

MUHAMMAD FAISAL SHAHZAD

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Summary

Dr. Muhammad Faisal Shahzad is a marketing academic whose research bridges marketing, technology, and consumer behavior, with a focus on anti-consumption, esports, gaming, gamification, neuromarketing, and digital experiences. His work examines how food addiction, transform anti-consumption, and sustainable consumption. He has held academic positions at Shenzhen University (China), King Fahd University of Petroleum and Minerals (Saudi Arabia), and the University of Management and Technology (Pakistan). Dr. Shahzad's research has appeared in top journals, including Technological Forecasting and Social Change, International Journal of Consumer Studies, and Journal of Consumer Behavior. He collaborates globally with scholars from China, Finland, the USA, New Zealand, Saudi Arabia, and Pakistan, contributing to funded projects on AI ethics, blockchain, esports, and sustainability. Recognized with multiple research awards and editorial roles, he is also a passionate educator in marketing and consumer behavior.

Experience

Higher Education Professor/ Postdoctoral Fellow King Fahd University of Petroleum and Minerals - (AACSB Accredited) Dhahran, Saudi Arabia	Feb 2025 to Current
Postdoctoral Fellow Shenzhen University, China- (AACSB Accredited)	June 2023 to Jan 2025
Assistant Professor University of Management and Technology - Lahore, Pakistan	May 2021 to May 2023
Lecturer University of Lahore, Sargodha Pakistan	Nov 2014 to Aug, 2020
Lecturer University of Education, Jauharabad, Visiting, Pakistan	Sep 2020 to April 2021
College Principal University of South Asia, Jauharabad, Pakistan	Mar 2015 to Aug 2015
Area Sales Manager Sony - Islamabad, Pakistan	April 2011 to Jun 2013

Skills

- Statistical analysis (SPSS, AMOS, Smart PLS, etc.)
- Curriculum development and student mentorship
- Supervision of postgraduate research (MS, MBA, PhD levels)
- Machine learning for consumer analytics
- Data interpretation and visualization
- Survey design and experimental setup
- Industry collaboration and experiential learning facilitation

Custom Section

Dr. Muhammad Faisal Shahzad is an accomplished academic and researcher with over 11 years of experience in research and higher education across China, Saudi Arabia, and

Pakistan. His work explores the intersection of marketing, consumer psychology, and emerging technologies, focusing on how AI, blockchain, and gamification shape consumer behavior and service innovation. He has published extensively in top-tier journals, including Technological Forecasting and Social Change, Sustainable Development, and the International Journal of Consumer Studies. Dr. Shahzad has collaborated with scholars worldwide, contributing to interdisciplinary research spanning marketing, information systems, and sustainability. As an educator, he has taught and supervised students across undergraduate, postgraduate, and doctoral levels in marketing strategy, consumer behaviour, and research methods. His ongoing projects focus on AI ethics in esports, blockchain in sustainable supply chains, and digital consumer engagement. Driven by innovation, Dr. Shahzad aims to advance technology-enabled marketing research that fosters responsible, data-driven, and immersive consumer experiences.

Education

PhD, Business Administration (Marketing)	12/2020
Sichuan University - China (AACSB Accredited)	
Dissertation: Impact of food addiction on food anti-consumption behavior with the meditation of health concerns and moderation of consumer social responsibility.	
MS in Marketing	10/2013
School of Management, Capital University of Science and Technology, Islamabad, Pakistan.	
Thesis: Impact of consumer socialization on soft drink consumption and mediating role of consumer generational behavior	
MBA, Marketing	08/2010
Sargodha University - Pakistan	

Websites, Portfolios and Profiles

Google Scholar - <https://scholar.google.com.pk/citations?user=4gVpjfIAAAAJ&hl=en>

Accomplishments and awards

1. Proof of Concept Grant -Deep tech Venture Programme- Dehran Techno Vally (2M-SAR)
2. Establishment of World Esports AI Ethics Guidelines- (Worth - 19,500,000 KRW)
3. Predicting eSports Gamers' Quality of Life and Commitment
4. The role of AI and Block Chain in green supply chain performance
5. "Support the growth of three KSA publishers to be globally recognized AAA class by 2028 & Build innovative AI models/applications to address ongoing challenges to increase the quality of living by 2030
6. Research Excellence Award by University of Management and Technology Lahore, (in recognition of publishing paper in high impact factor journal in 2021)
7. Recipient of a full academic scholarship from September 2017 to graduation Ph.D. (Sichuan University, China)
8. M.Phil. recipient of dean Award

EDITOR & REVIEWER

- Member of the [editorial review board](#) of the Corporate Social Responsibility and Environmental Management
- Ad-hoc reviewer for the *Business strategy and environmental management, Sustainable development, British food journal, Corporate Social Responsibility and Environmental Management, Journal of Islamic Marketing, Applied Phycology*

RESEARCH ARTICLES

1. Khuram Shahzad, **Muhammad Faisal Shahzad**, Wenping Liu (2025). Does blockchain technology influence consumers' purchase behavior of solar photovoltaics? [Renewable Energy](#). Volume 256, Part E, 2026,124286. ISSN 0960-1481.
2. **Shahzad, M. F.***, Wang, W., Yuan, J., & Zafar, M. Z. (2025). Ethical Ideologies and Sustainable Consumption: Insights From Chinese Consumers. [Sustainable Development](#).
3. Shahzad, K., **Shahzad, M. F.**, Ahmad, B., Hayat, K., & Liu, W. (2025). Impact of metaverse experiences on consumer behavior in metaverse-enabled hospitality retailing: the role of realism, immersion, convenience, and social interaction. [Journal of Hospitality Marketing & Management](#), 1-22.
4. Husnain, M., Zhang, Q., Salo, J., **Shahzad, M. F.**, Hayat, K., & Akhtar, M. W. (2025). Facebook Second-Hand Marketplace Browsing Influence on Impulse Buying: A Mixed-Methods Study. [International Journal of Consumer Studies](#), 49(1), e70019.
5. **Shahzad, M. F.**, Yuan, J., Husnain, M., & Ma, G. (2024). Exploring the complexities of CSR and firm performances: Unveiling the relationship between social responsibility, ethical conduct, and consumer perceptions. [Sustainable Development](#), 32(4), 3541-3554.
6. **Shahzad, M. F.**, Yuan, J., Shahzad, K.,& Huang, Y. (2024). Drivers of green consumption: Ethical ideologies and corporate social responsibility in sustainability awareness. [Sustainable Development](#), 1–16. <https://doi.org/10.1002/sd.3238>.
7. Shahzad, K., Zafar, A. U., **Shahzad, M. F.**, Husnain, M., & Hayat, K. (2024). The Role of Blockchain Technology in Enhancing Consumers' Impulsive Buying Behavior. [International Journal of Consumer Studies](#), 48(6), e13092.
8. Yousaf, T., **Shahzad, M. F.**, & Ain, Q. U. (2024). Evaluating the environmental impacts of Chinese decentralization policies toward SDG 13. [Sustainable Development](#).
9. Shahzad, K., Zhang, Q., Zafar, A. U., **Shahzad, M. F.**, & Liu, W. (2024). Consumers' concerns and the role of blockchain technology in mobile food delivery applications. [Journal of Destination Marketing & Management](#), 32, 100877.
10. **Shahzad, M. F.**, Yuan, J., & Shahzad, K. (2024). Elevating culinary skies: Unveiling hygiene motivations, environmental trust, and market performance in drone food delivery adoption in China. [Technological Forecasting and Social Change](#), 203, 123375.
11. Yuan, J., **Shahzad, M. F.**, Waheed, A., & Wang, W. (2024). Sustainable development in brand loyalty: Exploring the dynamics of corporate social responsibility, customer attitudes, and emotional contagion. [Corporate Social Responsibility and Environmental Management](#), 31(2), 1042-1051.
12. **Warraich, A., Shehzad, F., & Waheed, A. (2024). Enabling AI Framework into Learning Process: Navigating the Impact of AI-Model on Learning Process using Theory of Planned Behaviour: Moderation of Gender Capability. [International Journal of Business Information Systems](#), 1(1).**

13. **Shahzad, M. F., & Salo, J. (2023).** Factors affecting psychological ownership in playful consumption experience. *Journal of Contemporary Marketing Science*, 6(3), 189-209.
14. **Shahzad, M. F., Ling, X., & Yuan, J. (2023).** Does psychological ownership influence consumer happiness in playful consumption experience? Moderating role of consumer personality and game performance. *Heliyon*, 9(9).
15. **Xie, L., Shahzad, M. F., Waheed, A., Ain, Q. U., Saleem, Z., & Ali, M. A. (2022).** Do meat anti-consumption opinions influence consumers' wellbeing? –The moderating role of religiosity. *Frontiers in Psychology*, 13, 957970.
16. **Shahzad, M. F., Lee, M. S., Hasni, M. J. S., & Rashid, Y. (2022).** How does addiction of fast-food turn into anti-consumption of fast-food? The mediating role of health concerns. *Journal of Consumer Behaviour*, 21(4), 697-712.
17. **Waheed, A., Afzal, N., Shahzad, M. F., Arif, F., Usman, M., & Rashid, Y. (2022).** Exploring the Impact of E-Marketing on Consumers' Online Cognitive and Affective Tendencies in Developing Nations: How to Win Over Digital Consumers in the Digital Era. *International Journal of Online Marketing (IJOM)*, 12(1), 1-14.
18. **Waheed, A., Ahmad, W., Syed, N., Farooq, U., Khan, S. Z., & Shahzad, M. F. (2022).** A path to empower consumers' lookout: analysing the role of digital strategies on consumers' intention to buy from the perspective of TBP. *International Journal of Electronic Customer Relationship Management*, 13(4), 342-356.
19. **Waheed, A., Shehzad, F., Arif, F., Abbas, A. A., Mehmood, Z., & Usman, M. (2022).** Role of CSR in achieving customers' satisfaction and retention during COVID-19 and post-pandemic period: Empirical evidence from emerging nations. *Human Systems Management*, 41(6), 731-743.
20. **Ling, X., Shahzad, M. F., Abrar, Z. U., & Khattak, J. K. (2021).** Determinants of the intention to purchase branded meat: Mediation of brand trust. *Sage Open*, 11(3), 21582440211032669.
21. **Farah, M. F., & Shahzad, M. F. (2020).** Fast-food addiction and anti-consumption behaviour: The moderating role of consumer social responsibility. *International Journal of Consumer Studies*, 44(4), 379-392.
22. **Xiao, J., Xie, L., Shahzad, M. F., & Khattak, J. K. (2020).** The moderating role of product type in network buying behavior. *Sage Open*, 10(2), 2158244020917953.
23. **Shahzad, M. F., Tian, Y., & Xiao, J. (2019).** “Drink it or not”: soft drink anticonsumption behavior and the mediating effect of behavioral intentions. *Sustainability*, 11(12), 3279.
24. **Shahzad, M. F., Bilal, M., Xiao, J., & Yousaf, T. (2019).** Impact of smartphone brand experience on brand equity: With mediation effect of hedonic emotions, utilitarian emotions and brand personality. *Journal of Islamic Marketing*, 10(2), 440-464.
25. **Muhammad Faisal Shahzad*, A. H. (2017).** Education system in Punjab challenges and issues of public and private sector. 57. <https://www.thecasecentre.org/main/products/view?id=148337>

26. **Shahzad, F., Khattak, J. K., Khattak, M. J., & Shahzad, F. (2015).** Impact of consumer socialization on soft drink consumption and mediating role of consumer generational behavior. *British Food Journal*, 117(3), 1205-1222.
27. **Shahzad, F*., & Khattak, J. K. (2011).** Perception of Functional Foods among Adult Consumers in Pakistan. *Interdisciplinary Rev. Econ. Mgt*, 1, 16-24.

Accepted, Revise-and-Resubmit Manuscripts

1. Actor's Network Centrality and Follower's Imitation: The Observer Effect of Unethical Behavior in Horizontal Competition. **The Service Industries Journal. (Major Revisions).**
2. Heterogeneous competitive actions and firm performance: The influence of the market demand side on deregulated industries. **Journal of Business and Industrial Marketing**

Manuscripts under Review

1. From Innovation to Immersion: The Effects of AI, VR, AR, and Player Characteristics on E-Gaming Experience. **International Marketing review**
2. How playful and social experiences influence customer citizenship behaviour: The mediating role of customer participation behaviour. **Journal of Retailing and Consumer Services.**
3. Engagement and Aggression: A Research of Behavioral Outcomes in Violent- Video Game Service Context. **Journal of Business Research**
4. Scenting the Journey: The Role of Food Fragrance in Sensory Tourism" is now in peer review in **"Current Issues in Tourism**
5. Developing a Short Form of the Consumer Videogame Engagement Scale. **Journal of Innovation & Knowledge.**
6. E-Satisfaction as a Mediator of Repurchase Intentions: A Study of Gen Z Online Shoppers in Pakistan's Fashion Sector. **Young Consumers**
7. Competition, Rivalry, and Ethical Disclosure: Whistleblowing for Sustainable Governance. **Journal of Business and Industrial Marketing**

INVITED RESEARCH PRESENTATIONS

(IN-PERSON)

Shahzad, F*., (2024) Beyond Competition: How Social Cognitive Drivers and Network Centrality Propel Unethical Imitation in Firms. Presented at International Symposium and workshop of Interactive Marketing (ICETM 2024) 18-19 May 2024 at Tongren University, China.

Shahzad, F*., Khattak, J. K. (2012) Factor affecting Smart-Phone Purchase Behavior, Evidence from Pakistan 2012 Jinnah Business Review Vol. 1(1) ISSN 2307-7921, Pakistan. Presented at International Conference on Emerging Trends in Management (ISWIM 2024) 22-26 June 2024 at Muhammad Ali Jinnah University Islamabad

Bilal.M*., **Shahzad, F.**, Junaid, M., & Hasni, S. The Influence of Service Failure Severity on Customer satisfaction, an empirical study among cellular phone users of Pakistan: an empirical study. 4th Int. Conference on Emerging Trends in Management (ICETM, 2015) Proceedings, Islamabad, November 5, 2015.

Khan G.A*., Junaid, M., & Hasni, S., **Shahzad, F.** Mediating Role of Customer Perceived Value in Corporate Reputation & Loyalty Intentions and Reputational Comparison in Conventional and Islamic

Banks in Pakistan.4th Int. Conference on Emerging Trends in Management (ICETM, 2015) Proceedings, Islamabad November 5, 2015

Cheema S.I., Junaid, M., & Hasni, S., **Shahzad, F.** The Influence of Service Failure Severity on Customer satisfaction, an empirical study among cellular phone users of Pakistan: an empirical study.4th Int. Conference on Emerging Trends in Management (ICETM, 2015) Proceedings, Islamabad, November 5, 2015.

TEACHING

I take pride in two tasks I do with my students. First, I recruit businesses—preferably, local (so I contribute to the community)—that tell me their problems and are willing to work with my students to solve the problem. I request the businesses to pay my students and let them decide whether to pay, and if yes, how much.

University and college/Faculty	Program	Course
University of Management and Technology, Faculty of Marketing	Master of Marketing	Advanced Marketing
	Master of Marketing	Strategic Marketing Management
	Master of Business Administration (MBA)	Consumer Behaviour
	Ph.D. in Management	Marketing Strategy
	Bachelor of Business	Marketing Principals
		Business Research Methods
University of Lahore, Lahore Business School	Master of Science in Marketing	Marketing Principals Marketing Research
	Bachelor of Business	Business Research Methods
Heritage International College	Bachelor of Science in Business	Marketing Principals
University of Education	Bachelor of Science in Business	Marketing Research

Academic Referees

- **Dr Qurat ul Ain**
Lecturer in Economics & Finance
De Montfort University
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