

Waseem Hassan

Assistant Professor

NUST Business School

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About

Dr. Waseem Hassan is working as Assistant Professor in the NUST Business School. Dr. Waseem Hassan has a PhD in Marketing. Dr. Waseem Hassan has published 10 research articles & conference papers having a citation count of 65, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in Marketing China University of Geosciences Wuhan , China	2011 - 2015
MBA in Marketing Islamia University of Bahawalpur , Pakistan	2006 - 2007
BBA in Business Administration Islamia University of Bahawalpur , Pakistan	2003 - 2006

Experience

Assistant Professor NUST Business School	2021- Present
Assistant Professor NUST Business School	2019 - 2021
Assistant Professor NUST Business School	2016 - 2019
Assistant Professor NUST Business School	2016 - 2016
Assistant Professor Institute of Management Sciences BZU Multan , Bahauddin Zakariya University Bosan Road Multan	2015 - 2016
OG1 Meezan Bank Limited , Nawan Shehr, Multan	2008 - 2011

- Exploring the Political Co-Brand Image & Positioning from External Stakeholder's Perspective in Pakistan** 2021
Lubaba Sadaf Waseem Hassan Maria Naureen Shahid
Journal of Political Marketing , Pages 1-30
Impact Factor: N/A
DOI: 10.1080/15377857.2021.19
- Generating Marketing Outcomes through Internet of Things (IoT) Technologies** 2020
Beenish Tariq Sadaf Taimoor Hammad Najam Rob Law Waseem Hassan Heesup Han
Sustainability , Volume 12(22), Article Number 9670
Impact Factor: 3.251 | **Quartile:** 2 | **Citations:** 12
DOI: <https://doi.org/10.3390/su12229670>
- Revisiting SERVQUAL as a Formative Construct Using PLSSEM Two-Stage Approach in Service Quality Research** 2020
Beenish Tariq Hammad Najam Nik Kamariah Nik Mat Thurasamy Ramayah Waseem Hassan
Pertanika Journal of Social Science and Humanities , Volume 28 (3), Pages 1855-1873
Impact Factor: -
DOI: http://www.pertanika.upm.edu.my/regular_issues.php?jtype=3
- Synthetic Evaluation of China's Regional Low-Carbon Economy Challenges by Driver-Pressure-State-Impact-Response Model** 2020
Wenyan Pan Muhammad Awais Gulzar Waseem Hassan
International Journal of Environmental Research and Public Health , Volume 17(15), Article Number 5463
Impact Factor: 3.390 | **Quartile:** 1 | **Citations:** 15
DOI: <https://doi.org/10.3390/ijerph17155463>
- China's Pathway towards Solar Energy Utilization: Transition to a Low-Carbon Economy** 2020
Muhammad Awais Gulzar Haroon Asghar Jinsoo Hwang Waseem Hassan
International Journal of Environmental Research and Public Health , Volume 17(12), Article Number 4221
Impact Factor: 3.390 | **Quartile:** 1 | **Citations:** 13
DOI: 10.3390/ijerph17124221
- Another sleepless night: Does a leader's poor sleep lead to subordinate's poor sleep? A spillover/crossover perspective** 2019
Hussain Tariq Qingxiong Weng Thomas Noel Garavan Asfia Obaid Waseem Hassan
Journal of Sleep Research , -
Impact Factor: 3.623 | **Quartile:** 2 | **Citations:** 25
DOI: 10.1111/jsr.12904
- Electronic Surveillance Consequences: The Dark Side of Technology at Workplace** 2019
Waseem Hassan Rizwan Shabbir Mohsin Bashir Javed Akram
Pacific Business Review International , Volume: 11, Issue: 9, Pages: 157-170
Impact Factor: 0
DOI: -

Influence of national culture on corporate political activity (CPA) in collectivist countries for environmental sustainability

2021

Lubaba Sadaf Maria Naureen Shahid Waseem Hassan

2021 AMA Marketing and Public Policy Conference , res.country(233,)

Citations: N/A

Sociocultural dynamics contributing to attitude of consumers towards Femvertising: A qualitative study of a developing context

2020

LUBABA SADAF Aleena Amir Waseem Hassan

Society for Marketing Advances (SMA) Virtual Conference. , res.country(233,)

Citations: N/A

DOI: <https://www.societyformarketingadvances.org/Conference-Proceedings>

Another Sleepless Night: Does Leader's Poor Sleep Lead to Subordinate's Poor Sleep?

2019

Thomas Noel Garavan Asfia Obaid Waseem Hassan Hussain Tariq Qingxiong Weng

Academy of Management Proceedings , res.country(233,)

Citations: N/A

DOI: 10.5465/AMBPP.2019.10240abstract