

Aijaz Ahmad Shaikh

Professor of Practice

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About

Dr. Aijaz Ahmad Shaikh is working as Professor of Practice in the NUST Business School. Dr. Aijaz Ahmad Shaikh has a PhD in Marketing. Dr. Aijaz Ahmad Shaikh has published 3 research articles & conference papers having a citation count of 7, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in Marketing University of Jyväskylä , Finland	2013 - 2016
MSc in FinTech Hanken School of Economics , Finland	2004 - 2006
M.Com in Commerce University of Karachi , Pakistan	1995 - 1997

Experience

Professor of Practice NUST Business School	2025- Present
Professor of Practice NUST Business School	2024 - 2024

Research Articles

Driving change: Unravelling the landscapes of ridesharing and ridehailing services in a developing country <i>Aijaz Ahmad Shaikh Richard Glavee-Geo Guldana E. Zhakupbekova Ardak N. Turginbayeva</i> <i>Research in Transportation Business and Management</i> , Volume:60, Article Number 101351 Impact Factor: 4.100 Quartile: 2 Citations: 1 DOI: https://doi.org/10.1016/j.rtbm.2025.101351	2025
Exploring students' perceptions of the design and use of the Moodle learning management system <i>Dimah Al-Fraihat Abdulaziz M. Alshahrani Maram Alzaidi Aijaz Ahmad Shaikh Mohammed Al-Obeidallah Manaf Al-Okaily</i> <i>Computers in Human Behavior Reports</i> , Volume:18, Article Number 100685 Impact Factor: 4.900 Quartile: 1 DOI: https://doi.org/10.1016/j.chbr.2025.100685	2025
Analysing user well-being in ridehailing services <i>Aijaz Ahmad Shaikh Francisco Liebana-Cabanillas Majed Alharthi Hawazen Alamoudi Heikki Karjaluo</i> <i>Spanish Journal of Marketing - ESIC</i> , Volume 28, Issue 2, Pages 207-227 Impact Factor: N/A Citations: 6 DOI: https://doi.org/10.1108/SJME-12-2022-0253	2024