

ALLAH WASAYA

Griffith Business School | Griffith University, Australia

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ACADEMIC POSITIONS

Lecturer in Business Administration at COMSATS University Islamabad	2017 – Present
Coordinator Hybrid Mode of Teaching at COMSATS University Islamabad	2019 – 2020
Visiting Faculty Member, Bahauddin Zakariya University	2015 – 2016

EDUCATION

Ph.D. Business (AACSB Accredited) – Griffith University, Australia	2024
MPhil - Management, National University of Modern Languages	2016
BBA (AACSB Accredited), IBA- Sukkur	2012

RESEARCH INTERESTS

Consumer Behavior, Sustainable Tourism, Tourism Marketing, Sustainable Development

SELECTED PUBLICATIONS

- **Wasaya, A., Prentice, C., & Hsiao, A. (2024).** Shaping destination marketing with norms and personality. *Journal of Retailing and Consumer Services*, 77, 103643. **(Q1; A-Ranked; Impact Factor 10.4).**
- Javed, M. K., Sohail Tahir, M., Ahmad, J., **Wasaya, A.**, Ahmed, A. U., Orangzab, Irfan Chani, M., & Ahmed, M. (2024). A model of sustainable entrepreneurial behavior. *Tourism and Hospitality Research*, 0(0). <https://doi.org/10.1177/14673584241263029>. **(Q1; B-Ranked; Impact Factor 3.0).**
- **Wasaya, A., Prentice, C., & Hsiao, A. (2023).** Norms and consumer behaviors in tourism: a systematic literature review. *Tourism Review*. **(Q1; B-Ranked; Impact Factor 7.8).**
- **Wasaya, A., Prentice, C., & Hsiao, A. (2022).** The influence of norms on tourist behavioural intentions. *Journal of Hospitality and Tourism Management*, 50, 277-287. **(Q1; A-Ranked; Impact Factor 8.3).**
- **Wasaya, A., Saleem, M.A., Ahmad, J. et al.** Impact of green trust and green perceived quality on green purchase intentions: a moderation study. *Environ Dev Sustain* (2021). <https://doi.org/10.1007/s10668-020-01219-6>. **(Q1; Impact Factor 4.9).**
- Saleem, M. A., Eagle, L., Akhtar, N., & **Wasaya, A. (2020).** What do prospective students look for in higher degrees by research? A scale development study. *Journal of Marketing for Higher Education*, 30(1), 45-65. **(Q1; B-Ranked; Impact Factor 3.3).**
- Saleem, M. A., Yaseen, A., & **Wasaya, A. (2018).** Drivers of customer loyalty and word of mouth intentions: moderating role of interactional justice. *Journal of Hospitality Marketing & Management*, 27(8), 877-904. **(Q1; A-Ranked; Impact Factor 12.5).**

- Saleem, M. A., **Wasaya, A.**, & Zahra, S. (2017). Determinants of Frozen Food Purchase Intentions: Insights from a Developing Country. *Indian Journal of Marketing*, 47(7), 47-59. doi:10.17010/ijom/2017/v47/i7/116476. **(Q3; C-Ranked)**.
- **Wasaya, A.**, Khan, B., Shafee, M., & Mahmood, M. S. (2016). Impact of Brand Equity, Advertisement and Hedonic Consumption Tendencies on Cognitive Dissonance: A Mediation Study. *International Journal of Marketing Studies*, 8(3), 154. **(ERA Listed)**.
- **Wasaya, A.**, Hussain, W., & Bhutta, Z. M. (2018). Determinants and Organization Citizenship Behavioral Outcomes of Employee Motivation: An Empirical Study. *International Journal of Human Resource Studies*, 8(2). **(ERA Listed)**.

RESEARCH PROJECTS

- Enhancing Qatar's Economy Through Islamic Hospitality: Promoting Eco-Luxury and Cultural Heritage Tourism Rooted in Qatari Traditions (2024, Co-PI).
- The Interplay Between AI Adoption, Innovation, and Sustainable Business (2024, Co-PI).

PAPERS ACCEPTED/UNDER-REVIEW/SUBMITTED

- **Wasaya, A.** (2024). From Guilt to Growth: Navigating Travel Shaming, Place Attachment, and Regenerative Journeys. *Journal of Sustainable Tourism* **(Submitted) (A*-ABDC; Q1; Impact Factor 8)**.
- **Wasaya, A.** (2024). The influence of artificial intelligence on personalization and customer retention. *Internet Research* **(Submitted) (A-ABDC; Q1; Impact Factor 5.9)**.
- **Wasaya, A.** (2024). Impact of social media sentiment on retail investor decisions regarding cryptocurrency. *Blockchain: Research and Applications* **(Under Review) (Impact Factor 6.9; Q1)**.
- **Wasaya, A.** (2024). Sustainable tourism: navigating norms amid social media rumors. *Environment, Development and Sustainability* **(Accepted) (Q1; Impact Factor 4.9)**.

ACADEMIC SERVICES

Reviewed research articles for the following research journals

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| • European Journal of Marketing | Impact Factor 5.181; A* (ABDC), Q1 |
| • Tourism Review | Impact Factor 7.689; B (ABDC), Q1 |
| • Asia Pacific Journal of Marketing and Logistics | Impact Factor 3.7; A (ABDC), Q1 |
| • Humanities and Social Sciences Communications | Impact Factor 3.7; Q1 |
| • Cogent Business & Management | Impact Factor 3.0; Q2 |

HONORS & AWARDS

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| • Best Performance Award (COMSATS University) | 2023-2024 |
| • Won A Highly Competitive Australian Research Scholarship for Ph.D. | 2020 |
| • Received Research Productivity Award (COMSATS University) | 2019 |
| • Won Best Employee Award (COMSATS University) | 2019 |
| • Received Best Scout Award | 2006 |

TEACHING & SUPERVISION

TEACHING INTERESTS

- Customer Relationship Management
- Advanced Research Methods
- Fundamentals of Management
- Principles of Marketing

CURRENT COMSATS DOCTORAL SUPERVISION

- Leveraging artificial intelligence for enhanced firm performance: A study through the TOE framework. 05 January 2024. Associate Supervisor.

CURRENT COMSATS MASTER'S SUPERVISION

- Factors affecting destination attachment: A developing country perspective. 02 September 2024. Associate Supervisor

PROFESSIONAL EXPERIENCE

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| • Teaching (University Level) | 8 Years |
| • Corporate | 2 Years |

TRAININGS & PROJECTS

- Faculty Development Training (Blue-Chip Teaching)
- Supervised 16 Masters' Students in Their Final Year Research Project
- Completed a Socialization Project as an Intern with Shell Petroleum International
- Attended Active Citizen Conference Held by British Council

COMPUTER SKILLS

- SPSS Software
- AMOS Software
- SmartPLS
- EndNote Software
- Microsoft Office
- PROCESS Macro

SELECTED CONFERENCE PRESENTATIONS

- **Wasaya, A.** (2023). Shaping destination marketing with norms or personality. The 3rd GLOSITH Global Congress of Special Interest Tourism & Hospitality Conference, 10-12 November 2023 MUST in Macau SAR, China.
- **Wasaya, A.** (2019). Determinants of green purchase intentions: A developing country perspective. International Environmental Science Conference (ESCON) 2019. 25-27 February 2019.
- **Wasaya, A.** (2018). Exploring the Relationship between Higher Education and Social Development: A Developing Country Perspective. International Students Research Conference 2018. November 12-13, 2018.
- **Wasaya, A.** (2017). Predictors and outcomes of sense of wellbeing: a developing country perspective. Students Research Conference 2017. 14-15 October 2017.

REFERENCES

Dr. Jamil Ahmad

Associate Professor

Head of Department (Department of Management Sciences)

COMSTAS university Islamabad, Pakistan.

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Dr. Aaron Hsiao

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