

MUHAMMAD FARRUKH ABID

Assistant Professor of Marketing
Southampton Malaysia Business School,
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Nationality: Pakistan

Highlights

- Fully funded Ph.D scholarship at Universiti Teknologi PETRONAS, Malaysia.
- Five years of experience in academia and research.
- Experience of publishing in decent journals such as *Technological Forecasting & Social Change*, *Journal of Consumer Behaviour*, *Journal of Retailing and Consumer Services*, *Marketing Intelligence & Planning*.
- Understanding of 'Mixed Methods' to pursue research in Management.
- Understanding of 'Scale Development' in Management.
- Experience of winning research grants at international level.

EDUCATIONAL BACKGROUND

2020 ~ 2023	<i>Ph.D in Management (Marketing)</i> , Universiti Teknologi PETRONAS, Malaysia Thesis title: Valuescape Design for Captivating Customers' Co-creative Service Innovation Experience in Non-Fuel Retailing.
2015 ~ 2017	<i>MS in Marketing</i> , Capital University of Science and Technology (CUST), Islamabad, Pakistan. Thesis title: Impact of Strategic Orientation on New Product Success: Mediating role of New Product Development Knowledge Management Capabilities
2010 ~ 2014	<i>Bachelors of Science in Business Administration (BSBA) in Marketing</i> , Quaid-i-Azam University, Islamabad, Pakistan

ACADEMIC EXPERIENCE AND LEADERSHIP ROLES

University of Southampton Malaysia (2024 ~ Present)

(August 2024 ~ Present)

Assistant Professor of Marketing, Southampton
Malaysia Business School

Universiti Teknologi PETRONAS, Malaysia (2020 ~ 2023)

February 2022 ~ August 2023 *Graduate Research Assistant*, Department of Management & Humanities.

February 2020 ~ February 2022 *Graduate Assistant*, Department of Management & Humanities

Key Roles and Responsibilities

- Responsible in assisting the supervisor in different ongoing projects and research grants.
- Responsible in assisting the supervisor in different teaching and academic activities.
- Responsible for taking up different research topics and aligning them with the instructor to produce published articles.

Foundation University Islamabad, Pakistan (2019)

February 2019 ~ June 2019 *Visiting Lecturer*, Department of Economics and Business Administration

Foundation University, Islamabad, Pakistan (2018 ~ 2020)

February 2018 ~ January 2020 *Teaching and Research Associate*, Department of Economics and Business Administration.

Key Roles and Responsibilities

- Assisted supervisor with different courses being taught at undergraduate and graduate level.
- Involved in independent teaching at postgraduate and undergraduate level.
- Involved in different academic and administrative projects as guided by the line Manager.

INDUSTRIAL EXPERIENCE

Nawab Machinery, Rawalpindi, Pakistan

April 2015 ~ October 2017 *Manager Sales*, Marketing and Sales Department

Key Roles and Responsibilities

- Managing monthly sales targets.
- Maintaining healthy customer relationship management
- Leading and training the sales team in achieving the monthly sales targets.

PTV Islamabad, Pakistan

July 2013 ~ September 2013 *Internee*, Marketing Department

AAJ T.V Islamabad, Pakistan (2012)

July 2012 ~ September 2012 *Internee*, Marketing Department

AD-HOC APPOINTMENTS

Foundation Unveristy Islamabad, Pakistan

February 2019 ~ June 2019 *Visiting Lecturer*, Department of Economics and Business

Administration

February 2024 ~ June 2024 *Visiting Lecturer*, Department of Economics and Business

Administration

Quaid-i-Azam University, Islamabad, Pakistan

February 2024 ~ June 2024 *Visiting Lecturer*, Quaid-i-Azam School of Management Sciences

COURSES TAUGHT AT UNDERGRADUATE & POSTGRADUATE LEVEL

<i>Undergraduate Level</i>	<i>MBA/MSc</i>
Principles of Marketing	New Venture Creation
Marketing Management	Integrated Marketing Communication
Digital Models in Business	Design
Entrepreneurship	
Consumer Behaviour	
Marketing Research	
Measuring Marketing Effectiveness	
Strategic Brand Management	

PUBLICATIONS

JOURNAL ARTICLES (2022 ~ Present)

1. **Abid, M. F.**, Shamim, A., Thaichon, P., Quach, S., & Siddique, J. (2025). Designing an information technology-enabled framework in the retail service ecosystem. *Technological Forecasting & Social Change*, 215, 124078. (**SSCI/JCR Q1, I.F: 13.3, Scopus Q1, ABDC-A, ABS-3**).
2. Shamim, A., **Abid, M. F.**, & Ahmad, F. (2024). S–O–R based experiential framework for measuring in-store customer satisfaction in non-fuel retailing. *Journal of Retailing and Consumer Services*, 77, 103672. (**SSCI/JCR Q1, I.F: 13.1, Scopus Q1, ABDC-A, ABS-2**).
3. **Abid, M. F.**, Shamim, A., Khan, Z., & Khan, I. (2022). Value creation or value destruction: conceptualizing the experiential nature of value-in-use. *Journal of Consumer Behaviour*, 21(3), 583-601. (**SSCI/JCR Q2, I.F: 4.3, Scopus Q1, ABDC-A, ABS-2**).

4. **Abid, M.F.**, Shamim, A., Thaichon, P., Quach, S., Siddique, J. and Awan, M.I. (2025), "Holistic customer experience: interplay between retail experience quality, customer in-shop emotion valence and in-shop involvement valence", *Marketing Intelligence & Planning*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MIP-09-2023-0478> (SSCI/JCR Q2, I.F: 3.6, Scopus Q2, ABDC-A, ABS-1).
5. **Abid, M.F.**, Quach, S., Shamim, A., Thaichon, P. and Siddique, J. (2025), "Customer experience of co-creation vs co-destruction in retailing: the role of key moments throughout the customer journey", *Marketing Intelligence & Planning*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MIP-08-2024-0605>
6. **Abid, M. F.**, Siddique, J., Gulzar, A., Shamim, A., Dar, I. B., & Zafar, A. (2023). Integrating the commitment-trust theory to gauge customers loyalty in riding services. *Journal of Promotion Management*, 29(3), 305-337. (Scopus Q2, ABDC-B).
7. Hussain, A., **Abid, M. F.**, Shamim, A., Ting, D. H., & Toha, M. A. (2023). Videogames-as-a-service: How does in-game value co-creation enhance premium gaming co-creation experience for players?. *Journal of Retailing and Consumer Services*, 70, 103128. (SSCI/JCR Q1, I.F: 13.3, Scopus Q1, ABDC-A, ABS-2).
8. Saoula, O., **Abid, M. F.**, Ahmad, M. J., Shamim, A., Patwary, A. K., & Yusr, M. M. (2023). Forging customer satisfaction through commitment-trust factors in financial insurance services: moderating role of corporate image. *Journal of Islamic Marketing*. (JCR IF: 3.2 Scopus Q2, ABDC-B).
9. Saoula, O., **Abid, M.F.**, Ahmad, M.J. and Shamim, A. (2024), "What drives entrepreneurial intentions? Interplay between entrepreneurial education, financial support, role models and attitude towards entrepreneurship", *Asia Pacific Journal of Innovation and Entrepreneurship*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/APJIE-10-2023-0189> (SSCI/JCR I.F: 3.1).
10. Shamim, A., Ahn, J., Khan, I., Shah, M., & **Abid, M. F.** (2023). Make every interaction count-assessing the role of customers' self-construal on value co-creation at service encounters. *The International Review of Retail, Distribution and Consumer Research*, 33(2), 178-201. (SSCI/JCR IF: 3.6, Scopus Q1, ABDC-B, ABS-1).
11. Saoula, O., Shamim, A., Ahmad, M. J., & **Abid, M. F.** (2023). Do entrepreneurial self-efficacy, entrepreneurial motivation, and family support enhance entrepreneurial intention? The mediating role of entrepreneurial education. *Asia Pacific Journal of Innovation and Entrepreneurship*, (ahead-of-print). (SSCI/JCR I.F: 3.1).
12. Siddique, J., Shamim, A., Nawaz, M., & **Abid, M. F.** (2023). The hope and hype of neuromarketing: a bibliometric analysis. *Journal of Contemporary Marketing Science*, 6(1), 1-21.
13. Hussain, K., Fayyaz, M. S., Shamim, A., Abbasi, A. Z., Malik, S. J., & **Abid, M. F.** (2023). Attitude, repurchase intention and brand loyalty toward halal cosmetics. *Journal of Islamic Marketing*. (JCR IF: 3.2, Scopus Q2, ABDC-B).
14. Saoula, O., Shamim, A., Mohd Suki, N., Ahmad, M.J., **Abid, M.F.**, Patwary, A.K. and Abbasi, A.Z. (2023), "Building e-trust and e-retention in online shopping: the role of website

design, reliability and perceived ease of use", *Spanish Journal of Marketing* - ESIC, Vol. ahead-of-print No. ahead-of-print. (ABDC-B, Scopus Q2)

ARTICLES ACCEPTED/UNDER REVIEW/WORKING PROJECTS

1. Influencer Marketing, Value co-creation, and EWOM in restaurant selection during travelling (Mixed Method: Current status: paper writing, data collection, and analysis)
2. Zero-touch service technologies in retailing (Multi methods: Current status: field observation completed; focus group discussion completed; interviews left)
3. Immersive technologies (Mixed Methods: Current status: interviews completed- quantitative data collection and analysis in progress)
4. Experience co-creation or co-creation experience: A systematic review and future research agenda (Current status: Paper development)
5. AI and Innovation: A systematic review and future research agenda (Current status: Data analysis, paper development)

CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. **Abid, M. F.**, Siddique, J., Gulzar, A., Shamim, A., Dar, I. B., & Zafar, A. (2021). The Role of Customer Relationship Management Practices and Technology Alignment towards Customers' Loyalty: Mediating Role of Trust and Commitment. BLM2-ICAM4: An International Joint e-Conference.

RESEARCH GRANTS SECURED

1. Zero-touch service technology augmentation in retailing (ZTSTAR): Conceptualization, policy perspectives and implications for future research
Funding: University of Southampton Malaysia (UoSM) Seed Fund
Grant No. UoSM/SF2024/04
Amount: RM RM7,500.00
Role: Principal Investigator (PI)
Status: 1st September 2024 – 28th February 2026
2. Envisioning Future Petrol Station: Customers Value-In-Experience Model For Petronas Dagangan Berhad Non-Fuel Retailing
Funding: PETRONAS - YUTP – PRF
Grant No. 015LC0-202
Amount: RM 80,000
Role: Graduate Research Assistant (GRA)
Status: 17th February 2020 – 24th February 2023

JOURNAL REVIEWER ROLE

1. Reviewer, Journal of Retailing & Consumer Services
2. Reviewer, Computers in Human Behavior

3. *Reviewer, Journal of Islamic Marketing*
4. *Reviewer, Electronic Commerce Research*
5. *Reviewer, Journal of Promotion Management*
6. *Reviewer, Marketing Intelligence & Planning*
7. *Reviewer, Journal of Service Theory & Practice*
8. *Reviewer, International Journal of Pharmaceutical & Health Care Marketing*

RESEARCH INTERESTS

- Consumer Behaviour, Services Marketing, Service Ecosystems, Service Science, Retail Marketing, Customer Experience, Value (Co) Creation, Service Innovation, Technology Management, Experience Economy, Service-Dominant Logic.

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1. *Value Centric based Consumers Service Innovation Model (VCCSIM)*, IP2020-0132, 2022
Contributors: Amjad Shamim (50%); Muhammad Farrukh Abid (50%)
2. *Valuescape design co-creative service innovation experience framework for non-fuel retailing (To be filed)*
Contributors: Amjad Shamim (50%); Muhammad Farrukh Abid (50%)

AWARDS/APPRECIATIONS

1. *Graduate Assistant Scheme, Fully funded scholarship for PhD in Management*, Universiti Teknologi PETRONAS, Malaysia (Feb 2020 – Feb 2022)
2. *Graduate Research Assistant Scheme (GRA) fully funded scholarship in Management*, sponsored and awarded by Yayasan-UTP (YUTP), Universiti Teknologi PETRONAS, Malaysia (Feb 2022-Aug 2023).
3. *Secured CHANCELLOR's ROLL OF HONOR* for achieving outstanding CGPA after completion of the course work during MS Program at Capital Univeristy of Science and Technology, Islamabad, Pakistan.

KEY SKILLS AND EXPERTISE

- Command on verbal, non-verbal communication and interpersonal skills
- Knowledge of conducting semi-structured interviews to pursue research outcomes.
- Knowledge of qualitative data analysis techniques (thematic analysis) to conceptualize the theoretical fundamental premises.
- Knowledge of scale development in Management.

- Knowledge of writing and winning research grants.
- In depth understanding of theoretical sympathetic for developing conceptual papers for high indexed journals.
- Familiarity of Structural Equation Modelling (SEM), measurement model, factor loading and confirmatory factor analysis.
- Capable to handle multiple tasks in competitive pressures times.
- Achievement oriented with ability to meet timelines.

RESEARCH RECORD AND PROFILE ON SOCIAL NETWORK

1. ORCID iD: <https://orcid.org/0000-0002-1306-7410>
2. ResearcherID: <http://www.researcherid.com/rid/G-3481-2013>
3. [Scopus Author ID: 57471475900](#)
4. Google Scholar: https://scholar.google.com/citations?hl=en&user=XtQXwHkAAAAJ&view_op=list_works&sortby=pubdate
5. LinkedIn: www.linkedin.com/in/farrukh-lodhi-752ba8204

REFERENCES

1. Assoc. Prof. Dr Amjad Shamim
Associate Professor of Marketing (*Main supervisor*)
Department of Management & Humanities, Universiti Teknologi PETRONAS, Malaysia
Email: amjad.shamim@utp.edu.my
2. Assoc. Prof. Dr Park Thaichon
Associate Professor of Marketing (*Mentor*)
Faculty of Business Education, Law and Arts | School of Business
University of Southern Queensland | Springfield Campus, Queensland | 4300 | Australia
Park.Thaichon@usq.edu.au
3. Dr. Muhammad Sufyan (*Mentor*)
Post Doctoral Research Fellow
University of Jyväskylä, Finland.
Email: muhammad.m.sufyan@jyu.fi
4. Assoc. Prof. Dr. Ding Hooi Ting
Associate Professor of Marketing (*Marketing Cluster Head*)
Department of Management & Humanities, Universiti Teknologi PETRONAS, Malaysia
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