

Muhammad Saleem
Research Active Lecturer
Asia Pacific College of Business and Law



Research interests

Muhammad has been associated with the teaching and practice of marketing for over the last ten years. After graduating in business, he worked with IGI Financial Services (Pakistan) as Assistant Manager (Mktg) for around five years. Later on, he joined National University of Modern Languages (NUML) Pakistan and served there for eight years as Assistant Professor of Marketing in the Management Sciences Department. Muhammad completed his Masters by Research from SZABIST Pakistan (2011) and PhD (Marketing) from James Cook University Australia in 2019. His research focusses on Sustainable Consumer Behavior in the Transport Industry and Tourism sector and has appeared in high ranked journals including *Journal of Cleaner Production*, *Journal of Hospitality Marketing and Management*, *Transportation Research Part D: Transport and Environment*, *Asia Pacific Journal of Marketing and Logistics* and *International Journal of Bank Marketing*.

Qualifications

PhD, James Cook University Townsville
29 Mar 2016 → 15 Feb 2019
Award Date: 11 May 2019

Master, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST)
15 Jul 2008 → 7 May 2011
Award Date: 7 May 2011

Bachelor, University of Central Punjab Lahore
15 Aug 2002 → 8 Aug 2006
Award Date: 8 Aug 2006

Employment

Senior Lecturer - Business

Research Active Lecturer
Asia Pacific College of Business and Law
15 Jan 2022 → present

Assistant Professor

National University of Modern Languages (NUML)
Pakistan
11 Feb 2019 → 10 Jan 2020

Lecturer (casual)

James Cook University Townsville
Australia
22 Jul 2016 → 1 Jan 2019

Lecturer

National University of Modern Languages (NUML)
Pakistan
31 Jul 2012 → 11 Feb 2019

Assistant Manager

International General Insurance (IGI)
Pakistan
15 Feb 2008 → 31 Jul 2012

Research outputs

Sustainable management education and an empirical five-pillar model of sustainability

Greenland, S., Saleem, M., Misra, R. & Mason, J., Nov 2022, In: International Journal of Management Education. 20, 3, p. 1-18 18 p., 100658.

Sustainability Strategies for Urban Mass Transit: Case of Pakistan

Saleem, M. A., Murtaza, G., Ali, R. A. & Qadri, S. U., May 2022, *Environmental Sustainability in Emerging Markets: Consumer, Organisation and Policy Perspectives*. Nguyen, N., Nguyen, H. V., D'Souza, C. & Strong, C. (eds.). 1 ed. Singapore: Springer Singapore, p. 197-212 16 p. (Approaches to Global Sustainability, Markets, and Governance).

Psychological Drivers of Alternative Fuel Vehicles' Adoption and Ecologically Responsible Use

Saleem, M. A., Ali, R. A., Shah, S. N. A., Zahra, S., Hafeez, M. H. & Nguyen, N., 29 Dec 2021, In: Journal of Advanced Transportation. 2021, p. 1-20 20 p., 9998056.

Application of global reporting initiative (GRI) principles for measuring quality of corporate social responsibility (CSR) disclosure: Evidence from Pakistan

Ismail, H., Saleem, M., Zahra, S., Tufail, M. S. & Ali, R. A., Oct 2021, In: Sustainability. 13, 20, p. 1-19 19 p., 11409.

Impact of green trust and green perceived quality on green purchase intentions: a moderation study

Wasaya, A., Saleem, M. A., Ahmad, J., Nazam, M., Khan, M. M. A. & Ishfaq, M., Sep 2021, In: Environment, Development and Sustainability. 23, 9, p. 13418-13435 18 p.

Actions speak louder than words: Investigating the interplay between descriptive and injunctive norms to promote alternative fuel vehicles

Saleem, M. A., Ismail, H. & Ali, R. A., 27 Aug 2021, In: Sustainability. 13, 17, p. 1-19 19 p., 9662.

Measuring COVID-19's impact on international HE students and intervention satisfaction: implications for marketing theory and practice

Greenland, S., Saleem, M., Misra, R. & Bhatia, B., 22 Jul 2021, (E-pub ahead of print) In: Journal of Marketing for Higher Education. p. 1-29 29 p.

Protect for affinity? The role of destination brand engagement in forming environmentally responsible tourist behaviours

Saleem, M. A., Li, J. & Afzal, H., Jun 2021, In: Journal of Sustainable Tourism. 29, 8, p. 1344-1364 20 p.

Determinants of eco-socially conscious consumer behavior toward alternative fuel vehicles

Saleem, M. A., Eagle, L. & Low, D., 1 Feb 2021, In: Journal of Consumer Marketing. 38, 2, p. 211-228 18 p.

What do prospective students look for in higher degrees by research? A scale development study

Saleem, M. A., Eagle, L., Akhtar, N. & Wasaya, A., 2 Jan 2020, In: Journal of Marketing for Higher Education. 30, 1, p. 45-65 11 p.

Social marketing's role in improving water quality on the Great Barrier Reef

Hay, R., Eagle, L. & Saleem, M. A., 11 Nov 2019, In: Asia Pacific Journal of Marketing and Logistics. 31, 5, p. 1308-1343 36 p.

Student perceptions and trust of sustainability information

Hay, R., Eagle, L., Saleem, M. A., Vandommele, L. & Li, S., 7 May 2019, In: International Journal of Sustainability in Higher Education. 20, 4, p. 726-746 21 p.

Enhancing performance and commitment through leadership and empowerment: An emerging economy perspective

Saleem, M. A., Bhutta, Z. M., Nauman, M. & Zahra, S., 4 Feb 2019, In: International Journal of Bank Marketing. 37, 1, p. 303-322 20 p.

Drivers of customer loyalty and word of mouth intentions: Moderating role of interactional justice

Saleem, M. A., Yaseen, A. & Wasaya, A., 17 Nov 2018, In: Journal of Hospitality Marketing and Management. 27, 8, p. 877-904 28 p.

The power of spirituality: Exploring the effects of environmental values on eco-socially conscious consumer behaviour

Saleem, M. A., Eagle, L., Yaseen, A. & Low, D., 10 Sep 2018, In: Asia Pacific Journal of Marketing and Logistics. 30, 4, p. 867-888 22 p.

Market segmentation based on eco-socially conscious consumers' behavioral intentions: Evidence from an emerging economy

Saleem, M. A., Eagle, L. & Low, D., 20 Aug 2018, In: Journal of Cleaner Production. 193, p. 14-27 14 p.

Predictors of Organizational Commitment in Public Sector Hospitals of Pakistan: A Moderated Mediation Study

Saleem, M. A., Yaseen, A. & Zahra, S., Jun 2018, In: Journal of Health Management. 20, 2, p. 206-225 20 p.

Climate change behaviors related to purchase and use of personal cars: Development and validation of eco-socially conscious consumer behavior scale

Saleem, M. A., Eagle, L. & Low, D., 1 Mar 2018, In: Transportation Research Part D: Transport and Environment. 59, March, p. 68-85 18 p.

Precursory effects on entrepreneurial behaviour in the agri-food industry

Yaseen, A., Saleem, M. A., Zahra, S. & Israr, M., 1 Jan 2018, In: Journal of Entrepreneurship in Emerging Economies. 10, 1, p. 2-22 21 p.

Impact of service quality and trust on repurchase intentions: The case of Pakistan airline industry

Saleem, M. A., Zahra, S. & Yaseen, A., 13 Nov 2017, In: Asia Pacific Journal of Marketing and Logistics. 29, 5, p. 1136-1159 24 p.

Determinants of frozen food purchase intentions: Insights from a developing country

Saleem, M. A., Wasaya, A. & Zahra, S., Jul 2017, In: Indian Journal of Marketing. 47, 7, p. 47-59 13 p.

Predictors of customer loyalty in the Pakistani banking industry: A moderated-mediation study

Saleem, M. A., Zahra, S., Ahmad, R. & Ismail, H., 16 May 2016, In: International Journal of Bank Marketing. 34, 3, p. 411-430 20 p.