile: 1 Citations: 22 DOI: https://doi.org/10.1007/s40692-022-00252-w	2024
The dimensional impact of escapism on users' eCart abandonment: mediating role of attitude towards online shopping <i>Reema Mazhar Abdul Qayyum Raja Ahmed Jamil</i> <i>Management Research Review</i> , Volume 47, Issue 3, Pages 374-389 Impact Factor: 3.1 Quartile: 2 Citations: 6 DOI: https://doi.org/10.1108/MRR-02-2022-0099	2024
Impact of green marketing, greenwashing and green confusion on green brand equity <i>Abdul Qayyum Raja Ahmed Jamil Amnah Sehar</i> <i>Spanish Journal of Marketing - ESIC</i> , Volume 27, Issue 3, Pages 286-305 Impact Factor: N/A Citations: 59 DOI: https://doi.org/10.1108/SJME-03-2022-0032	2023
Inclusive advertising featuring disability on instagram: Effect on consumer well-being, brand engagement, and purchase intention <i>Abdul Qayyum Raja Ahmed Jamil Adnan Muhammad Shah KangYoon Lee</i> <i>Journal of Retailing and Consumer Services</i> , Volume 75, Article Number 103515 Impact Factor: 11.000 Quartile: 1 Citations: 33 DOI: https://doi.org/10.1016/j.jretconser.2023.103515	2023
Impact of sales promotion and consumer innovativeness on online impulse buying behaviour with the moderating role of buying power <i>Shermeen Hasan Abdul Qayyum</i> <i>International Journal of Business and Systems Research</i> , Volume 17, Issue 6, Pages 659-676 Impact Factor: N/A Citations: 1 DOI: https://doi.org/10.1504/IJBSR.2023.134466	2023
Reciprocal Effects of Word of Mouse and Online Trust: A Three-Wave Longitudinal Study <i>Raja Ahmed Jamil Abdul Qayyum</i> <i>Journal of Internet Commerce</i> , Volume 22, Issue 3, Pages 321-348 Impact Factor: 4.100 Quartile: 2 Citations: 5 DOI: https://doi.org/10.1080/15332861.2022.2088036	2023
Impact of inclusive leadership on project success through climate for innovation: The moderating role of knowledge sharing <i>Muhammad Qaiser Shafi Abdul Qayyum Safina Naz Sajeela Rabbani Nida Kamal</i> <i>International Journal of Knowledge and Learning</i> , Volume 16, Issue 2, Pages 201-220 Impact Factor: 0.900 Quartile: 3 Citations: 6 DOI: https://doi.org/10.1504/IJKL.2023.129909	2023
Customers' dining choice using meal ordering apps: insights from China and Indonesia <i>Adnan Muhammad Shah Abdul Qayyum KangYoon Lee</i> <i>Asia Pacific Journal of Marketing and Logistics</i> , Volume 35, Issue 6, Pages 1443-1473	2023

Impact Factor: 3.900 Quartile: 2 Citations: 23 DOI: https://doi.org/10.1108/APJML-11-2021-0828	
Social media marketing and brand authenticity: the role of value co-creation <i>Shermeen Hasan Abdul Qayyum Mubashar Hassan Zia</i> <i>Management Research Review</i> , Volume 46, Issue 6, Pages 870-892 Impact Factor: 3.1 Quartile: 2 Citations: 16 DOI: https://doi.org/10.1108/MRR-07-2021-0552	2023
Adoption of mobile food ordering apps for O2O food delivery services during the COVID-19 outbreak <i>Adnan Muhammad Shah Xiangbin Yan Abdul Qayyum</i> <i>British Food Journal</i> , Volume 124, Issue 11, Pages 3368-3395 Impact Factor: 3.300 Quartile: 2 Citations: 47 DOI: https://doi.org/10.1108/BFJ-09-2020-0781	2022
Word of mouse vs word of influencer? An experimental investigation into the consumers' preferred source of online information <i>Raja Ahmed Jamil Abdul Qayyum</i> <i>Management Research Review</i> , Volume 45, Issue 2, Pages 173-197 Impact Factor: 2.600 (ESCI) Citations: 20 DOI: https://doi.org/10.1108/MRR-03-2021-0184	2022
Skepticism Toward Online Advertising: Causes, Consequences, and Remedial Moderators <i>Raja Ahmed Jamil Abdul Qayyum Mohammad Saeed Lodhi</i> <i>International Journal of Online Marketing</i> , Volume 12, Issue 1, Pages 1-21 Impact Factor: 1.100 (ESCI) DOI: http://doi.org/10.4018/IJOM.288426	2022
Exploring the impact of linguistic signals transmission on patients' health consultation choice: web mining of online reviews <i>Adnan Muhammad Shah Mudassar Ali Abdul Qayyum Abida Begum Heesup Han Antonio Ariza-Montes Luis Araya-Castillo</i> <i>International Journal of Environmental Research and Public Health</i> , Volume 18, Issue 19, Article Number 9969 Impact Factor: 4.614 Quartile: 1 Citations: 10 DOI: https://doi.org/10.3390/ijerph18199969	2021
Covid-19, Impact of External Environment in the Formation of Students' Satisfaction as well as Subjective Well-Being in the Context of E-Learning <i>Hassan Jalil Shah Muhammad Danish Habib Abdul Qayyum</i> <i>Pakistan Business Review (PBR)</i> , Volume 22, No. 4, Pages 604-628 Impact Factor: N/A DOI: https://jmsnew.iobmresearch.com/	2021
Mining topic and sentiment dynamics in physician rating websites during the early wave of the COVID-19 pandemic: Machine learning approach <i>Adnan Muhammad Shah Xiangbin Yan Abdul Qayyum Rizwan Ali Naqvi Syed Jamal Shah</i> <i>International Journal of Medical Informatics</i> , Volume 149, Article Number 104434 Impact Factor: 4.730 Quartile: 1 Citations: 46 DOI: https://doi.org/10.1016/j.ijmedinf.2021.104434	2021
Social network analysis of an online smoking cessation community to identify users' smoking status <i>Adnan Muhammad Shah Xiangbin Yan Abdul Qayyum</i> <i>Healthcare Informatics Research</i> , Volume 27, Issue 2, Pages 116-126 Impact Factor: N/A Citations: 2 DOI: https://doi.org/10.4258/hir.2021.27.2.116	2021
Analyzing the role of Values, Beliefs and Attitude in Developing Sustainable Behavioral Intentions: Empirical Evidence from Electric Power Industry <i>Hassan Jalil Shah Muhammad Danish Habib Abdul Qayyum</i> <i>Business and Economic Review</i> , Volume 13, No.1, Pages 19-44 Impact Factor: N/A DOI: dx.doi.org/10.22547/BER/13.1.2	2021
Linkage of Organizational Justice and Employees Cognitive Work Engagement: Power Distance Orientation Matters <i>Abdul Qayyum Muhammad Qaiser Shafi Iram Riaz Zarish Gul</i>	2021

Impact Factor: N/A
DOI: <https://doi.org/10.33897/fujbe.v6i1.437>

Impact of relationship benefit on customer loyalty in service firms. 2018

Abdul Qayyum Sana ur Rehman Asif Sanaullah
Pakistan Business Review , Volume 20, Issue 2, Pages 239-253

Impact Factor: N/A
DOI: xxxxxxxx

Impact of Dimensions of CSR on Purchase Intention with Mediating Role of Customer Satisfaction, Commitment and Trust 2018

Farhina Hameed Abdul Qayyum Younus Awan
Pakistan Business Review , Volume 20, Issue 1, Pages 13-30

Impact Factor: N/A
DOI: xx00

Tourist Advocacy: Positive Role of Tourist Satisfaction and Negative Role of Terrorism Risk 2015

Shams Ur Rehman Abdul Qayyum
Abasyn Journal of Social Sciences , Volume 8, Issue 2, Pages 416-430

Impact Factor: N/A
DOI: xxxxxxxxxx

Editorial Activities

Spanish Journal of Marketing 2025

Reviewed Papers for Journals
Impact Factor: 5.3

Asia Pacific Journal of Marketing and Logistics 2025

Reviewed Papers for Journals
Impact Factor: 5.1

Management Decision 2025

Reviewed Papers for Journals
Impact Factor: 4.1

Spanish Journal of Marketing 2025

Reviewed Papers for Journals

Reviewed Papers for Journals 2024
Impact Factor: N/A