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EDUCATION

Huazhong University of Science & Technology, Wuhan, China

Sep 2019 – June 2023

- PhD in Management (Business Administration, Marketing)
- **Thesis Title:** "Exploring the Consumer Adoption of AI (Robotic) Services in the Hospitality Sector: A Behavioral Reasoning Perspective"
- **Supervisor:** Prof. HE Yuanqiong

The Islamia University of Bahawalpur, Pakistan

March 2013 – Dec 2015

- Master of Science in Management Science

The Islamia University of Bahawalpur, Pakistan

Sep 2008 – July 2010

- MBA in Marketing

TEACHING EXPERIENCE

Assistant Professor | College of Management Sciences, Ziauddin University, Karachi.

Jan 2026 to Present

Senior Lecturer | Law and Business College, Hubei University of Economics, Wuhan, China

Dec 2023 – Nov 2025

Visiting Lecturer | The Islamia University of Bahawalpur, Pakistan

Feb 2016 – Sep 2019

- Taught the following courses at the undergraduate and postgraduate levels
(International Business, Marketing Management, International Marketing, Services Marketing, Sales Management, Brand Management, Business Research Method, Advanced Research Method, Inferential Statistics, Strategic Marketing)
- Supervised 8 master student thesis
- Under Supervision 6 PhD and 4 Master students
- Managed course allocation, class scheduling, and academic calendar planning at department level
- Contributed to curriculum development and quality assurance committees.

Assistant Admin Officer | Board of Intermediate & Secondary Education Bahawalpur

May 2009 – June 2023

RESEARCH EXPERIENCE

- **PhD** | Huazhong University of Science & Technology, Wuhan, China
- **Supervisor:** Prof. HE Yuanqiong

Sep 2019 – June 2023

ASSOCIATE EDITOR OF JOURNAL

- Frontiers in Education

July 2024 – Present

REFEREED PUBLICATIONS

First Author Publications

1. Rasheed, H. M. W*, Khurshid, R. (2026). Tourism Innovation on the Road: Explaining Smart Helmet Adoption Among Motorcycle Tourists (Journal of Hospitality and Tourism Insights). <https://doi.org/10.1108/JHTI-11-2025-1356> **(WoS Q1, ESCI, (Impact Factor = 5.4))**.
2. Rasheed, H. M. W*, Yuanqiong, H., Khizar, H. M. U., & Khalid, J. (2024). What drives the adoption of artificial intelligence among consumers in the hospitality sector: a systematic literature review and future agenda. *Journal of Hospitality and Tourism Technology*, 15(2), 211-231. **(WoS Q1, SSCI, (Impact Factor = 8.2))**
3. Rasheed, H. M. W., He, Y., & Abbas, H. S. M. (2023). Exploring Consumer-Robot interaction: in the hospitality sector: Unpacking the reasons for adoption (or resistance) to artificial intelligence. *Technological Forecasting and Social Change*, 192, 122555. **(WoS Q1, SSCI, (Impact Factor = 13.5))**
4. Rasheed, H. M. W., Chen, Y., Khizar, H. M. U., & Safeer, A. A. (2023). Understanding the factors affecting AI services adoption in hospitality: The role of behavioral reasons and emotional intelligence. *Heliyon*, 9(6). **(WoS Q1, SSCI, (Impact Factor = 3.6))**.
5. Rasheed, H. M. W*, He, Y., Khalid, J., Khizar, H. M. U., & Sharif, S. (2022). The relationship between e-learning and academic performance of students. *Journal of Public Affairs*, 22(3), e2492. **(WoS Q3, ESCI, (Impact Factor = 1.7))**.

International Collaboration

1. Irshad, W., Zhou, E., Rasheed, H. M. W., & Mumtaz, M. U. (2025). Augmented Reality in the Retail Outlet; Shaping the Retail Shopping Experience – A Cross-Cultural Study (Journal of Consumer Behaviour). <https://doi.org/10.1002/cb.2483> **(WoS Q2, SSCI, (Impact Factor = 7))**.
2. Irshad, W., Zhou, E., Rasheed, H. M. W., Mumtaz, M. U., & Khurshid, R. (2025). Does Augmented Reality apps trigger loyalty towards the brand? A Myth or Reality: The Case of U.K. and UAE Consumers (Journal of Consumer Behaviour). <https://doi.org/10.1002/cb.2458> **(WoS Q2, SSCI, (Impact Factor = 7))**.
3. Ahmad, N., Rasheed, H. M. W*, (2025). Tourism and hospitality SMEs and digital marketing: what factors influence their attitude and intention to use from the perspective of BRT, TAM, and IRT (Journal of Hospitality and Tourism Insights). Vol. 8 No. 4, pp. 1546-1563. **(WoS Q1, ESCI, (Impact Factor = 5.4))**.
4. Ahmad, N., Rasheed, H. M. W*, (2025). SMEs and digital marketing: A perspective of BRT, TAM, and IRT (Tourism and Hospitality Research). <https://doi.org/10.1177/14673584241300600> **(WoS Q1, ESCI, (Impact Factor = 3.4))**.
5. Khan, K., Luo, T., Ullah, S., Rasheed, H. M. W., & Li, P. H. (2023). Does digital financial inclusion affect CO2 emissions? Evidence from 76 emerging markets and developing economies (EMDE's). *Journal of Cleaner Production*, 420, 138313. **(WoS Q1, SSCI, (Impact Factor = 10.7))**.
6. Safeer, A. A., Yuanqiong, H., Abrar, M., Shabbir, R., & Rasheed, H. M. W. (2021). Role of brand experience in predicting consumer loyalty. *Marketing Intelligence & Planning*, 39(8), 1042-1057. **(WoS Q1, SSCI, (Impact Factor = 6))**.
7. Khizar, H. M. U., Iqbal, M. J., Khalid, J., Rasheed, H. M. W., & Akhtar, K. (2021). Student impression management and academic performance: A moderated mediation model. *Journal of Public Affairs*, 21(3), e2258. **(WoS Q3, ESCI, (Impact Factor = 1.7))**.

8. Mi, Y., Raza, M. G., Tufail, M., & Rasheed, H. M. W. (2022). What's the relationship? Among knowledge-oriented leadership and knowledge-sharing behaviors. *International Journal of Information, Business, and Management*, 14(4), 46-63.
9. Rasheed, H. M. W., Ullah, A., Zaman, M., Safeer, A. A., & Sheraz, M. (2021). Effects of Job Stress in the Government and Private Sectors: Human Capital in Pakistan. *International Journal of Information, Business, and Management*, 13(4), 57-70.
10. Khizar, H. M. U., Javed, T., Mahmood, S., & Rasheed, H. M. W. (2020). Satisfied Customers are the Best Ads: Investigating some of the Antecedents and Consequences of Customer Satisfaction. *Journal of Business and Social Review in Emerging Economies*, 6(3), 1033-1041.
11. Rasheed, H. M. W., & Anser, M. K. (2017). Effect on brand loyalty in mobile phone purchasing (a case study in Bahawalpur, Pakistan). *Journal of Public Administration and Governance*, 7(1), 102-115.
12. Rasheed, H. M. W., Khalid, J., Khizar, H. M. U., Sajid, M., Shahid, M. N., Ahmad, M., & Khan, W. A. (2015). Factors affecting customer loyalty in banking sector: A study on banks in Bahawalpur (Pakistan). *International Journal of Accounting and Financial Reporting*, 5(1), 239-254.
13. Anjum, N., Rizwan, M., & Rasheed, H. M. W. (2013). Influence of Brand Loyalty in the Telecommunication Sector in Pakistan. *Journal of Public Administration and Governance*, 3(3), 188-202.

RESEARCH IN PROGRESS

1. Rasheed, H. M. W*, Technological Evolution in the Hospitality Sector: Exploring the Integration of Robotic Services and Its Societal Implications for Tourism (*International Journal of Tourism Research*) (**WoS Q1, SSCI, (Impact Factor = 4.1)**).
2. Rasheed, H. M. W*, Khurshid, R., Knowledge Sabotage at the Workplace: A framework-based literature review and future research agenda (*Asia Pacific Journal of Management*) (**WOS Q1, SSCI, (Impact Factor = 5.8)**).
3. Khurshid, R., Rasheed, H. M. W*, Investigating the Reasons for Vaccine Hesitancy among Tourists from Developing Countries: The Case of Pakistan (*International Journal of Tourism Research*) (**WoS Q1, SSCI, (Impact Factor = 4.1)**).
4. Islam, M. T., Zhou, E., Rasheed, H. M. W*, Consumers' mind set toward Adopting Artificial Intelligence-based Service in Hospitality and Tourism Industry: A Comprehensive Bibliometric Analysis of Ten Years (2013-2022) (*Technological Forecasting and Social Change*) (**WoS Q1, SSCI, (Impact Factor = 12.9)**).
5. Ali, H., Rasheed, H. M. W*, Exploring Critical Success Factors in IT Projects: A Qualitative Study on Leadership, Teams, and Structure (*Asia Pacific Journal of Management*) (**WOS Q1, SSCI, (Impact Factor = 5.8)**).
6. Khurshid, R., Rasheed, H. M. W*, Cracking the Code of Silence: Unraveling the Multilevel Drivers behind Employee Knowledge Hiding (*Human Resource Management Journal*) (**WoS Q1, SSCI, (Impact Factor = 6.2)**).

REVIEWER OF JOURNALS

- International Journal of Hospitality Management

- Journal of Business Research
- Technological Forecasting and Social Change
- Journal of Hospitality and Tourism Technology
- Information Technology & People
- Journal of Consumer Behaviour

SKILLS AND EXPERTISE

- **Research Design & Methodology:** Proficient in both quantitative and qualitative research design, including survey development, experimental studies, and in-depth qualitative analyses.
- **Advanced Data Analysis:** Skilled in statistical modeling and data interpretation using SPSS, AMOS (SEM), and research visualization tools like Biblioshiny and VOSviewer.
- **Bibliometric & Systematic Reviews:** Expertise in conducting high-quality bibliometric analyses and systematic literature reviews for knowledge synthesis and research gap identification.
- **Scholarly Publishing:** Experience in publishing research in high-impact journals, including publications in ABS 3-ranked journals.
- **International Research Collaboration:** Proven ability to collaborate with cross-cultural research teams on international academic projects.
- **Academic Communication:** Strong academic writing and presentation skills, with a focus on producing clear, impactful research papers, conference presentations and lectures.

AWARDS & RECOGNITIONS

- **Chinese Government Scholarship (CSC Scholar):** Fully funded scholarship awarded for PhD studies in Business Administration, at HUST from 2019 – 2023.
- **Best Publication Award:** Got a best student publication reward from the HUST 2023
- **Merit-Based Scholarship Recipient:** Received a competitive scholarship for outstanding academic performance during college from 2004 to 2008.

REFERENCE

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Department of Statistics, The Islamia University of Bahawalpur, Pakistan.

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