

Zaryab Sheikh

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About

Dr. Zaryab Sheikh is working as Associate Professor in the NUST Business School. Dr. Zaryab Sheikh has a PhD in Digital Marketing. Dr. Zaryab Sheikh has published 3 research articles & conference papers having a citation count of 306, carried out 0 projects and filed 0 intellectual property.

Qualifications

PhD in Digital Marketing University of Science and Technology of China , China	2014 - 2017
MS in Supply Chain Manangement Linnaeus university , Sweden	2009 - 2010
MSc in Operations Management University of the Punjab , Pakistan	2005 - 2007

Experience

Associate Professor NUST Business School	2023- Present
Associate Professor NUST Business School	2023- Present
Associate Professor NUST Business School	2021 - 2023
Regular Visiting Faculty NUST Business School	2021 - 2021
Senior Lecturer Nottingham Trent University , UK	2020 - 2021
Assistant Professor Beaconhouse National University , Lahore	2018 - 2020
Lecturer COMSATS , Lahore	2010 - 2018
Coordinator Beaconhouse National University , Lahore	2006 - 2009
Accounts Officer PEPSI COLA , Lahore	2004 - 2006

Consumers' acceptance of social commerce during COVID-19 lockdown

2023

Zaryab Sheikh Abdul Ghaffar Tahir Islam Altaf Ahmed Sheikh

Journal of Global Scholars of Marketing Science: Bridging Asia and the World, Volume 33, Issue 2, Pages 210-230

Impact Factor: 1.900 | **Quartile:** 3 | **Citations:** 19

DOI: 10.1080/21639159.2022.2137054

Why DO citizens engage in government social media accounts during COVID-19 pandemic? A comparative study

2021

Tahir Islam Hu Meng Abdul Hameed Pitafi Abaid Ullah Zafar Zaryab Sheikh Muhammad Shujaat Mubarik Xiaobei Liang

Telematics and Informatics, Volume 62, Article Number 101619

Impact Factor: 6.182 | **Quartile:** 1 | **Citations:** 52

DOI: <https://doi.org/10.1016/j.tele.2021.101619>

Predicting the acceptance of MOOCs in a developing country: Application of task-technology fit model, social motivation, and self-determination theory

2018

Ikram Ullah Khan Zahid Hameed Yugang Yu Tahir Islam Zaryab Sheikh Safeer Ullah Khan

Telematics and Informatics, Volume 35, Issue 4, Pages 964-978

Impact Factor: 3.714 | **Quartile:** 1 | **Citations:** 235

DOI: <https://doi.org/10.1016/j.tele.2017.09.009>