

## Dr. Muhammad Ashfaq

Assistant Professor

Rektori szervezet / Marketing- és Kommunikációtudományi /

Interkulturális Marketing és Fogyasztói Magatartás

Rektori szervezet / Marketing- és Kommunikációtudományi Intézet /

Interkulturális Marketing és Fogyasztói Magatartás

Year of birth: 12-05-1988

## Qualifications, scientific degrees

### Higher education qualifications

- 2017 - 2020  
Dongbei University of Finance and Economics, PHD (Marketing) (PhD/DLA képzés)

### Scientific degrees and awards

- 2020, PhD  
School of Business Administration, Dongbei University of Finance and Economics

## Career

### Workplaces

- 2020 - 2022  
Shenzhen University,
- 2023 - 2025  
RMIT University,

## Research, professional activity

### Major taught courses or fields of education:

Marketing

### Current fields of research:

Consumer Behavior, AI in Marketing, Technology Adoption, Digital Marketing

### Previous fields of research:

Consumer Behavior, AI in Marketing, Technology Adoption, Digital Marketing , Sustainability

## Publications

- [How and when AI-enabled customer experience shapes sustainable consumption in smart hotels: The role of eco-friendly customer innovativeness](#)
- [Exploring customer stickiness during “smart” experiences: a study on AI chatbot affinity in online customer services](#)

# Colleague CV: Dr. Muhammad Ashfaq

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- [Critical determinants of intentions to revisit smart hotels: an examination of smart service interactional experience, emotions, and technophilia](#)
- [Is the future of the metaverse bleak or bright? Role of realism, facilitators, and inhibitors in metaverse adoption](#)
- [Does salesperson bricolage matter in fostering service-sales ambidexterity in B2B markets? A perspective through the sales management control system](#)
- [Pre- to post-adoption of blockchain technology in supply chain management: Influencing factors and the role of firm size](#)
- [Understanding customer attitudes and behaviors towards drone food delivery services: An investigation of customer motivations and challenges](#)
- [Tourist-virtual assistant communication: the power of attachment and authenticity](#)
- [The role of blockchain-enabled traceability, task technology fit, and user self-efficacy in mobile food delivery applications](#)
- [Doing good for society! How purchasing green technology stimulates consumers toward green behavior: A structural equation modeling-artificial neural network approach](#)
- [I, Chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents](#)
- [Social media and sustainable purchasing attitude: Role of trust in social media and environmental effectiveness](#)
- [My Smart Speaker is Cool! Perceived Coolness, Perceived Values, and Users' Attitude toward Smart Speakers](#)

## Contacts

### Location at the university

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## Other professional profiles

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Scholar: <https://scholar.google.com/citations?user=KEj9uMoAAAAJ&hl=en>