



## 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. [Analyzing the origins and impact of greenhushing through a sustainable development lens](#) 2026 .1 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. [Consumer adoption of online food delivery services: Scale development and validation](#), 2025 .2 Ahmad, A. (2025). Consumer adoption of online food delivery services: scale development and validation. Journal of foodservice business research, 28(2), 277-294
3. [How satisfied am I with mobile wallets? Exploring the nexus between MSQqual, hedonism, and satisfaction](#), 2025 .3
4. [A preliminary analysis of the impact of advertising appeals on sustainable apparel purchase behaviour](#) 2025 .4
5. [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. [Understanding behavioral intentions in E-waste management: a combined PLS-SEM, NCA, and IPMA approach](#), 2025 .6
7. [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. [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. [Factors influencing the intention to purchase health insurance: A study of Indian tobacco and alcohol consumers](#) 2024 .9
10. [Factors Determining Curtailment Behaviour of Youths: Moderating Role of Government Policies](#) 2024 .10

- [Academic writing in the age of AI: Comparing the reliability of ChatGPT and Bard with Scopus and Web of Science](#) 2024 .11
- [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
- [Sustainable behavior with respect to managing E-wastes: factors influencing E-waste management among young consumers](#) 2023 .13
- [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 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 India](#) 2023 .17
- [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
- [Socio-environmental considerations and organic food consumption: An empirical 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 human body odor](#) 2022 .20
- [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-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 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

[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

[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

[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

[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

[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

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

[Mapping Online Buyer Behavior: A Critical Review of Empirical Studies](#), Ahmad, A., & 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 of Management, Jamia Hamdard :2026 - 2024  
*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

Editorial Board Member- Humanities and Social Sciences Communications :الآن

Journal editorial Board- Journal of Innovation & Knowledge :الآن

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>