Dr. Muhammad Ashfaq

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Maecenas Universitatis Corvini Alapítvány
Születési év: 12/05/1988

Végzettségek, tudományos fokozatok

Felsőfokú végzettségek

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

Publikációk

- 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

Elérhetőségek

Egyetemi tartózkodási hely

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