

# Abdul Qayyum

Professor  
NUST Business School

Email: [abdul.qayyum@nbs.nust.edu.pk](mailto: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

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

## Experience

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

## Research Articles

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

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

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