

Saman Attiq


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About

Dr. Saman Attiq is working as Professor of Practice in the NUST Business School. Dr. Saman Attiq has a PhD in Marketing. Dr. Saman Attiq has published 57 research articles & conference papers having a citation count of 560, carried out 0 projects and filed 0 intellectual property.

PhD in Marketing	2008 - 2013
Mohammad Ali Jinnah University , Pakistan	
MS in Management Science	2005 - 2007
Shaheed Zulifkar Ali Bhutto Institute of Science and Technology , Pakistan	
MBA in Marketing	1999 - 2001
University of Agriculture Faisalabad , Pakistan	
BSc in Mathematics and Statistics	1995 - 1998
University of the Punjab , Pakistan	

Professor of Practice	2023- Present
NUST Business School	
Associate Professor	2018 - 2023
Air University, Islamabad , E9, Islamabad	
Assistant Professor	2016 - 2018
University of Wah, Wah Cantt , GT Road, Wah Cantt	
Associate Professor	2015 - 2016
Al-Khair University, Bhimber , Haji Muhammad Yousaf Road, Near Pindi Jhunja, Bhimber Azad Jammu Kashmir	
Assistant Professor	2015 - 2015
International Islamic University, Islamabad , H-10, Islamabad	
Assistant Professor	2013 - 2015
National Defense University, Islamabad , E-9, Islamabad	

Team-level HR practices and team engagement: mediating role of team-level psychological capital	2024
Muhammad Farrukh Saman Attiq Muhammad Rafiq Ali Raza Nabeel Younus Ansari	
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Exploring the Nexus of Celebrity Endorsement, Brand Love and Word-of-Mouth in the Telecommunication Sector of Pakistan	2024
Muhammad Alam Saman Attiq	

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Antecedents and consequences of brand hate: a study of Pakistan's telecommunication industry

2023

Saman Attiq Muhammad Junaid Shahid Hasni Chun Zhang

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<p>Project Managers’ Competencies in International Development Projects: A Delphi Study</p> <p><i>Rabia Bashir Aymen Bashir Shahid Bashir Khawaja Fawad Latif Saman Attiq</i> <i>SAGE Open</i>, Volume 11, Issue 4, Pages 1-16</p> <p>Impact Factor: 2.032 Quartile: 2 Citations: 11 DOI: 10.1177/21582440211058188</p>	2021
<p>Drivers of food waste reduction behaviour in the household context</p> <p><i>Saman Attiq Muhammad Danish Habib Puneet Kaur Muhammad Junaid Shahid Hasni Amandeep Dhir</i> <i>Food Quality and Preference</i>, Volume 94, Article Number 104300</p> <p>Impact Factor: 6.345 Quartile: 1 Citations: 116 DOI: 10.1016/j.foodqual.2021.104300</p>	2021
<p>Antecedents of consumer food waste reduction behavior: Psychological and financial concerns through the lens of the theory of interpersonal behavior</p> <p><i>Saman Attiq Amanda M. Y. Chu Rauf I. Azam Wing-Keung Wong Sumia Mumtaz</i> <i>International Journal of Environmental Research and Public Health</i>, Volume 18, Issue 23, Article Number 12457</p> <p>Impact Factor: 4.614 Quartile: 1 Citations: 26 DOI: 10.3390/ijerph182312457</p>	2021
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The impact of self-congruity (symbolic and functional) on the brand hate: A study based on self-congruity theory <i>Saman Attiq Tahir Islam Zahid Hameed Munnawar Naz Khokhar Zaryab Sheikh</i> <i>British Food Journal</i> , Volume:121, Issue:1, Page:71-88 Impact Factor: 2.102 Quartile: 2 Citations: 94 DOI: https://doi.org/10.1108/BFJ-03-2018-0206	2019

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2012

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