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Assistant Professor

Department of Business Management.....

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Office Location: 11 H 10..

Time at UoN: Since 2023

Marital Status: Single.....

Academic Qualifications

Ph.D., University of Kashmir, 2020

MBA, University of Kashmir, 2014

Teaching Activities

Marketing

Digital Marketing

Consumer Behavior

Strategic Management

International Marketing

Retail Marketing

Research Activities

- Publications

Article:

1. 2024 [Impact of Social Media on Users' Complex Buying Behaviour: Analysing the Mediating Effect of Perception and Moderating Effect of Extended Social Media Usage](#)
2. 2022 [Analysing the Effect of Social Media on Customer Equity: A Study of Fast-food Restaurants](#)
3. 2019 [Social media and purchasing behavior: A study of the mediating effect of customer relationships](#)
4. 2017 [Social Media Marketing and Brand Equity: A Literature Review.](#)
5. 2016 [Impact of social media marketing on brand equity](#)

Faculty Administrative Experience

2024 - Present: Course Coordinator - Introduction to Business, Department of Management, CEMIS, University of Nizwa

2024 - Present: Program Coordinator - Tourism & Recreational Facilities Management, Department of Management, CEMIS, University of Nizwa

Junior Research Fellowship, University Grants Commission, Government of India. Senior Research Fellowship, University Grants Commission, Government of India.

Scientific IDs:

[Google Scholar](#)

Ref.: <https://www.unizwa.edu.om/staff/cemis/zeeshan>

