

## ***DR. MUHAMMAD AHMAD***

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*“To become a successful professional in the field of Education & Research, and to work in an innovative and competitive world, I believe in continuous progress and growth”*

### **Education:**

- PhD in Business Administration with Marketing Specialization (2020) from University of Gujrat, Gujrat, Pakistan. The PhD thesis is entitled “Interpersonal Relationship Marketing Model: Relationship Acquaintances, Building and Maintenance in Buyer-Seller Dyads”.
- MS with Marketing Specialization from SZABIST, Islamabad, (2011-2013).
- BBA (Hons) with Marketing Specialization from University of Gujrat, Gujrat (2007-2011).
- DAE from PBTE, Lahore (2003-2006).
- SSC from BISE, Gujranwala (2003).

### **Employment History:**

- Working as Assistant Professor in **Department of Management & Administrative Sciences, University of Narowal** from 23-12-2021 to till day.
- Worked as Assistant Professor in **Department of Business Administration at GCWU- Sialkot** from 16-08-2021 to 22-12-2021.
- Worked as Lecturer in **Department of Business Administration at NCBA&E-Gujrat campus** from 02-12-2013 to 15-08-2021.
- Worked as visiting faculty member in the Department of Management Sciences, **University of Central Punjab- Gujrat Campus** from Spring-2017 to Spring-2021.
- Worked as Assistant professor in the Department of Management Sciences, **University of Gujrat** on visiting basis since Fall Semester 2020. Earlier, served as Lecture (BPS-18) in the Department of Management Sciences from Spring-2018 to Spring-2020.
- Worked as Research Assistant in Research Project entitled “Political Brand: Political Socialization Process and Development of Voting Intentions” has been approved by **Higher Education Commission (HEC)** Under National Research Program for Universities (2016-17). The HEC has awarded Rs. 27,84,980/- (2.8 Million Pak Rupees approx.) (September 21, 2017 to September 30, 2020).
- Worked as paid Intern under one Year paid internship Program at **PTCL** as CSR officer from 10-11-2012 to 09-11-2013.

## Published Research Papers:

S. #	Publication Detail
1	Zheng, H., <b>Ahmad, M.</b> , Khan, A. J., Hanif, N., & Chaudhry, I. S. (2024). Tourist revisit intention: A focus on perceived service quality, place attachment, and tourist intimacy. <i>Social Behavior and Personality: an international journal</i> , 52(4), 1-11.
2	Ahmed, M. A., Haq, M. A. U., & <b>Ahmad, M.</b> (2024). Political Brand: Political Socialization Process and Development of Voting Intentions. <i>International Journal of Management Research and Emerging Sciences</i> , 14(2), 46-69.
3	Ijaz, H., <b>Ahmad, M.</b> , & Abdul-Wahid, S. (2024). Comparison of Web and App Advertisement with Brand Identification Impact on Purchase Intention: Study on Pakistan's Personal Care Products Industry. <i>Journal of Management Practices, Humanities and Social Sciences</i> , 8(3), 75-87.
4	<b>Ahmad, M.</b> , & Ijaz, H. (2024). Impact of Perceived Benefits and Perceived Risks on Online Shopping Behaviour with Mediating Role of Purchase Intention. <i>Bulletin of Business and Economics (BBE)</i> , 13(1), 436-455.
5	<b>Ahmad, M.</b> , Saleem, H., & Akram, M. A. (2023). The Effect of Entertainment, Interactivity and Authenticity on Ecommerce Live Streaming among Tourists Purchase Intentions with mediating Role of Social Presence. <i>Statistics, Computing and Interdisciplinary Research</i> , 5(2), 223-237.
6	Moazzam, M., <b>Ahmad, M.</b> , Hussain, A., & Akram, M. A. (2023). Examining the Factors That Shape Green Purchase Behavior: The Role of Subjective Norms, Self-Efficacy, Attitude and Intention. <i>Bulletin of Business and Economics (BBE)</i> , 12(3), 221-232.
7	Umar, M., Sial, M. H., Ali, S. A., Bari, M. W., & <b>Ahmad, M.</b> (2023). Trust and social network to boost tacit knowledge sharing with mediation of commitment: does culture moderate?. <i>VINE Journal of Information and Knowledge Management Systems</i> , 53(6), 1135-1158.
8	Rasool, Z., Ahmad, M., Kamran, M., & Aslam, M. O. (2022). Investigation of Antecedents and Outcomes of Employee Based Brand Equity in Services Sector of Pakistan. <i>Statistics, Computing and Interdisciplinary Research</i> , 4(1), 19-38.
9	<b>Ahmad, M.</b> , Ahmed, M.A. & Haq, M.A. (2020). Interpersonal relationship marketing: reciprocity in buyer-seller dyad with customer gratitude as Mediator. <i>South Asian Journal of Management Sciences</i> , 14 (2), 204-220.
10	Ahmed, M.A, Haq, M.A., Usman, M., Ghafoor, M.M., & <b>Ahmad, M.</b> , (2020). Political Consumerism: The Role of Political Socialization in the Development of Voting Preferences of Pakistani Voters. <i>International Journal of Management (IJM)</i> , 11 (8), 1895-1907.
11	<b>Ahmad, M.</b> , & Ahmed, M.A. (2020). Interpersonal Relationship Marketing: Role of Customer Focal Antecedents in Relationship Building and Maintenance. <i>Global Management Journal for Academic &amp; Corporate Studies</i> , 10 (1), 129-142.

12	<b>Ahmad, M.,</b> & Ahmed, M.A. (2020). A study of customer orientation and Customer commitment in the food sector of Pakistan. <i>The Lahore Journal of Business</i> , 8 (2), 1-32.
13	<b>Ahmad, M.,</b> & Ahmed, M.A. (2019). Interpersonal Relationship Marketing: A Dyadic Study of Firm's Customer Orientation and Customer Commitment. <i>Pakistan Journal of Social Issues</i> , 10, 172- 187.
14	Munawar, M., Ahmed, M.A. ( <b>Corresponding Author</b> ) & <b>Muhammad Ahmed</b> (2018). Exploring the Impact of Customer Knowledge Management in Creating Brand Value with the Moderating Role of Gender and Residential Area of the Respondents, <i>Global Management Journal of Academic &amp; Corporate Studies</i> , 8 (2), 68-79.
15	Ahmed, M.A, Khalid, S. & <b>Ahmad, M.</b> (2018). Repurchase Intentions toward trendy clothing fashion in Muslim communities: The role of Social Influence, Brand Attachment and Perceived Value. <i>Journal of Islamic Business and Management</i> , 8 (2), 480-500.
16	Ahmed, M.A, Akram, B., Haq, M.A., Ahmad, R & <b>Ahmad, M.,</b> (2020). The effect of gestational age on women's preference for quality goods. <i>Nigerian Journal of Clinical Practices</i> . 23 (4), 503-509.
17	Dar, W.M., <b>Ahmad, M.,</b> (2015). Impact Of Customer Relationship Management Capabilities On Organizational Performance With CRM Technology As Mediator. <i>Arabian Journal of Business and Management Review (Oman Chapter)</i> . 4(10), 30-41.
18	Khalid, A., <b>Ahmad, M.,</b> (2015). Impact of Knowledge Sharing On Organizational Learning: Moderating Effect Of Organizational Leadership. <i>Asian Journal Of Management Research</i> . 5 (3), 358- 371.
19	Ahmed, A., Butt, A. R., <b>Ahmad, M.,</b> Khurram, H., & Saleem, Y. (2025). Transforming Education: The Role of ChatGPT as a Substitute Teacher and Students Engagement in the Classroom. <i>Journal of Asian Development Studies</i> , 14(3), 859-869.
20	Ahmed,A., <b>Ahmad, M.,</b> Jamil, S., , Butt, A. R., Qazi, M.A.,(2025). Secularism And Nationalism In Modi's India: Constitutional Guarantees And Status Of Minorities. <i>Journal of Media Horizons</i> , 6(5), 806-813.
21	Butt,A.R., Ahmed,A., <b>Ahmad, M.,</b> Khurram, H., (2025). Students' Perspectives On Chatgpt And Academic Reliability: A Quantitative Study Of Higher Education. <i>Journal of Media Horizons</i> , 6(5), 798-805.
22	Ahmed,A., <b>Ahmad, M.,</b> Jamil, S., , Butt, A. R., Qiza, S.,(2025). Liberal Journal of Language & Literature Review. <i>International Climate Change Regime and Pakistan's Response: Post-Paris Agreement</i> , 3(4), 314-334.

23	Butt,A.R., Ahmed,A., <b>Ahmad, M.</b> ,(2025). Liberal Journal of Language & Literature Review. The Perceptions of ChatGPT and Academic Integrity among Teachers: A Case Study of University Faculty in Pakistan, 3(4), 297-313.
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### Papers Presented and Published in Conference Proceedings:

1	Ahmed, M.A., Haq, M.A., Usman, M. & <b>Ahmad, M.</b> (2018, December 8-9, 2018). Political consumerism: the role of political socialization in the development of voting preferences of Pakistani voters. Presented at 4th Asian International Conference, Langkawi, Malaysia. Organized by Academia Society and Industry Alliance, Universiti Teknologi Malaysia (UTM), Malaysia.
2	Ahmed, M.A., Haq, M.A., & <b>Ahmad, M.</b> (2018, October 25-27, 2018). Role of consumer evaluation, perceived risk and acceptance of technology for effective decision making. Presented at 3 <sup>rd</sup> International conference on Business and Management perspectives in the Asian context organized by Lahore School of Business, the University of Lahore, Lahore, Pakistan.
3	Ahmed, M.A. & <b>Ahmad, M.</b> (2018, April 04-05, 2018). Political Socialization and Voting Preferences: The Moderating Role of Gender and Party Awareness. Paper presented at the 1 <sup>st</sup> International Conference on Management and Commerce (ICMC-2018), Sustainable Entrepreneurship: from knowledge to venture. Organized and hosted by Faculty of Management and Administrative Sciences, Hafiz Hayat Campus, University of Gujrat, Pakistan.
4	<b>Ahmad, M.</b> & Ahmed, M.A. (2018, April 04-05, 2018). Interpersonal Relationship Marketing: A Dyadic Study of Firm's Customer Orientation and Customer Commitment. Paper presented at the 1st International Conference on Management and Commerce (ICMC-2018), Sustainable Entrepreneurship: from knowledge to venture. Organized and hosted by Faculty of Management and Administrative Sciences, Hafiz Hayat Campus, University of Gujrat, Pakistan.
5	Ahmed, M.A. & <b>Ahmad, M.</b> (2018, April 04-05, 2018). Repurchase intentions toward trendy clothing fashion in Muslim communities: The Role of Social Influence, Brand Attachment and Perceived Value. Paper presented at the 1st International Conference on Management and Commerce (ICMC-2018), Sustainable Entrepreneurship: from knowledge to venture. Organized and hosted by Faculty of Management and Administrative Sciences, Hafiz Hayat Campus, University of Gujrat, Pakistan.
6	Ahmed, M. A. & <b>Ahmad M.</b> (2017, November 23-25, 2017). The measurement of antecedents of purchase intentions and WoM marketing in Fashion Industry. <i>Paper presented at the 5<sup>th</sup> Global Conference on Business, Economics, Management and Tourism</i> at University of Barcelona, Spain.
7	Attended Workshop on Becoming world class social science researcher organized by Emerald Publishing Online, Held on 28/07/2020.
8	Attended Workshop An intro to case writing for the Middle East & Africa (MEA) organized by Emerald Publishing, Held on 15/06/2020.
9	Attended Workshop 'Scientific Evaluation of Research for Scholarly Journals' organized by Emerald, Held on 21/04/2020.

### M.Phil. Produced:

S. #	Student's Name	Thesis Title	Passing
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			<b>Year</b>
1	Huma Ijaz	Comparison of mobile & WebApp Ads: Brand Identification and Purchase Intentions (A study of personal care products industry of Pakistan)	2024
2	Sidra Abdul-wahid	Analyzing the mediating role of purchase intentions on the association of perceived benefits and perceived risks with online shopping behavior	2024

**REVIEWER:**

- Journal of Knowledge Management
- Current Issues in Tourism
- Journal of Entrepreneurship and Business Venturing

**COMPUTER SKILLS/SOFTWARES:**

- Windows & MS Office
- SPSS , E-Views, AMOS, SMART-PLS
- Social Media Management & Database Management

**EXTRACURRICULAR ACTIVITIES/HOBBIES:**

- Internet Surfing
- Books Reading & Articles
- Social Work (Distinguished by University on Various Events)
- Research Work

**REFERENCE: Available at demand.**

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