

Dr. Muhammad Ashfaq

Faculty Member/Researcher & Assistant Professor (RMIT University: Postdoc; PhD)

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ResearchGate: <https://www.researchgate.net/profile/Muhammad-Ashfaq-10>



BIOGRAPHY:

Dr. Muhammad Ashfaq is currently a faculty member at The Business School, Royal Melbourne Institute of Technology (RMIT; Vietnam Campus) University, one of the world's leading universities, ranked 125th globally in the QS World University Rankings and among the top 10 in Australia. He also serves as an Assistant Professor at the College of Management, ILMA University, Pakistan. In 2022, he completed his Postdoctoral Research Fellowship at the College of Management (AACSB), Shenzhen University, China, and earned his PhD in Management (Marketing) from Dongbei University of Finance and Economics, China, in 2020. Dr. Ashfaq has several years of teaching/industry experience and has published several papers in prestigious international journals and books indexed in JCR-SSCI/SCI (Q1), ABDC (A*/A), and ABS (3*/2). His teaching interests include marketing, consumer behavior/psychology, digital marketing/communications, marketing research, marketing intelligence, and services marketing—while his research interests include consumer behavior, human–AI interaction, digital marketing, technology adoption, and sustainability. His work has appeared in leading international peer-reviewed journals such as *Industrial Marketing Management*, *Technological Forecasting and Social Change*, *Business Strategy and the Environment*, *Journal of Retailing and Consumer Services*, *Information Technology & People*, *Journal of Business & Industrial Marketing*, *Industrial Management & Data Systems*, *Journal of Hospitality Marketing & Management*, *Telematics and Informatics*, *Journal of Cleaner Production*, and *Journal of Research in Interactive Marketing*, among others. He also contributes as an editor, board member, and active reviewer for numerous international peer-reviewed journals.

ACADEMIC RECORD:

CGPA

Postdoc (Talent Program)

Management/Business (Marketing)
(2020 – 2022)

(Post-doctorate)

School of Management (AACSB)
Shenzhen University, Shenzhen, China (QS-452)

PhD

Management/Business (Marketing)
(2017 – 2020)

(Doctor of Philosophy)

School of Business Administration
Dongbei University of Finance and Economics (QS-ranked, Asia)

MBA / MS

Business Administration (Marketing)
(2012 – 2014)

(Master of Business Administration)

Lahore Business School
University of Lahore, Pakistan (QS-ranked)

3.36/4.00

BBA (Hons)

Business Administration (Marketing)
(2008 – 2012)

(Bachelor of Business Administration)

Institute of Management Sciences
University of Education, Pakistan

3.05/4.00

RESEARCH PUBLICATIONS

1. **Ashfaq, M.**, Makkar, M., Hoang, A. P., Dang-Pham, D., & Nguyen, A. T. (2025). Exploring customer stickiness during “smart” experiences: a study on AI chatbot affinity in online customer services. *Journal of Research in Interactive Marketing* (SSCI/JCR-Q1; IF= 9.6; ABDC= B; ABS= 1).
2. **Ashfaq, M.**, Ul Haq, I., Pham, H. C., Ullah Jan, I., & Shahzad, K. (2025). Critical determinants of intentions to revisit smart hotels: an examination of smart service interactional experience, emotions, and technophilia. *Journal of Hospitality Marketing & Management* (SSCI/JCR-Q1; IF= 11.9; ABDC= A; ABS= 1).
3. Begum, S., **Ashfaq, M.**, Luu, T. T., & Wang, D. (2025). Does green training foster green service innovation? The influence of organizational learning capability and human capital. *International Journal of Hospitality Management* (SSCI/JCR-Q1; IF= 10; ABDC= A*; ABS= 3).
4. Shahzad, K., **Ashfaq, M***, Zafar, A. U., & Basahel, S. (2024). Is the future of the metaverse bleak or bright? Role of realism, facilitators, and inhibitors in metaverse adoption. *Technological Forecasting and Social Change* (SSCI/JCR-Q1; IF= 12.9; ABDC= A; ABS= 3).
5. Ahmad, B., Yuan, J., **Ashfaq, M.**, & Shahzad, K. (2024). How does salesperson bricolage matter in fostering service-sales ambidexterity and value co-creation in business-to-business markets? *Industrial Marketing Management* (SSCI/JCR-Q1; IF= 7.8; ABDC= A*; ABS= 3).
6. Shahzad, K., Zhang, Q., **Ashfaq, M.**, Zafar, A. U., & Ahmad, B. (2024). Pre-to post-adoption of blockchain technology in supply chain management: Influencing factors and the role of firm size. *Technological Forecasting and Social Change* (SSCI/JCR-Q1; IF= 12.9; ABDC= A; ABS= 3).
7. Ahmad, B., Yuan, J., Akhtar, N., & **Ashfaq, M.** (2024). Identifying the determinants and consequences of post-recovery satisfaction in B2B customers: a multidimensional justice theory perspective. *Journal of Business & Industrial Marketing* (SSCI/JCR-Q3; IF= 3.6; ABDC= A; ABS= 3).
8. **Ashfaq, M.**, Tandon, A., Zhang, Q., Jabeen, F., & Dhir, A. (2023). Doing good for society! How purchasing green technology stimulates consumers toward green behavior: A structural equation modeling–artificial neural network approach. *Business Strategy and the Environment* (SSCI/JCR-Q1; IF= 12.5; ABDC= A; ABS= 3).
9. **Ashfaq, M.**, S, Yu., Y, Liu., & K, Luo., (2023). Usage intensity of mobile instant messengers for work and employees’ anxiety. *International Journal of Mobile Communications* (SSCI/JCR-Q4; IF= 0.7).
10. Zafar, A. U., Shahzad, M., **Ashfaq, M.**, & Shahzad, K. (2023). Forecasting impulsive consumers driven by macro-influencers posts: Intervention of followers’ flow state and perceived informativeness. *Technological Forecasting and Social Change* (SSCI/JCR-Q1; IF= 12.9; ABDC= A; ABS= 3).
11. Begum, S., **Ashfaq, M***, Asiaei, K., & Shahzad, K. (2023). Green intellectual capital and green business strategy: The role of green absorptive capacity. *Business Strategy and the Environment* (SSCI/JCR-Q1; IF= 12.5; ABDC= A; ABS= 3).
12. Ali, F., Tauni, M. Z., **Ashfaq, M.**, Zhang, Q., & Ahsan, T. (2023). Depressive mood and compulsive social media usage: the mediating roles of contingent self-esteem and social interaction fears. *Information Technology & People* (SSCI/JCR-Q1; IF= 4.9; ABDC= A; ABS= 3).
13. Shahzad, K., Zhang, Q., & **Ashfaq, M.** (2023). Understanding customer attitudes and behaviors towards drone food delivery services: An investigation of customer motivations and challenges. *Journal of Hospitality Marketing & Management* (SSCI/JCR-Q1; IF= 11.9; ABDC= A; ABS= 1).

14. Shahzad, K., Zhang, Q., **Ashfaq, M.**, & Rehman, S. U. (2023). The role of blockchain-enabled traceability, task technology fit, and user self-efficacy in mobile food delivery applications. *Journal of Retailing and Consumer Services* (SSCI/JCR-Q1; IF= 11; ABDC= A; ABS= 2).
15. Shen, J., Liang, H., Zafar, A. U., Akram, U., & **Ashfaq, M.** (2023). Influence by osmosis: social media green communities and pro-environmental behavior. *Computers in Human Behavior* (SSCI/JCR-Q1; IF= 9.0; ABDC= A; ABS= 2).
16. Mónica Ferreira, Sandra Maria Correia Loureiro, **Muhammad Ashfaq** & Hélia Pereira (2023) Tourist-virtual assistant communication: the power of attachment and authenticity. *Anatolia: An International Journal of Tourism and Hospitality Research* (ESCI; ABDC= B; ABS= 2).
17. **Ashfaq, M.**, Zhang, Q., Zafar, A. U., Malik, M., & Waheed, A. (2022). Understanding Ant Forest continuance: effects of user experience, personal attributes, and motivational factors. *Industrial Management & Data Systems* (SCI/JCR-Q2, IF= 4.2; ABDC= A; ABS= 2).
18. Hamza, A. A., Tandon, A., **Ashfaq, M***, & Dhir, A. (2022). Social media celebrities and new world order: What drives purchasing behavior among social media followers? *Journal of Retailing and Consumer Services* (SSCI/JCR-Q1; IF= 11; ABDC= A; ABS= 2).
19. Begum, S., **Ashfaq, M***, Xia, E., & Awan, U. (2022). Does green transformational leadership lead to green innovation? The role of green thinking and creative process engagement. *Business Strategy and the Environment* (SSCI/JCR-Q1; IF= 12.5; ABDC= A; ABS= 3).
20. Shahzad, K., Zhang, Q., **Ashfaq, M.** (2022). The acceptance and continued use of blockchain technology in supply chain management: A unified model from supply chain professional's stance. *International Journal of Emerging Markets* (SSCI/JCR-Q2; IF= 2.7; ABDC= A; ABS= 2).
21. Bhatti, HY., Riaz, MB., Nauman, S., **Ashfaq, M.** (2022). Browsing or Buying: A Serial Mediation Analysis of Consumer's Online Purchase Intentions in Times of Covid-19 Pandemic. *Frontiers in Psychology* (SSCI/JCR-Q1; IF= 2.6).
22. Ahmad, B., Liu, D., **Ashfaq, M.**, & Irfan, M. (2022). Ambidextrous Leadership and Service Recovery Performance Under B2B Selling Context: An Examination Through Service Innovation Capability. *SAGE Open* (SSCI/JCR-Q2; IF= 2.0).
23. **Ashfaq, M.**, Zhang, Q., Ali, F., & Waheed, A. (2021). You plant a virtual tree; we'll plant a real tree: Understanding users' adoption of the Ant Forest mobile gaming application from a behavioral reasoning theory perspective. *Journal of Cleaner Production* (SCI/JCR-Q1; IF= 9.7; ABDC= A; ABS= 2).
24. **Ashfaq, M.**, Yun, J., & Yu, S. (2021). My Smart Speaker is Cool! Perceived Coolness, Perceived Values, and Users' Attitude toward Smart Speakers. *International Journal of Human-Computer Interaction* (SSCI/JCR-Q1; IF= 3.4; ABDC= B).
25. Zafar, A, U., Shen, J., **Ashfaq, M.**, & Shahzad, M. (2021). Social media and sustainable purchasing attitude: Role of trust in social media and environmental effectiveness. *Journal of Retailing and Consumer Services* (SSCI/JCR-Q1; IF= 11; ABDC= A; ABS= 2).
26. Waheed, A., Zhang, Q., Zafar, A. U., **Ashfaq, M.**, & Nusrat, A. (2021). Impact of internal and external CSR on organizational performance with moderating role of culture: empirical evidence from Chinese banking sector. *International Journal of Bank Marketing* (SSCI/JCR-Q2; IF= 6.3; ABDC= A; ABS= 1).
27. Begum, S., Xia, E., Ali, F., & **Ashfaq, M.** (2021). Achieving green product and process innovation through green leadership and creative engagement in manufacturing. *Journal of Manufacturing Technology Management* (SSCI/JCR-Q1; IF= 7.3; ABDC= A; ABS= 1).
28. Bahta, D., Yun, J., Islam RMD., & **Ashfaq, M.** (2020). Corporate Social Responsibility, Innovation and Firm Performance Evidence from SMEs. *Social Responsibility Journal* (ESCI; ABDC = B; ABS = 1).

29. **Ashfaq, M.**, Yun, J., Yu, S., & Loureiro, S. M. C. (2020). I, Chatbot: Modeling the Determinants of Users' Satisfaction and Continuance Intention of AI-Powered Service Agents *Telematics and Informatics* (SSCI/JCR-Q1; IF= 7.6; ABDC= C).
30. Ali, F., **Ashfaq, M***, Begum, S., & Ali, A. (2020). How "Green" Thinking and Altruism Translate into Purchasing Intentions for Electronics Products: The Intrinsic-Extrinsic Motivation Mechanism. *Sustainable Production and Consumption* (SSCI/JCR-Q1; IF=10.9).
31. **Ashfaq, M***, Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence from China. *SAGE Open* (SSCI/JCR-Q3; IF=2.0).
32. **Ashfaq, M***. (2019). After Sales Service, Customer Satisfaction, and Loyalty in Telecom Sector. *Journal of Applied Structural Equation Modeling* (Scopus).
33. **Ashfaq, M***, Jiang, Y., Waheed, A., & Abbasi, A. Z. (2018). Buying Luxury Brands Online: The effect of money-back guarantee on perceived risk and purchase intention. *International Journal of Marketing, Communication and New Media* (ESCI).

*Indicating the corresponding author

RESEARCH PAPERS (UNDER REVIEW & REVISION)

1. What makes a chatbot intelligent? Exploring the effects of intelligence on users' chatbot evaluations using a mixed-method study. *Journal of Business Research*.
2. Toward a deeper understanding of user AI voice assistants' adoption: A mixed-methods study of contextual and individual factors in service setting. *Journal of Retailing and Consumer Services*.
3. A mixed-method study of human-chatbot interaction in the travel industry. *Journal of Hospitality Marketing & Management*.
4. The role of blockchain-based smart contracts, generative AI, and green organizational memory in enhancing sustainable supply chain management. *Technological Forecasting and Social Change*.
5. Do netizens still click on human influencers' advertisements? The interplay of followers' mimicry desire and impulse buying. *International Journal of Consumer Studies*.
6. Consumer preferences for counterfeit luxury products in emerging and developing countries: Understanding why and when they buy. *Journal of International Consumer Marketing*.
7. Adopting RFID technology for sustainability: A study using a mixed-method approach *Journal of Cleaner Production*.

WORKING PAPERS

1. Chatbot-induced stress: Antecedents and consequences using a mixed method approach.
2. The rise of Generative AI chatbots: The effect of GAI chatbot attributes on user stickiness.
3. Generative AI: Understanding opportunities, challenges, and skills to implement generative AI applications in Vietnamese organizations.

BOOKS/CHAPTER/ CONFERENCES PUBLICATIONS:

- Zafar, A. U., **Ashfaq, M.** (2025). The phenomenon of virtual influencers and followers' parasocial interaction: A hoax or new avenue for digital marketing strategies. *47th INFORMS ISMS Marketing Science Conference (USA)*.

- Loureiro, S. M. C., **Ashfaq, M.**, Rodrigues, MOB. (2021). AI Meaning and Applications in the Consumer Sector of Retailing, Hospitality, and Tourism. *In Handbook of Research on Applied Data Science and Artificial Intelligence in Business and Industry* (pp. 291-303, Scopus). IGI Global (USA).

RESEARCH INTERESTS:

- Consumer behavior, human–AI interaction, technology adoption, digital marketing, and sustainability.
- Quantitative data analysis using advanced statistical techniques, including PLS-SEM, CB-SEM, fsQCA, artificial neural networks (ANN), and large language models (LLMs), with tools such as SmartPLS, AMOS, SPSS, RStudio, Mplus, and Generative AI applications.
- Qualitative data analysis using text analysis techniques, LLMs, and Generative AI tools, with platforms such as NVivo, RStudio, MATLAB, and Python.

TEACHING INTERESTS:

- Marketing
- Consumer Behavior or Psychology
- Digital Marketing or Digital Marketing Communications
- Marketing Research
- Marketing intelligence or Services marketing

CERTIFICATIONS:

- Digital Marketing

EDITORIAL & REVIEWER:

Editorial Board:

- Editor (article), Sage Open (SSCI, IF = 2.0)
- Young Editorial Board Member at Data Science and Management (Elsevier).
- Editorial Board Member at the Journal of Service Science and Management (Scientific Research).

Reviewer:

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|---|--|
| ○ European Journal of Information Systems | ○ Technological Forecasting and Social Change |
| ○ Journal of Business Research | ○ Journal of Retailing and Consumer Services |
| ○ Business Strategy and the Environment | ○ International Journal of Hospitality Management |
| ○ International Journal of Consumer Studies | ○ Asia Pacific Journal of Marketing and Logistics |
| ○ The Service Industries Journal | ○ International Journal of Contemporary Hospitality Management |
| ○ Information Technology & People | ○ International Journal of Retail & Distribution Management |
| ○ International Journal of Human–Computer Interaction | ○ International Journal of Emerging Markets |
| ○ Journal of Cleaner Production | ○ IEEE Computational Intelligence Magazine |
| ○ Digital Health | ○ Technology in Society |

COMMITTEE MEMBER/JUDGE:

- ✓ The 8th World Conference on Business, Management, Finance, Economics, and Marketing, 2025, London, United Kingdom (Link: <https://eurasiakonferences.com/events/london/2025/business-management-finance-economics-and-marketing/committee>)
- ✓ Judge: RMIT HACK-A-VENTURE 2024 (Link: <https://docs.google.com/document/d/1FGA7Ds3eAuEGMV6rF1yvot5bwMmflQaoPDTHylie4JA/edit?usp=sharing>)

ACADEMIC EXPERIENCE:

Research Fellow (RMIT University: [QS-125](#), [AACSB](#) forthcoming)

(January 2023 – present)

Main Duties and Responsibilities:

- Supervise PhD students.
- Contribute to publications, prepare, and write progress and final reports.
- Conducting workshops and participating in seminars.
- Prepare and assist with internal and external grant applications, including seeking funding to support research projects.
- Develop research projects and coordinate research activities with project leads, team members, and partners, while also collaborating with regional and international research centers and government agencies.

Assistant Professor (ILMA University, Pakistan, Remotely)**(Feb 2023 – present)*****Main Duties and Responsibilities:***

- Conduct lectures, seminars, and other educational activities.
- Providing counselling services to the students.
- Supervision of projects and thesis at graduate and post graduate levels.
- Publish research findings in peer-reviewed journals and present at conferences.

Postdoctoral researcher (Shenzhen University, China: [AACSB](#), [QS-508](#))**(Dec 2020 – Nov 2022)*****Main Duties and Responsibilities:***

- Conduct independent research using appropriate methods and techniques in the relevant discipline.
- Assist in teaching undergraduate and graduate courses.
- Publish research findings in peer-reviewed journals.
- Supervise and collaborate with Master's and PhD students as well as Postdoctoral Fellows..
- Collaborate with internal colleagues and develop relevant external research networks.

Lecturer (Part-Time, Pakistan)**(2014 – 2016)*****Main Duties and Responsibilities:***

- Taught management and business courses at various colleges in Pakistan.
- Designed and delivered lectures, assignments, and assessments.
- Applied innovative teaching methods and technology to enhance student engagement.
- Mentored students on academics and career development.
- Collaborated with faculty to improve curriculum and maintain academic standards.

Lecturer (Aims College of Science, Pakistan)**(Jan 2009 – Aug 2012)*****Main Duties and Responsibilities:***

- Taught undergraduate students.
- Designed course content, materials, and lesson plans.
- Advised and supervised students on coursework and complex assignments.
- Engaged with students and assisted with course planning and application processes.

PROFESSIONAL EXPERIENCE:**Senior Officer (The University of Lahore, Pakistan)****(Sep 2016 – Aug 2017)*****Main Duties and Responsibilities:***

- Plan, organize, and manage admission and registration processes for the university.
- Oversee the online admission cell and coordinate with staff, faculty, and departments to resolve complex admission and registration issues.

- Review and enforce academic program requirements and enrollment policies across all university schools and special programs.

Assistant Manager (Sales, Marketing & Customer Care, Lahore, Pakistan) (Dec 2013 – Jan 2016)
Pakistan Telecommunication Company Limited (PTCL)

Main Duties and Responsibilities:

- Led a team across sales, marketing, and customer service functions.
- Prepared and submitted sales tracking reports to compare results against projections.
- Maintained customer relationship programs and monitored customer satisfaction.
- Identified new target markets and growth opportunities to support business development.
- Collaborated with management to develop marketing strategies and achieve sales targets.
- Consolidated and analyzed daily activities to update senior management.

Customer service representative (Lahore, Pakistan) (Nov 2012 – Dec 2013)
Pakistan Telecommunication Company Limited (PTCL)

Main Duties and Responsibilities:

- Handled direct, face-to-face interactions with customers.
- Responded promptly to customer inquiries and resolved complaints.
- Followed up on customer issues through daily communication and support.
- Set up new customer accounts and maintained accurate databases.
- Processed orders, forms, applications, and service requests.
- Coordinated with internal departments to ensure efficient service delivery.

AWARDS/ACHIEVEMENTS, GRANTS, and PROJECTS:

Academic

- Research Excellence Recognition Award, 2025 (The Business School, RMIT University).
- China Scholarship Council (CSC) PhD Scholarship.
- Best PhD international student award.
- Several papers published in international peer-reviewed journals are top-cited papers on the Web of Science (WOS). For example, the paper on AI chatbots is one of the most cited papers on WOS and has more than 950 citations on Google Scholar.

Funding

- Secured AUD 5,000 in funding for a Melbourne–Vietnam research collaboration project.
- Applied for a research grant for the project titled “Enhancing Sustainability in Vietnam’s Leather Sector Through AI-driven Processing” (project funds: AUD100k).
- Applied for the Asia-Pacific Network (APN) for Global Change Research grant in collaboration with research teams from Japan, India, and Vietnam (project funds: \$100k).

Projects

- Successfully obtained ethical approval and completed several research projects as a faculty member at RMIT University, demonstrating strong competence in research design, ethical practices, and institutional compliance.

Professional

- Received Best Performance Award as Assistant Manager at PTCL.
- Promoted from Customer Service Representative to Assistant Manager within one year due to exceptional performance.

- Contributed to achieving ISO 9001:2008 certification for PTCL Head Office Sales & Customer Care as Assistant Manager.
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SEMINARS AND TRAINING:

- Invited to deliver a presentation to a scholarly audience, including master's and PhD students as well as academic staff at Qatar University.
 - Attended workshop on "Meta-analysis" organized by the Department of Management, School of Business & Law, University of Agder, Norway.
 - Attended workshop on "Qualitative, Quantitative, and Experimental approaches" organized by The Business School, RMIT University.
 - Attended seminar on "Talent management" organized by the Department of Management Sciences, University of Education, Lahore, Pakistan.
 - Attended the training program on "Creative & Innovative Thinking" organized by PTCL.
 - Attended a Training program on "Impactful Management" at PTCL.
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REFERENCES:

- References available upon request.