

Muhammad Waqas

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About

Dr. Muhammad Waqas is working as Assistant Professor in the NUST Business School. Dr. Muhammad Waqas has a PhD in Marketing. Dr. Muhammad Waqas has published 18 research articles & conference papers having a citation count of 332, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in Marketing Universiti Malaya , Malaysia	2017 - 2021
MS in Marketing University of Birmingham , United Kingdom	2010 - 2011
MBA in Marketing Arid Agriculture University , Pakistan	2007 - 2008
BBA in Business Administration Arid Agriculture University , Pakistan	2004 - 2007

Experience

Assistant Professor NUST Business School	2023- Present
Assistant Professor NUST Business School	2022 - 2023
Assistant Professor NUST Business School	2022 - 2022
Research Assistant University of Malaya , University of Malaya, Malaysia	2020 - 2022
Lecturer Arid Agriculture University , Arid Agriculture University Rawalpindi	2015 - 2017
Lecturer COMSATS University , COMSATS University Islamabad	2011 - 2015
Research Associate COMSATS University , COMSATS University Islamabad	2009 - 2011

Research Articles

From Regrets to Returns: How Interaction Quality and Store Image Shape Store Revisit Intentions <i>Muhammad Adnan Waseem Muhammad Waqas Muhammad Khan Nauman Wajid</i> <i>International Journal of Retail & Distribution Management</i> , Pages 1-14 Impact Factor: 5.500 Quartile: 1 DOI: https://www.emerald.com/insight/publication/issn/0959-0552	2024
Enhancing Brand Equity Through Branded Content Experience on Social Media: Developing and Testing a Moderated Mediation Model <i>Muhammad Adnan Waseem Muhammad Waqas Nauman Wajid Irfan Abdullah</i> <i>Psychology of Popular Media</i> , Pages 1-11 Impact Factor: 3.0 Quartile: 2 Citations: 1 DOI: https://dx.doi.org/10.1037/ppm0000537	2024

<p>Enhancing consumption of sustainable transportation: Determinants and outcome of consumer engagement with bike-sharing service</p> <p><i>Muhammad Waqas Arsalan Najmi</i> <i>Environmental Science and Pollution Research</i>, Vol:30, Pages53411-53423</p> <p>Impact Factor: 5.8 Quartile: 1 Citations: 4 DOI: 10.1007/s11356-023-26067-5</p>	2023
<p>Consumer repurchase intention of smart wearable devices: an extension of the technology integration model</p> <p><i>Zalfa Laili Hamzah Muhammad Waqas Rohayu Binti Rahman Ezlika M.Ghazali</i> <i>International Journal of Technology Marketing</i>, Volume 17 No.1, Pages 78-98</p> <p>Impact Factor: N/A DOI: 10.1504/IJTMKT.2022.10047955</p>	2023
<p>Factors influencing the potential adoption of portable pork DNA detection device</p> <p><i>Ezlika M.Ghazali Dilip S. Mutum Muhammad Waqas Azni Zarina Taha Mozard Mohtar</i> <i>Journal of Islamic Marketing</i>, Pages 1-25</p> <p>Impact Factor: N/A Citations: 3 DOI: 10.1108/JIMA-05-2022-0129</p>	2022
<p>A Cross-sectional Study of Antecedents and Consequence of Panic Buying Behavior: The Moderating Effect of COVID-19 Rumors</p> <p><i>Nauman Wajid Adnan Waseem Muhammad Waqas Irfan Abdullah Ibrahim Abdullah</i> <i>INQUIRY: The Journal of Health Care Organization, Provision, and Financing</i>, Volume 59, Pages 1-13</p> <p>Impact Factor: 2.099 Quartile: 4 DOI: 10.1177/0046958022112</p>	2022
<p>Branded content experience in social media settings: a consumer culture theory perspective</p> <p><i>Muhammad Waqas Zalfa Laili Hamzah Noor Akma Mohd Salleh</i> <i>Journal of Brand Management</i>, Volume 29, Issue 2, Pages 225-240</p> <p>Impact Factor: 3.500 Quartile: 3 Citations: 18 DOI: https://doi.org/10.1057/s41262-021-00268-0</p>	2022
<p>Restaurant choice and religious obligation in the absence of halal logo: A serial mediation model</p> <p><i>Ezlika M.Ghazali Dilip S. Mutum Muhammad Waqas Bang Nguyen Nur Azureen Ahmad-Tarmizi</i> <i>International Journal of Hospitality Management</i>, Volume 101, Article Number 103109</p> <p>Impact Factor: 9.237 Quartile: 1 Citations: 19 DOI: https://doi.org/10.1016/j.ijhm.2021.103109</p>	2022
<p>Branded Content Experience in Social Media: Conceptualization, Scale Development, and Validation</p> <p><i>Muhammad Waqas Noor Akma Mohd Salleh Zalfa Laili Hamzah</i> <i>Journal of Interactive Marketing</i>, Volume 56, Pages 106-120</p> <p>Impact Factor: 6.258 Quartile: 2 Citations: 28 DOI: https://doi.org/10.1016/j.intmar.2021.07.001</p>	2021
<p>Customer experience with the branded content: a social media perspective</p> <p><i>Muhammad Waqas Zalfa Laili Hamzah Noor Akma Mohd Salleh</i> <i>Online Information Review</i>, Volume 45, Issue 5, Pages 964-982</p> <p>Impact Factor: 2.325 Quartile: 3 Citations: 34 DOI: https://doi.org/10.1108/OIR-10-2019-0333</p>	2021
<p>The role of religious advertising and personal selling in enhancing mutual fund purchase intention and sales in Pakistan: a managerial perspective</p> <p><i>Muhammad Waqas Sarma Jan Mian Nabila Nazir</i> <i>Journal of Islamic Marketing</i>, Pages 1-18</p> <p>Impact Factor: N/A Citations: 7 DOI: https://doi.org/10.1108/JIMA-05-2020-0162</p>	2021
<p>Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts</p> <p><i>Zalfa Laili Hamzah Hazwani Abdul Wahab Muhammad Waqas</i> <i>Journal of Research in Interactive Marketing</i>, Volume 15, Issue 2, Pages 336-358</p> <p>Impact Factor: 4.018 Quartile: 3 Citations: 74 DOI: https://doi.org/10.1108/JRIM-05-2020-0113</p>	2021

The Role of Brand Experience and Student Engagement in the Creation of Brand Equity in a Higher Education Context <i>Muhammad Waqas</i> <i>Journal of Nonprofit and Public Sector Marketing</i> , Pages 1-24 Impact Factor: N/A Citations: 5 DOI: https://doi.org/10.1080/10495142.2021.1902905	2021
Customer experience: a systematic literature review and consumer culture theory-based conceptualisation <i>Muhammad Waqas Zalfa Laili Hamzah Noor Akma Mohd Salleh</i> <i>Management Review Quarterly</i> , Volume:71, Issue:1, Page:135-176 Impact Factor: N/A Citations: 79 DOI: https://doi.org/10.1007/s11301-020-00182-w	2021
What drives Muslim Malaysian consumers' general attitude towards religious advertising? <i>Muhammad Waqas</i> <i>Journal of Islamic Accounting and Business Research</i> , Volume 12, Issue 1, Pages 97-111 Impact Factor: N/A Citations: 4 DOI: https://doi.org/10.1108/JIABR-01-2020-0030	2021
Typology of customer experience with social media branded content: A netnographic study <i>Zalfa Laili Hamzah Noor Akma Mohd Salleh Muhammad Waqas</i> <i>International Journal of Internet Marketing and Advertising</i> , Volume 14, Issue 2, Pages 184-213 Impact Factor: N/A Citations: 14 DOI: 10.1504/IJIMA.2020.107661	2020
An investigation of effects of justice recovery dimensions on students' satisfaction with service recovery in higher education environment <i>Muhammad Waqas Haider Ali Muhammad Ali Khan</i> <i>International Review on Public and Nonprofit Marketing</i> , Volume 11, Issue 3, Pages 263-284 Impact Factor: N/A Citations: 15 DOI: https://doi.org/10.1007/s12208-014-0120-5	2014

Book Chapters

Interactive Experience of Physical Servicescape and Online Servicescape: A Review and Future Research <i>Zalfa Laili Hamzah Muhammad Waqas</i> In: <i>The Palgrave Handbook of Interactive Marketing</i> , 1st Edition, Chapter 36, Pages 837-866 Citations: 27 DOI: 10.1007/978-3-031-14961-0	2023
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Editorial Activities

Reviewed Papers for Journals Impact Factor: 4.338	2024
Reviewed Papers for Journals Impact Factor: 11.3	2024
Reviewed Papers for Journals Impact Factor: 4.1	2024
Online Information Review Reviewed Papers for Journals Impact Factor: 3.1	2023
Marketing Intelligence & Planning Reviewed Papers for Journals Impact Factor: 4.4	2023
Journal of Islamic Marketing Reviewed Papers for Journals	2023

Impact Factor: 3.2	
Journal of Business Research Reviewed Papers for Journals Impact Factor: 11.3	2023
Marketing Intelligence & Planning Reviewed Papers for Journals Impact Factor: 4.4	2023
Journal of Research in Interactive Marketing Reviewed Papers for Journals Impact Factor: 10.176	2023
Journal of Brand Management Reviewed Papers for Journals Impact Factor: 4.350	2023
Journal of Islamic Marketing Reviewed Papers for Journals Impact Factor: 3.70	2023
Information Technology & People Reviewed Papers for Journals Impact Factor: 4.238	2023
Journal of Brand Management Reviewed Papers for Journals Impact Factor: 4.350	2023
Journal of Brand Management Reviewed Papers for Journals Impact Factor: 4.350	2022
Journal of Brand Management Reviewed Papers for Journals Impact Factor: 4.350	2022
Reviewed Papers for Journals Impact Factor: 4.35	2022
Reviewed Papers for Journals Impact Factor: 4.350	2022
Information Technology & People Reviewed Papers for Journals Impact Factor: 3.879	2022
Reviewed Papers for Journals Impact Factor: 4.350	2022
Reviewed Papers for Journals Impact Factor: 4.35	2022