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

- 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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  Extension:
  Main line:
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Personal webpage: https://scholar.google.com/citations?hl=en&user=KEj9uMoAAAAJ&view_op=list_works
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Other professional profiles

LinkedIn: https://www.linkedin.com/in/dr-muhammad-ashfaq-phd-postdoc-07714784/

MTMT: https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10102422

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