

M | B

MUHAMMAD YASEEN ALIAS SHARJEEL BHUTTO

ASSISTANT PROFESSOR



ybhutto@na.edu



PERSONAL DETAILS

Date of birth:
03 Jul 1992

LINK

Google Scholar:
https://scholar.google.com/citations?user=s_yooCoAAAAJ&hl=e...

SKILLS

Research

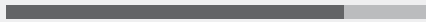
ABOUT ME

I hold a PhD in Business Administration specializing in Marketing from the prestigious Economics and Management School at Wuhan University (AACSB), which boasts a noteworthy ranking of 194, and a Postdoc in Marketing from Kaunas University of Technology. Throughout my academic journey, I have made substantial contributions to the field of research, with a portfolio that includes the authorship and co-authorship of 35 scholarly articles published in well-respected journals. These publications span various platforms, including those recognized by the Australian Business Deans Council (ABDC), SSCI & ESCI, and Scopus. Currently, I am working as an Assistant Professor at North American University, Stafford, Texas.

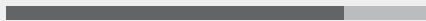
Teaching Section

I have extensive experience in teaching a wide range of business and marketing courses, including Principles of Management, Principles of Marketing, International Marketing, Business Research Policy, Business Ethics, Sustainable Marketing, Research Methods, Halal Marketing, and Consumer Behavior. My diverse teaching portfolio reflects my commitment to providing comprehensive and up-to-date education in the field of business studies. Currently, I am actively engaged in teaching these subjects, utilizing innovative pedagogical approaches to ensure my students gain a deep understanding of theoretical concepts and their practical applications. This experience has allowed me to develop a robust curriculum that equips students with the essential skills and knowledge needed to excel in their careers.

Writing



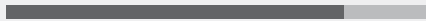
Sustainability



SPSS (Statistical Software)



Analytical Skills



Smart-PLS



Team-Work Oriented



Good Listener And Communicator



Organizational And Planning Skills



Written And Verbal Skills



Motivated



LANGUAGES

English



Sindhi



Mandarin



Urdu



PRACTICAL EXPERIENCE

POSTDOC SCHOLAR

Nov 2022 - Oct 2024

/ Kaunas

- As a Postdoctoral Scholar at Kaunas University of Technology, I successfully secured research

WORK EXPERIENCE

North American University

Oct 2024 - Present
Stafford, Texas

ASSISTANT PROFESSOR

I am currently teaching business marketing courses and conducting research at a North American university. My work focuses on advancing marketing strategies through both theoretical and practical approaches. In addition to teaching, I am actively involved in research projects that contribute to the field.

Shandong Jianzhu University

Sep 2021 - Jun 2024
Jinan

ASSOCIATE PROFESSOR

Conduct and Manage Research Seminars Courses
Taught Principles of Marketing Principle of Management, Business Research Methods, Business Ethics, and International Business. Supervising master students' research projects and thesis

Kaunas University of Technology

Nov 2022 - Oct 2024
Kaunas, Lithuania

POSTDOC SCHOLAR (HYBRID)

As a Postdoctoral Scholar at Kaunas University of Technology, I successfully secured research funding from the Lithuania Research Council for my project titled "Organic Food Consumption Behavior in Lithuania." Throughout this project, I explored consumer behavior trends, preferences, and motivations surrounding organic food consumption in the region. Additionally, I have published over six research articles under the affiliation of Kaunas University of Technology, contributing to the fields of consumer behavior, sustainable food systems, and organic food marketing. My research has involved interdisciplinary collaboration, statistical analysis, and the development of policy recommendations to promote sustainable food consumption in Lithuania.

DELIVERING LECTURES AND WORKSHOPS FOR KAUNAS UNIVERSITY OF TECHNOLOGY MA LEVEL STUDENTS

ONLINE LECTURER

- Marketing management module: Product launch and marketing strategies in Muslim countries", 2022 and 2023, Fall semester.
- New products launch into the market module: New food products launch: the consumer behavior in Muslim markets, 2023, spring semester.
- Marketing strategy project module: How to analyse marketing research data using SmartPlus? Tips and tricks, 2023, Fall semester.

funding from the Lithuania Research Council for my project titled "Organic Food Consumption Behavior in Lithuania." Throughout this project, I explored consumer behavior trends, preferences, and motivations surrounding organic food consumption in the region.

- Additionally, I have published over six research articles under the affiliation of Kaunas University of Technology, contributing to the fields of consumer behavior, sustainable food systems, and organic food marketing.
- My research has involved interdisciplinary collaboration, statistical analysis, and the development of policy recommendations to promote sustainable food consumption in Lithuania.

MEHRAN SOCIAL FORUM

Nov 2012 - Jul 2016

/ Karachi

- Facilitated women home-based workers to register them with social security programs (Pakistan Bait-ul-Mal, BISP, Zakat & Ushrdept)
- 1000 women HBWs facilitated to access CNIC
- Facilitated 1000 women HBWs to access micro-credit as initial capital to start their business.
- Through ILO facilitated skill enhancement trainings to 1500 women HBWs.
- Provided awareness about organizational management.
- Organized women HBWs into groups.
- Facilitated women HBWs to establish linkages with market to reduce role of middle-man.
- Coordination with other stakeholders

Economics And Management School, Wuhan University

Sep 2017 - Jun 2021
Wuhan

PHD SCHOLAR

Dissertation Topic: Investigating consumers' purchase intention towards energy-efficient appliances (developing-country context): an application of the extended theory of planned behavior.

EDUCATION

Kaunas University of Technology

2024
Kaunas

POSTDOC-MARKETING

Economics And Management School, Wuhan University

2021
Wuhan

PHD

International Islamic University, Islamabad

2016
Islamabad

MASTER OF SCIENCE (MARKETING)

IQRA University, Karachi

2014
Karachi

BACHELOR OF BUSINESS ADMINISTRATION

PUBLICATIONS

Rütelionė, A., & Bhutto, M. Y. (2024). "Eco-conscious appetites: investigating organic food purchase intentions through consumption values, empowered by environmental self-identity and analyzed using mga; Baltic Insights (Rütelionė & Bhutto, 2024)". *Heliyon*, 10(15). DOI: 10.1016/J.HELIYON.2024.E35330

Li, H., Zhang, J., Bhutto, M. Y., Ertz, M., Zhou, J., & Xuan, X. (2024). Exploring the effects of negative supervisory feedback on creativity among research and development personnel: Challenge or threat? *Frontiers In Psychology*, 15. DOI: 10.3389/FPSYG.2024.1361616

- Develop monthly and quarterly reports
- Conduct monitoring of the project
- Facilitated donor visits

UNDER REVIEW (PROJECTS) AND ACCEPTED (PROJECTS)

Nov 2022 - Oct 2024

- "Green University Initiatives And Environmental Self-Identity Influence: A Study On Waste Sorting Behaviors In The Baltic Higher Education Sector" (International Journal Of Sustainability In Higher Education) Accepted
- "Motivating Generation Z: Integrating Sor And Gft Theories In A Developing Country Perspective On Remanufactured Purchase Behavior"(Management Decision) Under Review.
- The Role Of Environmental Values, Environmental Self-Identity, And Attitude In Generation Z' S Purchase Intentions For Organic Food. (Environmental Research, Engineering And Management) Accepted
- Sustainable Workplaces: How CSR Initiatives Promote Employee Green Behavior (Under review)
- Exploring the Influence of Perceive CSR on Employee Loyalty and OCB: A Focus on Organizational Identification and Moral Identity (Under review)
-

Bhutto, M. Y., Rütelionė, A., Šeinauskienė, B., & Ertz, M. (2023). Exploring factors of e-waste recycling intention: The case of generation Y. *Plos One*, 18(10), e0287435. doi: 10.1371/journal.pone.0287435

Rütelionė, A., & Bhutto, M. Y. (2024). Exploring the psychological benefits of green apparel and its influence on attitude, intention and behavior among Generation Z: a serial multiple mediation study applying the stimulus–organism–response model. *Journal of Fashion Marketing and Management: An International Journal*, ahead-of-print(ahead-of-print). doi: 10.1108/JFMM-06-2023-0161

Bhutto, M. Y., Rütelionė, A. and Vienažindienė, M. (2024), "Investigating EWOM and halal product knowledge on gen Z's halal cosmetics purchase intentions in Pakistan", *Journal of Islamic Marketing*, Vol. ahead-of-print No. ahead-of-print.

Bhutto, M. Y., & Rütelionė, A. (2024). Analyzing organic food purchase intentions: eco-literacy and innovation resistance. *British Food Journal*, ahead-of-print(ahead-of-print). doi: 10.1108/BFJ-08-2023-0756

Yang, H., Shi, X., Bhutto, M. Y., & Ertz, M. (2024). Do corporate social responsibility and technological innovation get along? A systematic review and future research agenda. *Journal of Innovation & Knowledge*, 9(1), 100462. doi: <https://doi.org/10.1016/j.jik.2024.100462>

Markauskaitė, R., Rütelionė, A. and Bhutto, M. Y. (2024), "Exploring Antecedents of Consumers' Green and Materialistic Values Conflict: The Case of Baltic Economy", *Environmental Research, Engineering and Management*, Vol. 80 No. 1, pp. 115-129.

Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of halal cosmetics: extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, 14(6), 1488-1505. doi: 10.1108/JIMA-09-2021-0295

Bhutto, M. Y., Khan, M. A., Sun, C., Hashim, S., & Khan, H. T. (2023). Factors affecting repurchase intention of organic food among generation Z (Evidence from developing economy). *PLOS ONE*, 18(3), e0281527. doi: 10.1371/journal.pone.0281527

GRANTS/FUNDED RESEARCH PROJECTS

- Determinants Of Green Innovation Adoption Of Smes in Saudi Arabia. This project is sponsored by the Deanship of Scientific Research, King Abdulaziz University, Jeddah (Co-PI).
- Green Initiatives And Environmental Concerns Foster Environmental Sustainability: A Study Based On The Use Of Reusable Drink Cups. Project Funded By The National Natural Science Foundation Of China (Grant Number: 20bjy038) In The Year 2022. Dr. Xuiting Wang Took This Grant As The Principal Investigator (Wuhan University, China) And I Was Co-PI In This Project.
- Organic Food Consumption In Lithuania (Funding Approved By Lithuanian Research Council)

AD-HOC REVIEWER OF THE FOLLOWING JOURNALS

Frontiers In Psychology
Journal Of Islamic Marketing
Asian Academy Of Management
Journal
Human Behavior And Emerging
Technologies

Li, W., Bhutto, M. Y., Waris, I., & Hu, T. (2023). The Nexus between Environmental Corporate Social Responsibility, Green Intellectual Capital and Green Innovation towards Business Sustainability: An Empirical Analysis of Chinese Automobile Manufacturing Firms. *International Journal of Environmental Research and Public Health*, 20(3), 1851.

Li, W., Waris, I., & Bhutto, M. Y. (2023). Understanding the nexus among big data analytics capabilities, green dynamic capabilities, supply chain agility and green competitive advantage: the moderating effect of supply chain innovativeness. *Journal of Manufacturing Technology Management*, ahead-of-print(ahead-of- print). doi: 10.1108/JMTM-07-2023-0263

Alam, F., Yang, Q., Rütelionè, A., & Bhutto, M. Y. (2023). Virtual Leadership and Nurses' Psychological Stress during COVID-19 in the Tertiary Hospitals of Pakistan: The Role of Emotional Intelligence. *Healthcare*, 11(11), 1537.

Li, Y., Bhutto, M. Y., Sun, C., & Mehdi, S. M. (2023). Do information publicity and moral norms trigger waste-sorting intention among households? A sequential mediation analysis. *Frontiers in Psychology*, 14. doi: 10.3389/fpsyg.2023.1193411

Bhutto, M. Y., Khan, M. A., Ertz, M., & Sun, H. (2022). Investigating the role of ethical selfidentity and its effect on consumption values and intentions to adopt green vehicles among Generation Z. *Sustainability*, 14(5), 3015.

Bhutto, M. Y., Soomro, Y. A., & Yang, H. (2022). Extending the theory of planned behavior: predicting young consumer purchase behavior of energy-efficient appliances (Evidence From Developing Economy). *Sage Open*, 12(1), 21582440221078289.

Khan, M. A., Hashim, S. B., & Bhutto, M. Y. (2022). The Role of Halal Brand Relationship Quality towards Relational, Utility Value and Halal Brand Resonance. *International Journal of Business and Society*, 23(1), 1-18. doi: 10.33736/ijbs.4595.2022

INTERNSHIPS

- 1 Month Internship In University
Beira Interior (Portugal) September
2023-October 2023

Khan, M. A., Hashim, S. B., Iqbal, A., Bhutto, M. Y., & Mustafa, G. (2022). Antecedents of halal brand equity: a study of halal food sector of Malaysia. *Journal of Islamic Marketing*, 13(9), 1858-1871. doi: 10.1108/jima-01-2021-0012

Li, W., Waris, I., Sun, C., Hameed, I., Bhutto, M. Y., & Ali, R. (2022). Understanding the role of corporate social responsibility and sustainable supply chain management in shaping the consumers' intention to use sharing platforms. *Frontiers in Psychology*, 13. doi: 10.3389/fpsyg.2022.970444

Muhammad Yaseen, B., Fue, Z., Mussadiq Ali, K., & Waheed, A. (2022). Chinese Consumers' Purchase Intention for Organic Meat: An Extension of the Theory of Planned Behaviour. *Asian Academy of Management Journal*, 27(1), 153-173. doi: 10.21315/aamj2022.27.1.7

Soomro, Y. A., Hameed, I., Bhutto, M. Y., Waris, I., Baeshen, Y., & Al Batati, B. (2022). What influences consumers to recycle solid waste? An application of the extended theory of planned behavior in the Kingdom of Saudi Arabia. *Sustainability*, 14(2), 998.

Wang, X., Waris, I., Bhutto, M. Y., Sun, H., & Hameed, I. (2022). Green Initiatives and Environmental Concern Foster Environmental Sustainability: A Study Based on the Use of Reusable Drink Cups. *International Journal of Environmental Research and Public Health*, 19(15), 9259

Bhutto, M. Y., Liu, X., Soomro, Y. A., Ertz, M., & Baeshen, Y. (2021). Adoption of energyefficient home appliances: Extending the theory of planned behavior. *Sustainability*, 13(1), 250.

Khan, M. A., Hashim, S., & Bhutto, M. Y. (2021). Factors Affecting Brand Relationship Quality of Halal Food and The Mediating Role of Halal Literacy. *International Journal of Academic Research in Business and Social Sciences*. 11(14), 301-316.

Jun, W., Ali, W., Bhutto, M. Y., Hussain, H., & Khan, N. A. (2021). Examining the determinants of green innovation adoption in SMEs: a PLS-SEM approach. *EUROPEAN JOURNAL OF INNOVATION MANAGEMENT*, 24(1), 67-87. doi: 10.1108/EJIM-05-2019-0113

Soomro, Y. A., Bhutto, M. Y., Ertz, M., Shaikh, A.-u.-H., Baeshen, Y., & Al BATATI, B. (2022). Does Brand Love Precede Brand Loyalty? Empirical Evidence from Saudi Airline Customers in Strategic Alliance Setting. *The Journal Of Asian Finance, Economics And Business*, 9(6), 81-93. doi: <https://doi.org/10.13106/jafeb.2022.vol9.no6.0081>

Shaheen, R., Yang, H., Bhutto, M. Y., Bala, H., & Khan, F. N. (2021). Assessing the Effect of Board Gender Diversity on CSR Reporting Through Moderating Role of Political Connections in Chinese Listed Firms. *Frontiers in Psychology*, 12. doi: 10.3389/fpsyg.2021.796470

Alam, F., Yang, Q., Bhutto, M. Y., & Akhtar, N. (2021). The Influence of E-Learning and Emotional Intelligence on Psychological Intentions: Study of Stranded Pakistani Students. *Frontiers in Psychology*, 12. doi: 10.3389/fpsyg.2021.715700

Soomro, Y. A., BAESHEN, Y., Alfarshouty, F., Kaimkhani, S. A., & Bhutto, M. Y. (2021). The impact of guerrilla marketing on brand image: Evidence from Millennial consumers in Pakistan. *The Journal Of Asian Finance, Economics And Business*, 8(4), 917-928

Noman, M., Sial, M. S., Brugni, T. V., Hwang, J., Bhutto, M. Y., & Khanh, T. H. T. (2020). Determining the Challenges Encountered by Chinese Expatriates in Pakistan. *Sustainability*, 12(4). doi: 10.3390/su12041327

Bhutto, M. Y., Zeng, F., Soomro, Y. A., & Khan, M. A. (2019). Young Chinese consumer decision making in buying green products: An application of theory of planned behavior with gender and price transparency. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 13(3), 599-619.

Zaidi, S. M. M. R., Yifei, L., Bhutto, M. Y., Ali, R., & Alam, F. (2019). The influence of consumption values on green purchase intention: A moderated mediation of greenwash perceptions and green trust. *Pakistan Journal of Commerce and Social Sciences*, 13(4), 826-848.

Zeng, F., Bhutto, M. Y., & Soomro, Y. A. (2019). Chinese Smartphone Brands: Gender, Consumers

REFERENCES

DR-AUŠRA RŪTELIONĖ

Associate Professor, Kaunas
University of Technology, Kaunas
Lithuania

✉ ausra.rutelione@ktu.lt

DR-MYRIAM ERTZ

Professor, Université du Québec à
Chicoutmi, Canada

✉ Myriam_Ertz@uqac.ca