



## Dr. Syed Zeeshan Zahoor

Assistant Professor

Department of Business Management.....

كلية الاقتصاد والادارة ونظم المعلومات

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موقع المكتب: H 10 11 ..

يعمل في الجامعة: منذ 2023

الحالة الاجتماعية: Single.....

### المؤهلات الأكاديمية

Ph.D., University of Kashmir, 2020

MBA, University of Kashmir, 2014

### أنشطة التدريس

Marketing

Digital Marketing

Consumer Behavior

Strategic Management

International Marketing

Retail Marketing

### الأنشطة البحثية

المنشورات -

مقال:

1. [Impact of Social Media on Users' Complex Buying Behaviour: Analysing the Mediating Effect of Perception and Moderating Effect of Extended Social Media Usage](#) 2024
2. [Analysing the Effect of Social Media on Customer Equity: A Study of Fast-food Restaurants](#) 2022
3. [Social media and purchasing behavior: A study of the mediating effect of customer relationships](#) 2019
4. [.Social Media Marketing and Brand Equity: A Literature Review](#) 2017
5. [Impact of social media marketing on brand equity](#) 2016

الخبرة الإدارية

Course Coordinator - Introduction to Business, Department of Management, CEMIS, الآن: 2024  
University of Nizwa

Program Coordinator - Tourism & Recreational Facilities Management, Department of الآن: 2024  
Management, CEMIS, University of Nizwa

Junior Research Fellowship, University Grants Commission, Government of India. Senior Research  
.Fellowship, Univeristy Grants Commission, Government of India

**:Scientific IDs**

[Google Scholar](#)

المرجع: <https://www.unizwa.edu.om/staff/cemis/zeeshan>