

Dr. Asad Ahmad

Assistant Professor

Department of Management.....

كلية الاقتصاد والادارة ونظم المعلومات

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موقع المكتب: .11H10.....

يعمل في الجامعة: منذ 2026

الحالة الاجتماعية: Married.....

Dr. Asad Ahmad is an Assistant Professor in the Department of Management, University of Nizwa. He's having around 9 years' experience of teaching and mentoring, Doctorate, Masters and Bachelor students. Before joining UoN, he was working as an Assistant Professor (Marketing) at the Department of Management, Jamia Hamdard, New Delhi- India. He holds a Doctorate Degree from the Department of Business Administration, Aligarh Muslim University where he was a UGC-Senior Research Fellow (Government of India). He has a good academic record with a number of good research papers published and accepted in reputed journals (30+ papers in SSCI, ESCI, ABDC A, B and C and SCOPUS indexed journals). He and his team has been awarded a number of sponsored projects as well as to organize Conference and FDP by ICSSR and ATAL (Government of India). He was also a recipient of .University Medal in his Graduation

المؤهلات الأكاديمية

PhD، Aligarh Muslim University، 2017، Determinants of Online Buyer Behavior: A Study of Youth in India

MBA، Aligarh Muslim University، 2012، Social Media Advertisement and its impact on Consumer Buying Behavior

الأنشطة البحثية

الاهتمامات البحثية –

Marketing

Consumer Behaviour

Advertising

E-Service Quality

Tourism

Ethical Consumption

العرض في المؤتمرات –

Have presented research findings in National and International conferences organized by institutions like IMRA (UK), IIM Bangalore, IIM Ahmedabad, IIM Rohtak, IIT Roorkee, TAPMI MAHE, MDI Delhi, IMI New Delhi, NIT Srinagar, NIT Hamirpur, Aligarh Muslim University, Jamia Millia Islamia, Delhi University, FIIB, Royal University of Bhutan, Integral University and Doon Business School on a regular basis since 2015

المنشورات –

مقال:

1. 2026 Analyzing the origins and impact of greenhushing through a sustainable development lens، Ahmad, A., Garg, S., Bhasin, J., Mushtaq, S., & Rahman, O. (2026). Analyzing the origins and impact of greenhushing through a sustainable development lens. Corporate Governance and Sustainability Review, 10(1), 39–51.

2. 2025 Consumer adoption of online food delivery services: Scale development and validation، Ahmad, A. (2025). Consumer adoption of online food delivery services: scale development and validation. Journal of foodservice business research, 28(2), 277-294.

3. 2025 How satisfied am I with mobile wallets? Exploring the nexus between MSQual, hedonism, and satisfaction

4. 2025 A preliminary analysis of the impact of advertising appeals on sustainable apparel purchase behaviour

5. 2025 Exploring consumer purchase aversion amid Israel-Palestine war: a comparative study of consumers in India and GCC countries، Abbas, S., Ahmad, A., & Abbas, H. (2025). Exploring consumer purchase aversion amid Israel-Palestine war: a comparative study of consumers in India and GCC countries. Journal of Islamic Marketing, 16(5), 1493-1521.

6. 2025 Understanding behavioral intentions in E-waste management: a combined PLS-SEM, NCA, and IPMA approach

7. 2025 Negative Perceptions, Attitudes, and Adoption Intentions: Unravelling Metaverse Adoption Challenges، Kirmani, M. D., Sadiq, M. A., Uddin, S. F., Adil, M., Ahmad, A., Asadul Haque, M., & Thaichon, P. (2025). Negative Perceptions, Attitudes, and Adoption Intentions: Unravelling Metaverse Adoption Challenges. Journal of Consumer Behaviour, 24(6), 2872-2896.

8. 2025 Do digital payments enhance online food ordering? A study of zoomers and millennials in an emerging economy، Gedi, V. K., Abbas, S., & Ahmad, A. (2025). Do digital payments enhance online food ordering? A study of zoomers and millennials in an emerging economy. British Food Journal, 127(12), 4546-4565.

9. 2024 Factors influencing the intention to purchase health insurance: A study of Indian tobacco and alcohol consumers

10. 2024 Factors Determining Curtailment Behaviour of Youths: Moderating Role of Government Policies

Academic writing in the age of AI: Comparing the reliability of ChatGPT and Bard with 2024 .11
Scopus and Web of Science

Consumer lifestyles and ecological behavior: A study of car buyers in India، Adnan, A., 2023 .12
Ahmad, A., & Khan, M. N. (2023). Consumer lifestyles and ecological behavior: A study of car
.buyers in India. Business Strategy and the Environment, 32(4), 1752-1764

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The state of research in green marketing: A bibliometric review from 2005 to 2022، 2023 .14
Bhardwaj, S., Nair, K., Tariq, M. U., Ahmad, A., & Chitnis, A. (2023). The state of research in green
.marketing: A bibliometric review from 2005 to 2022. Sustainability, 15(4), 2988

Food-leftover sharing intentions of consumers: an extension of the theory of planned 2023 .15
behavior، Kirmani, M. D., Uddin, S. F., Sadiq, M. A., Ahmad, A., & Haque, M. A. (2023). Food-
leftover sharing intentions of consumers: an extension of the theory of planned behavior. Journal
.of Retailing and Consumer Services, 73, 103328

Online impulse buying and cognitive appraisal theory: two countries comparison 2023 .16

Why do Academicians Share Knowledge? A Study of Higher Education Institutions in 2023 .17
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A critical review of stock market development in India، Salameh, S., & Ahmad, A. (2022). 2022 .18
.A critical review of stock market development in India. Journal of Public Affairs, 22(1), e2316

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investigation of the attitude of Indian consumers، Kirmani, M. D., Shahzad, N., Ahmad, A., Uddin,
S. F., Ayyub, S., & Adil, M. (2022). Socio-environmental considerations and organic food
consumption: An empirical investigation of the attitude of Indian consumers. Food Quality and
.Preference, 100, 104604

OdorTAM: technology acceptance model for biometric authentication system using 2022 .20
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Employer branding aids in enhancing employee attraction and retention، Ahmad, A., 2020 .21
Khan, M. N., & Haque, M. A. (2020). Employer branding aids in enhancing employee attraction and
.retention. Journal of Asia-Pacific Business, 21(1), 27-38

Investigating factors affecting intention to use government websites for COVID-19- 2020 .22
related information: an empirical study، Ahmad, A., & Kirmani, M. D. (2020). Investigating factors
affecting intention to use government websites for COVID-19-related information: an empirical
.study. International Journal of Electronic Government Research (IJEGR), 16(2), 60-74

Predicting attitude of young Indian consumers toward brand pages over social media: A 2020 .23
structural equation modeling approach، Ahmad, A. (2020). Predicting attitude of young Indian
consumers toward brand pages over social media: a structural equation modeling approach.
.Journal of Public Affairs, 20(3), e2093

Lifestyles Concepts and Ecological Behavior: An Empirical Study in India، Ahmad, A., 2019 .24
Adnan, A., & Khan, M. N. (2019). Lifestyles concepts and ecological behavior: An empirical study
.in India. Serbian Journal of Management, 14(2), 405-419

Advertising on Social Networking Sites (SNSs): Exploring the Gender Differences، 2018 .25
Ahmad, A., Khan, M. N., & Rahman, O. (2018). Advertising on social networking sites (SNSs):
.(Exploring the gender differences. Pacific Business Review International, 11(3

Utilitarian and hedonic value: Measuring service quality in online retailing، Rahman, O., 2017 .26
Ahmad, A., & Khan, M. N. (2017). Utilitarian and hedonic value: Measuring service quality in online
.retailing. IIMS Journal of Management Science, 8(2), 247-264

Developing a website service quality scale: A confirmatory factor analytic approach، 2017 .27

Ahmad, A., & Khan, M. N. (2017). Developing a website service quality scale: A confirmatory .factor analytic approach. Journal of internet Commerce, 16(1), 104-126

28. Factors Influencing Consumers` Attitudes toward Social Media Marketing، Ahmad, A., & Khan, M. N. (2017). Factors influencing consumers' attitudes toward social media marketing. MIS .Review, 22(1/2), 21-40

29. Students seeking health-related information over internet: an empirical study، Ahmad, A., & Khan, M. N. (2017). Students seeking health-related information over internet: an empirical .study. Journal of Health Management, 19(2), 352-367

30. 2017 Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty: Evidence from internet users in India، Ahmad, A., Rahman, O., & Khan, M. N. (2017). Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty: Evidence from internet users in India. Journal of Research in Interactive Marketing, 11(3), .246-267

31. 2017 Exploring the use of internet by university students for seeking health related information، Ahmad, A., Khan, M. N., & Rahman, O. (2017). Exploring the use of internet by university students for seeking health related information. Interactive Technology and Smart .Education, 14(4), 279-295

32. 2017 Examining the role of consumer lifestyles on ecological behavior among young Indian consumers، Adnan, A., Ahmad, A., & Khan, M. N. (2017). Examining the role of consumer lifestyles .on ecological behavior among young Indian consumers. Young Consumers, 18(4), 348-377

33. Consumer`s perception of website service quality: An empirical study، Ahmad, A., 2016 Rahman, O., & Khan, M. N. (2016). Consumer`s perception of website service quality: An .empirical study. Journal of internet Commerce, 15(2), 125-141

34. Mapping Online Buyer Behavior: A Critical Review of Empirical Studies، Ahmad, A., & 2015 Khan, M. N. (2015). Mapping online buyer behavior: A critical review of empirical studies. Pacific .(Business Review International, 8(2

الخبرة الإدارية

Member of the Departmental Conference, Seminar & FDPs Committee - Department :2026 - 2024 of Management, Jamia Hamdard

Successfully coordinated several workshops and conferences

Member of the University IQAC team - Jamia Hamdard :2026 - 2023

Active member in evaluating research growth in the University

Course Coordinator- BBA - Jamia Hamdard :2025 - 2022

خدمة المجتمع

Coordinated several awareness program

الأنشطة الاستشارية

Consultancy of several student startups، Jamia Hamdard، New Delhi, India

العضوية في الهيئات المهنية

- الآن: Editorial Board Member- Humanities and Social Sciences Communications
- الآن: Journal editorial Board- Journal of Innovation & Knowledge

الجوائز والتقدير

- Best Paper Award at 7th IIMA Conference on Marketing in Emerging Economies 2017
- University Medal in BA Communicative English • 2010
- Jamia Hamdard Certificate of Recognition for quality research, 2026; 2025; 2024; 2023

Google Scholar
Research Gate

المرجع: https://www.unizwa.edu.om/staff/cemis/asad.ahmad