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EDUCATION

Ph.D. in Management Sciences

- Aix-Marseille University, France, 2011

Master Research in Management Sciences

- Aix-Marseille University, France, 2008

PROFESSIONAL/RESEARCH EXPERIENCE

Current Appointment

University of Essex -Essex Business School

- Assistant Professor (Lecturer), Department of Management & Marketing

Past Appointments

King Saud University, KSA -College of Business Administration

- Assistant Professor (Digital Business/ Digital Marketing)

University of Engineering & Technology, Lahore, Pakistan -Institute of Business & Management

- Assistant Professor (Digital Business/ Digital Marketing)

Latest JOURNAL PAPERS¹

- Dwivedi, Y.K., Shareef, M.A., Akram, M.S., Bhatti, Z.A., Rana, N.P., 2021. Examining the effects of enterprise social media on operational and social performance during environmental disruption. *Technological Forecasting & Social Change*, 121364 <https://doi.org/10.1016/j.techfore.2021.121364> [ABS: 3; ABDC: A; SSCI: Q-1, IF:5.846]
- Butt, A. H., Ahmad, H., Goraya, M. A. S., Akram, M. S., & Shafique, M. N. (2021). Let's play: Me and my AI-powered avatar as one team. *Psychology and Marketing*, 38(6), 1014–1025. <https://doi.org/10.1002/mar.21487> [ABS: 3; ABDC: A; SSCI: Q-2, IF:2.370]
- Zhang, H., Xiao, H., Wang, Y., Shareef, M. A., Akram, M. S., & Shakir, M. A. (2021). An integration of antecedents and outcomes of business model innovation: A meta-analytic review. *Journal of Business Research*. 131(July), 803–814. <https://doi.org/10.1016/j.jbusres.2020.10.045> [ABS: 3; ABDC: A; SSCI: Q-1, IF:4.874]

BOOK CASE STUDIES

- Akram, M.S. (2019), Acquisition of Souq: Amazon's Entry into the Middle East, chapter case in *Laudon and Laudon, Management Information Systems: Managing the Digital Firm, 16/e (Global Edition), Pearson Inc.*

PHD THESES SUPERVISION

- Zhuoran Xia— Jointly supervising with Dr Erik Jacobi

EDITORIAL SERVICES

- Special Issues guest editor [Serving as a guest editor of a special issue for Technological Forecasting and Social Change on Social Customer Journey — Behavioural and Social Implications of Digitally Disruptive Environment]

¹ For complete and up to date list of research outputs, please visit my [Google Scholar](#) profile