



Dr. Idrees Waris

Assistant Professor

Department of Management.....

كلية الاقتصاد والادارة ونظم المعلومات

جامعة نزوى، سلطنة عمان

محول: 1141

البريد الإلكتروني: idrees.waris@unizwa.edu.om

موقع المكتب: 11H-10....

يعمل في الجامعة: منذ 2026

الحالة الاجتماعية: Married.....

<https://scholar.google.com/citations?user=ZjUJ6LIAAAAJ&hl=en&oi=ao>

المؤهلات الأكاديمية

Post Doctorate, Universiti Utara Malaysia, Malaysia, 2024

PhD in Marketing , Iqra University Karachi, Pakistan, 2021

MPhil in Marketing , Iqra University Karachi, Pakistan, 2015

أنشطة التدريس

Introduction to Marketing, MRKT101, Fall 2026

Consumer Behavior, MRKT 202, Fall 2026

Industrial Marketing , MRKT 206, Fall 2026

Principles of Supply Chain Management, MNGT 429, Fall 2026

الأنشطة البحثية

الاهتمامات البحثية -

Marketing

Consumer Behavior

Tourism and Hospitality

1. [Predicting household sign up for solar energy: an empirical study based on the extended theory of planned behavior](#) 2026
2. [Eco-labels Foster Pro-environmental Behaviour: Understanding the Nexus Between Eco-labels and Pro-environmental Behaviour](#) 2026
3. [Unveiling the Drivers of Food Delivery App Continuance Intention: Integrating Expectation Confirmation Model and Task-Technology Fit Model. Journal of Internet Commerce, 25\(2\), 301-328](#) 2026
4. [Exploring the relationship between student green engagement and entrepreneurial behavior: a serial mediation approach. Global Knowledge, Memory and Communication, 75\(1-2\), 275-299](#) 2026
5. [Is AI adoption a pro-environmental choice? Integrating value-belief-norm theory and theory of planned behavior. Management & Sustainability: An Arab Review, 1-20](#) 2026
6. [AI tool adoption as a driver of digital business model innovation and retail firm performance. International Journal of Retail & Distribution Management, 1-17](#) 2026
7. [Cognitive-affective dichotomy in social media commerce: The moderating role of trust in TikTok platform. International Journal of Innovation Studies, 100224](#) 2026
8. [Predicting sustainable tourism: examining customers' intention to visit green hotels using an extended norm activation model. Management of Environmental Quality: An International Journal, 36\(1\), 228-248](#) 2025
9. [Adoption of AI-powered technologies for food upcycling in green hotels: a technology-organization-environment and natural resource-based view perspective. British Food Journal, 128\(8\), 3296-3317](#) 2025
10. [Understanding the influence of organizational compatibility on green supply chain management efforts to boost environmental performance. Corporate Social Responsibility and Environmental Management, 33\(1\), 1511-1527](#) 2025
11. [Decoding green hotels visiting intention: the roles of personal values, perceived consumer effectiveness and perceived greenwash fear. Consumer Behavior in Tourism and Hospitality, 21\(2\), 244-258](#) 2025
12. [Environmental corporate social responsibility initiatives and green customer citizenship behavior in tourism industry: the mediating roles of green trust, customer-company identification and green corporate image. Social Responsibility Journal, 20\(6\), 1138-1156](#) 2024
13. [Towards sustainable consumption: Factors influencing energy-efficient appliance adoption in haze-affected environments. Energy Strategy Reviews, 53, 101416](#) 2024
14. [Values and information publicity shape tourists' intentions to visit green hotels: an application of the extended value-belief norms theory. Management of Environmental Quality: An International Journal, 35\(4\), 780-798](#) 2024
15. [Transformational leadership and frontline managers work engagement, innovative work behavior, organizational citizenship behavior, and employee sustainability in the hotel industry in Pakistan. Journal of Human Resources in Hospitality & Tourism, 23\(2\), 315-336](#) 2024
16. [Exploring household recycling participation e-wastes management: an application of TPB](#) 2024

- [.and NAM models. International Journal of Environment and Waste Management, 35\(4\), 457-477](#)
- [Predicting household sign up for solar energy: an empirical study based on the extended theory of planned behavior](#) 2023 .17
- [The Nexus between Environmental Corporate Social Responsibility, Green Intellectual Capital and Green Innovation towards Business Sustainability: An Empirical Analysis of Chinese Automobile Manufacturing Firms](#) 2023 .18
- [Modeling teachers acceptance of learning management system in higher education during COVID-19 pandemic: A developing country perspective](#) 2023 .19
- [Understanding the role of corporate social responsibility and sustainable supply chain management in shaping the consumers' intention to use sharing platforms](#) 2022 .20
- [Can Your Smartphone Make You a Tourist? Mine Does: Understanding the Consumer's Adoption Mechanism for Mobile Payment System](#) 2022 .21
- [Green Initiatives and Environmental Concern Foster Environmental Sustainability: A Study Based on the Use of Reusable Drink Cups](#) 2022 .22
- [Factors influencing the sustainable consumer behavior concerning the recycling of plastic waste](#) 2022 .23
- [What Influences Consumers to Recycle Solid Waste? An Application of the Extended Theory of Planned Behavior in the Kingdom of Saudi Arabia](#) 2022 .24
- [Fostering sustainable businesses: understanding sustainability-driven entrepreneurial intention among university students in Pakistan](#) 2022 .25
- [An Empirical Evaluation of Customers' Adoption of Drone Food Delivery Services: An Extended Technology Acceptance Model](#) 2022 .26
- [Promoting sustainable ventures among university students in Pakistan: an empirical study based on the theory of planned behavior](#) 2021 .27
- [Promoting environmental sustainability: the influence of knowledge of eco-labels and altruism in the purchase of energy-efficient appliances](#) 2021 .28
- [A Serial-Mediation Model to Link Entrepreneurship Education and Green Entrepreneurial Behavior: Application of Resource-Based View and Flow Theory](#) 2021 .29
- [An empirical study of consumers intention to purchase energy efficient appliances](#) 2021 .30
- [Empirical evaluation of the antecedents of energy-efficient home appliances: application of extended theory of planned behavior](#) 2020 .31
- [An empirical study of purchase intention of energy-efficient home appliances: the influence of knowledge of eco-labels and psychographic variables](#) 2020 .32
- [Promoting environmentally sustainable consumption behavior: an empirical evaluation of purchase intention of energy-efficient appliances. Energy Efficiency, 13\(8\), 1653-1664](#) 2020 .33
- [Predicting eco-conscious consumer behavior using theory of planned behavior in Pakistan](#) 2019 .34

الخبرة الإدارية

Department Focal Person for Prime Minister of Pakistan Laptop Scheme - University :2026 - 2025
of Turbat, Pakistan

Convener of University of Turbat Quality Circle - University of Turbat :2026 - 2025

Member of faculty of Board of studies in Business, Economics and Commerce - :2026 - 2024
University of Turbat, Pakistan

Member of Admission Committee for post graduate programs - University of Turbat, :2024 - 2023
Pakistan

Member of credit transfer committee University of Turbat - University of Turbat, :2024 - 2022
Pakistan

Director Academic Postgraduate Studies University of Turbat, Pakistan - University of :2024 - 2022
Turbat

Member of Board of Studies Department of Management Sciences - University of :2022 - 2020
Turbat, Pakistan

خدمة المجتمع

to 2025: Convener of Advisory Community Rural Community Development Council (RCDC) 2014
Absor, Turbat, Pakistan

الجوائز والتقدير

(Scheme A Post-Doctoral Scholarship from Universiti Utara Malaysia (AACSB AND AMBA 2024

PhD Split Scholarship University of Turbat Human Resource Faculty Development Sponsored 2016
by Higher Education Commission of Pakistan

MPhil Scholarship University of Turbat Human Resource Faculty Development Sponsored by 2014
Higher Education Commission of Pakistan

المرجع: <https://www.unizwa.edu.om/staff/cemis/idrees.waris>