



# MUHAMMAD ZAHID NAWAZ

Ecole de rattachement:

Département de rattachement:

Email: mznawaz@insec.com

Rang académique : Assistant professor

Pays de nationalité: PAKISTAN

## INTÉRÊTS DE RECHERCHE

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- Consumer behavior
- Technology marketing
- Consumer brand engagement
- Consumer animosity
- Brand crowdfunding
- Consumer wellbeing

## DOMAINE D'ENSEIGNEMENT

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- Business Research
- Marketing

## FORMATION

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*Diplôme le plus élevé:*

2023 Post-doctoral degree, Economics and Social Sciences, Marketing, Dongbei University of Finance and Economics, CHINE

*Autres diplômes:*

2020 PhD, Sciences Economiques et Sociales, Marketing, Dongbei University of Finance and Economics, CHINE  
*Marketing*

2010 Master of Business Administration, Sciences Economiques et Sociales, Marketing, The Islamia University, PAKISTAN

## EXPÉRIENCE PROFESSIONNELLE

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### Vie académique

Depuis 2023 Assistant Professor Marketing, INSEEC Business School, FRANCE

### Articles classés

NAWAZ, M. Z., "Impact of firm/customer innovativeness and identification on customer value co-creation, happiness and satisfaction", *Technology in Society*, 2024, vol. 78 (ABDC :C, SJR :Q1)

NAWAZ, M. Z., "Technology-enabled engagement process of brand virtual-try-on services" à paraître *Journal of Product and Brand Management* (ABDC :A, CNRS :4, ABS :1, SJR :Q1)

NAWAZ, M. Z., "Why do customers engage and interact in metaverse tourism? An SOR perspective" à paraître *Current Issues in Tourism* (ABDC :A, ABS :2, SJR :Q1)

### Autres articles

NAWAZ, M. Z., "Brand crowdfunding using followers boosted through gamification affordances: insights from two emerging markets", *Journal of Product and Brand Management*, 2023, vol. ahead-of-print, pp. ahead-of-print

NAWAZ, M. Z., "The aftermath of Covid-19: The rise of pandemic animosity among consumers and its scale development", *Journal of Business Research*, 2023, vol. 157, pp. 113550

NAWAZ, M. Z., "Sustainable development goals perspective: nexus between Christians' religious tourism, geopolitical risk, and CO2 pollution in Italy", *Environmental Science and Pollution Research*, 2023, vol. 30, pp. 62341–62354

NAWAZ, M. Z., J. KHAN, M. TAO, "Exploring mindful consumption, ego involvement, and social norms influencing second-hand clothing purchase", *Current Psychology*, 2022

HAQUE, M. J., M. Z. NAWAZ, H. A. SHAIKH, M. Z. TARIQ, "Spiritual leadership and unit productivity: Does psychological need mediate the relationship between spiritual leadership and unit productivity?", *Public Integrity*, 2021

NAWAZ, S., Y. JIANG, M. Z. NAWAZ, S. F. MANZOOR, R. ZHANG, "Mindful consumption, ego-involvement, and social norms impact on buying SHC: Role of platform trust and impulsive buying tendency.", *SageOpen*, 2021

TAO, M., F. ALAM, M. Z. NAWAZ, J. KHAN, "The role of cultural intelligence in the relationship between platform trust and loyalty: The perspective from OTA platforms.", *International Journal of Online Marketing.*, 2021

NAWAZ, M. Z., M. TAO, H. AHMAD, M. J. HAQUE, S. NAWAZ, M. N. SHAFIQUE, "Youngsters and WMAs (wechat moments advertisement): Do we need the English language in WMAs?", *SageOpen*, 2020

NAWAZ, S., Y. JIANG, M. Z. NAWAZ, F. ALAM, "Is COVID-19 generating pandemic animosity among nations and consumers? A theoretical overview.", *RMC Journal of Social Sciences and Humanities.*, 2020

NAWAZ, S., Y. JIANG, F. ALAM, M. Z. NAWAZ, "Role of brand love and consumers' demographics in building the consumer-brand relationship.", *SageOpen*, 2020

KHAN, A., M. TAO, H. AHMAD, M. N. SHAFIQUE, M. Z. NAWAZ, "Revisiting green supply chain management practices: The mediating role of emotional intelligence.", *SageOpen*, 2020

WANG, X., A. BUTT, Q. ZHANG, M. N. SHAFIQUE, H. AHMAD, M. Z. NAWAZ, "Gaming avatar can influence sustainable healthy lifestyle: Be like an avatar.", *Sustainability*, 2020

LI, W., X. WANG, M. J. HAQUE, M. N. SHAFIQUE, M. Z. NAWAZ, "Impact of workforce diversity management on employees' outcomes: Testing the mediating role of a person's job match.", *SageOpen*, 2020

AHMAD, H., A. BUTT, A. KHAN, M. N. SHAFIQUE, M. Z. NAWAZ, "Reluctance to acceptance: Factors affecting e-payment adoption in Pakistan (the integration of TRI and TAM).", *SMART Journal of Business Management Studies*, 2020

### Chapitres d'ouvrage

LI, J., M. TAO, M. Z. NAWAZ - "Sharing economy as a new organization model: visualization map analysis and future research." - 2021, *IGI Publishers*