

Muhammad Kashif

Associate Professor of Practice

NUST Business School

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About

Dr. Muhammad Kashif is working as Associate Professor of Practice in the NUST Business School. Dr. Muhammad Kashif has a PhD in Brand Management. Dr. Muhammad Kashif has published 67 research articles & conference papers having a citation count of 1419, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in Brand Management	2019 - 2022
University of Colombo , Sri Lanka	
MS in Marketing	2005 - 2007
Shaheed Zulfiqar Ali Bhutto Medical University, Islamabad , Pakistan	
MBA in Marketing	2002 - 2004
Preston University , Pakistan	

Experience

Associate Professor of Practice	2024- Present
NUST Business School	
Associate Dean and Associate Professor	2007 - 2024
GIFT University , Gujranwala	

Research Articles

The structure and content of the religious tourism destination image construct: an exploratory netnography of travelers' reviews of Makkah and Medina	2025
Muhammad Kashif Anna K. Zarkada Zainab	
Journal of Islamic Marketing , Volume 16 No. 3, Pages 689-712	
Impact Factor: 3.100 Quartile: 2 Citations: 2	
DOI: https://doi.org/10.1108/JIMA-06-2024-0229	
Micro-meso-macro framework: a three-layered approach to understand brand pride	2024
Geeta Marmat Muhammad Kashif	
Global Knowledge, Memory and Communication , Volume 434 , Article Number 136787	
Impact Factor: 2.100 Quartile: 2	
DOI: 10.1108/GKMC-03-2024-0172	
Artificial intelligence and predictive marketing: an ethical framework from managers' perspective	2024
Hina Naz Muhammad Kashif	
Spanish Journal of Marketing-ESIC , Pages 1-24	
Impact Factor: N/A Citations: 19	
DOI: doi.org/10.1108/SJME-06-2023-0154	
Intentions and donations: monetary charity in Kuwait during the COVID-19 pandemic	2024
Sarah Al-shamali Muhammad Kashif	
Journal of Islamic Accounting and Business Research , Volume 15, No. 1, Pages 79-99	
Impact Factor: 2.500 Quartile: 2 Citations: 3	
DOI: doi.org/10.1108/JIABR-09-2021-0249	
Unraveling the impact of eco-centric leadership and pro-environment behaviors in healthcare organizations: Role of green consciousness	2024
Ali Hasan Xiang Zheng Di Mao Muhammad Kashif Farhan Mirza Rabia Shabbir	

<i>Journal of Cleaner Production</i>, Volume 434, Article Number 139704 Impact Factor: 9.700 Quartile: 1 Citations: 26 DOI: https://doi.org/10.1016/j.jclepro.2023.139704	
Temporary love: A love-hate transition among luxury fashion consumers in a mediation of brand jealousy and moderation of value-expressiveness <i>Aarti Saini Muhammad Kashif Silvia Platania</i> <i>Journal of Global Scholars of Marketing Science: Bridging Asia and the World</i>, Volume 33, Issue 4, Pages 513-535 Impact Factor: 1.900 Quartile: 3 Citations: 6 DOI: doi.org/10.1080/21639159.2023.2209104	2023
Two Cooks Spoil the Broth: Destructive Outcomes of Supervisor and Customer Mistreatment in Mediating-Moderating Roles of Anger and Self-Control in an Indonesian Context <i>Muhammad Kashif Indria Handoko Roshee Lamichhane</i> <i>Employee Responsibilities and Rights Journal</i>, Volume 35, Pages 369-393 Impact Factor: 1.500 Quartile: 2 Citations: 6 DOI: doi.org/10.1007/s10672-022-09419-0	2023
Redefining brand globalness: an interpretive inquiry <i>Muhammad Kashif Madhuka Udunuwara</i> <i>Journal of Marketing Theory and Practice</i>, Volume 32, Issue 3, Pages 362-377 Impact Factor: 4.400 Quartile: 2 Citations: 2 DOI: doi.org/10.1080/10696679.2023.2202860	2023
From the land of Gama: event attachment scale (EAS) development exploring fans' attachment and their intentions to spectate at traditional gaming events <i>Junaid Rehman Muhammad Kashif Thangaraja Arumugum</i> <i>International Journal of Event and Festival Management</i>, Volume 14, No. 3, Pages 363-379 Impact Factor: 2.200 Quartile: 2 Citations: 10 DOI: doi.org/10.1108/IJEFM-10-2022-0079	2023
Rethinking abusive supervision: antecedents and reparative mechanisms of abusive supervision, including supervisor frustration, coworker support, guilt, and supervisor OCB in a mediated-moderation model <i>Muhammad Kashif Rehana Naheed Shanika Wijenayake</i> <i>Revista Brasileira de Gestao de Negocios</i>, Volume 25, No.1, Pages 108-131 Impact Factor: 0.700 Quartile: 4 DOI: https://doi.org/10.7819/rbgn.v25i1.4217	2023
Islamic religiosity and ethical intentions of Islamic bank managers: rethinking theory of planned behaviour <i>Sarminah Samad Muhammad Kashif Shanika Wijenayake Michela Mingione</i> <i>Journal of Islamic Marketing</i>, Volume 13, No. 11, Pages 2421-2436 Impact Factor: 3.200 (ESCI) Citations: 9 DOI: https://doi.org/10.1108/JIMA-02-2020-0042	2022
Abusive supervision, supervisor undermining, and turnover intentions: mediation of quiescent silence and desire to seek revenge among Thai banking frontliners <i>Gul Afshan Muhammad Kashif Damrong Sattayawaksakul Pimpa Cheewakrakokbit Shanika Wijenayake</i> <i>Management Research Review</i>, Volume 45, No. 11, Pages 1479-1502 Impact Factor: 2.600 (ESCI) Citations: 16 DOI: doi.org/10.1108/MRR-03-2021-0240	2022
It's not justice if it's not for all: cross-level interaction of interactional justice differentiation and supervisory justice on psychological safety and conflict <i>Gul Afshan Carolina Serrano-Archimi Amir Riaz Muhammad Kashif Mansoor Ahmed Khuhro</i> <i>International Journal of Conflict Management</i>, Volume 33, No. 5, Pages 782-811 Impact Factor: 3.300 Quartile: 2 Citations: 3 DOI: doi.org/10.1108/IJCMA-08-2021-0124	2022
Frogs in boiling water: a moderated-mediation model of exploitative leadership, fear of negative evaluation and knowledge hiding behaviors <i>Fauzia Syed Saima Naseer Muhammad Waheed Akhter Mudassir Husnain Muhammad Kashif</i> <i>Journal of Knowledge Management</i>, Volume 25, No. 8, Pages 2067-2087 Impact Factor: 8.689 Quartile: 1 Citations: 94	2021

DOI: doi.org/10.1108/JKM-11-2019-0611	
High involvement work practices often lead to burnout, but thanks to humble leadership <i>Gul Afshan Muhammad Kashif Firdous Khanam Mansoor Ahmed Khuhro Umair Akram</i> <i>Journal of Management Development</i> , Volume 40, No. 6, Pages 503-525 Impact Factor: 0 Citations: 15 DOI: https://doi.org/10.1108/JMD-10-2020-0311	2021
Love is not blind: investigating a love-hate transition among luxury fashion brand consumers <i>Muhammad Kashif Tulay Korkmaz Devrani Aisha Rehman Sarminah Samad</i> <i>Journal of Fashion Marketing and Management</i> , Volume 25, No. 4, Pages 625-643 Impact Factor: 4.184 Quartile: 3 Citations: 25 DOI: https://doi.org/10.1108/JFMM-04-2020-0058	2021
Leaving in Mascot of Silence: Organizational Determinants of Employee Turnover Intentions in Mediating and Moderating Roles of Quiescent Silence and Coworker Support in a Russian Context <i>Muhammad Kashif Irina Petrovskaya Sarminah Samad Shanika Wijenayake</i> <i>Central European Management Journal</i> , Volume 29, No. 2, Pages 121-146 Impact Factor: N/A Citations: 3 DOI: 10.7206/cemj.2658-0845.48	2021
Twenty Years of Research in Brand Globalness/Localness: A Systematic Literature Review and Future Research Agenda <i>Muhammad Kashif Madhuka Uduuwara</i> <i>Journal of International Consumer Marketing</i> , Volume 33, Issue 2, Pages 178-193 Impact Factor: 0 Citations: 11 DOI: doi.org/10.1080/08961530.2020.1743805	2021
Psychological safety, meaningfulness and empowerment as predictors of employee well-being: a mediating role of promotive voice <i>Fouzia Hasan Muhammad Kashif</i> <i>Asia-Pacific Journal of Business Administration</i> , Volume 13, No. 1, Pages 40-59 Impact Factor: 0 Citations: 38 DOI: https://doi.org/10.1108/APJBA-11-2019-0236	2021
My love, I hate you: Rethinking brand jealousy to investigate emotional transition among rural customers <i>Ferwa Dawood Muhammad Kashif</i> <i>Strategic Change</i> , Volume 30, Issue 1, Pages 45-52 Impact Factor: 0 Citations: 15 DOI: doi.org/10.1002/jsc.2388	2021
When leader is morally corrupt: interplay of despotic leadership and self-concordance on moral emotions and bullying behavior <i>Fauzia Syed Muhammad Waheed Akhter Muhammad Kashif Muhammad Asrar-ul-haq Qurt ul ain Mudassir Husnain Muhammad Kashif Aslam</i> <i>Journal of Management Development</i> , Volume 39, No. 7/8, Pages 911-928 Impact Factor: 0 Citations: 30 DOI: doi.org/10.1108/JMD-05-2019-0183	2020
The Role of Resonant Leadership, Workplace Friendship and Serving Culture in predicting Organizational Commitment: the Mediating Role of Compassion at Work <i>Riaz Ali Muhammad Kashif</i> <i>Revista Brasileira de Gestao de Negocios</i> , Volume 22, No. 4, Pages 799-819 Impact Factor: 0.925 Quartile: 4 Citations: 24 DOI: doi.org/10.7819/rbgn.v22i4.4085	2020
Supervisor and Customer-Driven Stressors to Predict Silence and Voice Motives: Mediating and Moderating Roles of Anger and Self-Control <i>Muhammad Kashif Merve Yanar Petek Tosun Shanika Wijenayake</i> <i>Services Marketing Quarterly</i> , Volume 41, Issue 3, Pages 273-286 Impact Factor: 0 Citations: 11 DOI: 10.1080/15332969.2020.1786247	2020
Few glitters are original gold: Strengthening brand citizenship through identification, knowledge, and ownership in a mediating role of brand pride <i>Aisha Rehman Muhammad Kashif</i>	2020

Impact Factor: 3.979 | **Quartile:** 3 | **Citations:** 9

DOI: doi.org/10.1108/APJML-04-2018-0158

Brand power relationship: A Co-evolutionary conceptual framework

2020

Michela Mingione Muhammad Kashif Maria Petrescu

Journal of Relationship Marketing, Volume 19, Issue 1, Pages 1-28

Impact Factor: 0 | **Citations:** 9

DOI: doi.org/10.1080/15332667.2019.1648937

Being abused, dealt unfairly, and ethically conflicting? Quitting occupation in the lap of silence

2020

Abdul Mannan Muhammad Kashif

Asia-Pacific Journal of Business Administration, Volume 12, No. 1, Pages 22-39

Impact Factor: 0 | **Citations:** 12

DOI: doi.org/10.1108/APJBA-01-2019-0013

Leadership styles and workplace ostracism among frontline employees

2019

Irsa Kanwal Rab Nawaz Lodhi Muhammad Kashif

Management Research Review, Volume 42, No. 8, Pages 991-1013

Impact Factor: 0 | **Citations:** 45

DOI: doi.org/10.1108/MRR-08-2018-0320

Finding greener grass on the other side of hill: Examining donor perceived brand equity in a moderating role of brand credibility

2018

Muhammad Kashif Madhuri Fernando Sarminah Samad Ramayah Thurasamay

Asia Pacific Journal of Marketing and Logistics, Volume 30, No. 4, Pages 988-1012

Impact Factor: 1.276 | **Quartile:** 4 | **Citations:** 10

DOI: doi.org/10.1108/APJML-10-2017-0231

Putting eggs in a different basket: a typology of Islamic symbols and services

2018

Mohsin Abdur Rehman Sarminah Samad Muhammad Kashif

Journal of Islamic Marketing, Volume 9, No. 4, Pages 935-950

Impact Factor: N/A | **Citations:** 2

DOI: doi.org/10.1108/JIMA-09-2016-0069

Blinded by the sand of its burrowing? Examining fans' intentions to follow one-day cricket on TV with a moderating effect of social influence

2018

Muhammad Kashif Madhuri Fernando Shanika Wijenayake

International Journal of Sports Marketing and Sponsorship, Volume 20, No. 1, Pages 81-10

Impact Factor: 0.848 | **Quartile:** 4 | **Citations:** 13

DOI: doi.org/10.1108/IJSMS-08-2017-0094

Discovering the Motives to Browse Internet among MBA Students: An Interpretivist Investigation

2018

Usman Naeem Muhammad Kashif

Vision, Volume 22(3), Pages 1-10

Impact Factor: N/A

DOI: 10.1177/0972262918785959

The impact of attitude, subjective norms, and perceived behavioural control on managers' intentions to behave ethically

2018

Muhammad Kashif Anna Zarkada Ramayah Thurasamay

Total Quality Management and Business Excellence, Volume 29, Issue 5-6, Pages 481-501

Impact Factor: 2.181 | **Quartile:** 3 | **Citations:** 104

DOI: 10.1080/14783363.2016.1209970

Perceived service quality-loyalty path: A PAKSERV based investigation of international students enrolled in business schools in Thailand

2018

Muhammad Kashif Pimpa Cheewakrakokbit

Journal of Marketing for Higher Education, Volume 28, Issue 1, Pages 51-65

Impact Factor: N/A | **Citations:** 16

DOI: 10.1080/08841241.2017.1402113

The welfare organization agenda: Revisiting the epistemological boundaries of management thought based on the writings of Ibn Khaldun

2018

Muhammad Kashif Attiq ur Rehman Nicholas Grigoriou

<i>Society and Business Review</i> , Volume 13, No. 2, Pages 184-194	
Impact Factor: N/A	
DOI: doi.org/10.1108/SBR-11-2017-0095	
Re-imagining marketing as societing: A critical appraisal of marketing in a developing country context	2018
<i>Muhammad Kashif Madhuri Fernando Umair Altaf John Walsh</i>	
<i>Management Research Review</i> , Volume 41, No. 3, Pages 359-378	
Impact Factor: N/A Citations: 8	
DOI: doi.org/10.1108/MRR-04-2017-0118	
The dynamics of Zakat donation experience among Muslims: a phenomenological inquiry Muhammad Kashif, Khurram Faisal Jamal, Mohsin Abdur Rehman	2018
<i>Muhammad Kashif Khurram Faisal Jamal Mohsin Abdur Rehman</i>	
<i>Journal of Islamic Accounting and Business Research</i> , Volume 9, No. 1, Pages 45-58	
Impact Factor: 0 Citations: 26	
DOI: doi.org/10.1108/JIABR-01-2016-0006	
Corporate Social Responsibility and Sustainability (CSRS) Initiatives among European and Asian Business Schools: A Web-based Content Analysis	2017
<i>Mohsin Abdur Rehman Muhammad Kashif Michela Mingione</i>	
<i>Global Business Review</i> , Volume 20, Issue 5, Pages 1-17	
Impact Factor: 0 Citations: 10	
DOI: 10.1177/0972150917737435	
Customer aggression and organizational turnover among service employees: The moderating role of distributive justice and organizational pride	2017
<i>Muhammad Kashif Anna Zarkada Ramayah Thurasamay</i>	
<i>Personnel Review</i> , Volume 46, No. 8, Pages 1672-1688	
Impact Factor: 1.395 Quartile: 2 Citations: 41	
DOI: doi.org/10.1108/PR-06-2016-0145	
You abuse but I will stay: The combined effects of job stress, customer abuse, and emotional intelligence on employee turnover	2017
<i>Muhammad Kashif Eliane Braganca Zainudain Awang Ernest Cyril De Run</i>	
<i>Journal of Management Development</i> , Volume 36, No. 7, Pages 899-914	
Impact Factor: 0 Citations: 41	
DOI: doi.org/10.1108/JMD-06-2016-0095	
Ethical intentions among frontline employees working in the US-based fast food chains in Pakistan: The moderating role of love of money	2017
<i>Muhammad Kashif Amira Khattak</i>	
<i>British Food Journal</i> , Volume 119, No. 7, Pages 1547-1561	
Impact Factor: 1.289 Quartile: 3 Citations: 15	
DOI: https://doi.org/10.1108/BFJ-09-2016-0396	
The moderating effect of religiosity on ethical behavioural intentions: An application of the extended theory of planned behaviour to Pakistani bank employees	2017
<i>Muhammad Kashif Anna Zarkada Ramayah Thurasamay</i>	
<i>Personnel Review</i> , Volume 46, No. 2, Pages 429-448	
Impact Factor: 1.395 Quartile: 2 Citations: 86	
DOI: 10.1108/PR-10-2015-0256	
EXQ: measurement of healthcare experience quality in Malaysian settings: A contextualist perspective	2016
<i>Muhammad Kashif Siti Zakiah Melatu Samsi Zainudin Awang Mahadzirah Muhammad</i>	
<i>International Journal of Pharmaceutical and Healthcare Marketing</i> , Volume 10, No. 1, Pages 27-47	
Impact Factor: N/A Citations: 60	
DOI: 10.1108/IJPHM-03-2015-0011	
PAKSERV – measuring higher education service quality in a collectivist cultural context	2016
<i>Muhammad Kashif Ramayah Thurasamay Syamsulang Sarifuddin</i>	
<i>Total Quality Management & Business Excellence</i> , Volume 27, Issue 3-4, Pages 265-278	
Impact Factor: 1.368 Quartile: 3 Citations: 26	
DOI: 10.1080/14783363.2014.976939	
Customer perceived service quality and loyalty in Islamic banks: A collectivist cultural perspective	2016

<i>Muhammad Kashif Mohsin Abdur Rehman Iina Pileliene</i> <i>TQM Journal</i> , Volume 28, No. 1, Pages 62-78 Impact Factor: N/A Citations: 33 DOI: 10.1108/TQM-01-2014-0006	
Bringing Islamic tradition back to management development: A new Islamic Dawah based framework to foster workplace ethics <i>Muhammad Kashif Ernest Cyril De Run Mohsin Abdur Rehman Hiram Ting</i> <i>Journal of Islamic Marketing</i> , Volume 6, No. 3, Pages 429-446 Impact Factor: N/A Citations: 13 DOI: 10.1108/JIMA-12-2013-0086	2015
I'm loving it but hating US: Understanding consumer emotions and perceived service quality of US fast food brands <i>Muhammad Kashif Zainudain Awang John Walsh Umair Altaf</i> <i>British Food Journal</i> , Volume 117, No. 9, Pages 2344-2360 Impact Factor: 0.973 Quartile: 3 Citations: 51 DOI: 10.1108/BFJ-01-2015-0040	2015
Value co-destruction between customers and frontline employees: A social system perspective <i>Muhammad Kashif Anna Zarkada</i> <i>International Journal of Bank Marketing</i> , Volume 33, No. 6, Pages 672-691 Impact Factor: N/A Citations: 83 DOI: 10.1108/IJBM-09-2014-0121	2015
Brand equity of Lahore Fort as a tourism destination brand <i>Muhammad Kashif Zakiah Shamsi Syamsulang Sarifuddin</i> <i>Revista de Administração de Empresas</i> , Volume 55(4), Pages 432-443 Impact Factor: 0.311 Quartile: 4 Citations: 40 DOI: 10.1590/S0034-759020150407	2015
Charity donation: intentions and behaviour <i>Muhammad Kashif Syamsulang Sarifuddin Azizah Hassan</i> <i>Marketing Intelligence & Planning</i> , Volume 33, No. 1, Pages 90-102 Impact Factor: N/A Citations: 96 DOI: 10.1108/MIP-07-2013-0110	2015
Customer satisfaction and loyalty in Malaysian Islamic banks:a PAKSERV investigation <i>Muhammad Kashif Sharifah Suzana Wan Shukran Mohsin Abdur Rehman Syamsulang Sarifuddin</i> <i>International Journal of Bank Marketing</i> , Volume 33, No. 1, Pages 23-40 Impact Factor: N/A Citations: 90 DOI: 10.1108/IJBM-08-2013-0084	2015
Money donations intentions among Muslim donors: an extended theory of planned behavior model <i>Muhammad Kashif Ernest Cyril De Run</i> <i>Journal of Philanthropy and Marketing</i> , Volume 20, Pages 84-96 Impact Factor: N/A Citations: 51 DOI: 10.1002/nvsm.1519	2015
Expected service quality of utility stores in Pakistan: Qualitative investigation of older and younger generational cohorts <i>Muhammad Kashif Mohsin Abdur Rehman</i> <i>International Journal of Quality and Service Sciences</i> , Volume 6, No. 4, Pages 309-325 Impact Factor: N/A Citations: 7 DOI: doi.org/10.1108/IJQSS-04-2013-0023	2014
TV food advertising aimed at children: qualitative study of Pakistani fathers' views <i>Muhammad Kashif Mubashir Ayaz Sara Basharat</i> <i>Asia Pacific Journal of Marketing and Logistics</i> , Volume 26, No. 4, Pages 647-658 Impact Factor: N/A Citations: 16 DOI: 10.1108/APJML-04-2014-0063	2014
Exploring Attitudes of Pakistani and Canadian Children towards Television Advertisements: A Cross-cultural Comparative Analysis <i>Sitwat Langrial Muhammad Kashif Usman Ehsan</i>	2014

Impact Factor: N/A

DOI: 10.1177/2319510X14539747

Factors impacting university students' engagement with classroom activities: qualitative study

2014

Muhammad Kashif Sara Basharat

International Journal of Management in Education, Volume 8, No. 3, Pages 209-224

Impact Factor: N/A | **Citations:** 8

DOI: doi.org/10.1504/IJMIE.2014.062957

Pakistani Higher Degree students' Views of Feedback on Assessment: Qualitative study

2014

Muhammad Kashif Attiq ur Rehman Zaida Mustafa Sara Basharat

International Journal of Management Education , Volume 12, Issue 2 , Pages 104-114

Impact Factor: N/A | **Citations:** 6

DOI: doi.org/10.1016/j.ijme.2014.03.004

Anatomy of British Business School Brands: Attributes Affecting Choice Among Pakistani Postgraduate Students

2014

Usman Ahmed Muhammad Kashif Jessica Eaton Rooma Qadeer

Market-Tržište , Volume 26(1), Pages 109-122

Impact Factor: N/A

DOI: https://hrcak.srce.hr/123374

Service-orientation and teaching quality: business degree students' expectations of effective teaching

2014

Muhammad Kashif Hiram Ting

Asian Education and Development Studies , Volume 3, No. 2, Pages 163-180

Impact Factor: N/A | **Citations:** 11

DOI: 10.1108/AEDS-06-2013-0038

Service quality of news channels: a modified SERVQUAL analysis

2014

Muhammad Mursaleen Mubashir Ijaz Muhammad Kashif

Observatorio , Volume 8, No. 1, Pages 171-188

Impact Factor: N/A

DOI: 10.15847/obsOBS812014719

Business undergraduates' perceptions of motivation to learn: Empirical evidence from Pakistan

2013

Muhammad Kashif Mubashir Ayaz Adnan Raza Warda Shahid

International Journal of Management Education, Volume 11, Issue 2 , Pages 75-84

Impact Factor: N/A | **Citations:** 7

DOI: 10.1016/j.ijme.2013.02.002

Pakistani childrens' views of TV advertising

2012

Muhammad Kashif Umair Altaf Sajid Ali Umer Asif Hafiz Muhammad Ayub Wafa Abeer Ernest Cyril De Run

Market-Trziste , Volume 24, No. 2, Pages 245-261

Impact Factor: N/A

DOI: doi.org/10.22598/mt

Public Perceptions of Police Service Quality: Empirical Evidence from Pakistan

2012

Aisha Akhtar Sadaf Rafiq Ali Asif Arshia Saeed Muhammad Kashif

International Journal of Police Science and Management, Volume 14, No. 2, Pages 97-106

Impact Factor: N/A | **Citations:** 6

DOI: https://doi.org/10.1350/ijps.2012.14.2.266

Students and Libraries: The Perspectives of Faculty in a Pakistani University

2011

Muhammad Kashif Ali Hasan Hamayun Hasan

Asian Journal of University Education, Volume 7, No. 1, Pages 69-84

Impact Factor: N/A

DOI: 2600-9749