



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Kamal
Name:	Muhammad Mustafa
Rank/Position:	Adjunct Faculty
Faculty:	Business
Department:	Digital Innovation
Scientific Domain: *	Information Systems

* *Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2008	Brunel University London		
MSc	2003	<i>University of Greenwich</i>		
MSc	2000	<i>Punjab Institute of Computer Sciences - University of Central Punjab</i>		
BBA	1998	<i>Punjab Institute of Computer Sciences - University of Central Punjab</i>		



Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
2023	Ongoing	Operations and Analytics Department at the University of Exeter Business School	UK	Associate Professor in Sustainable Operations and Analytics and Deputy Head of the Management Department
2022	2023	University of Nicosia	Cyprus	Adjunct Faculty
2020	2022	COVENTRY UNIVERSITY (<i>School of Strategy and Leadership – Coventry Business School – Faculty of Business and Law</i>)	UK	Associate Professor (Principal Lecturer) in Supply Chain Management
2017	2019	BRUNEL UNIVERSITY LONDON (<i>Brunel Business School</i>)	UK	Senior Lecturer in Operations and Supply Chain Management

Key <u>refereed</u> journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2022	Critical success factors influencing artificial intelligence adoption in food supply chains	M Dora, A Kumar, SK Mangla, A Pant,	International Journal of Production Research 6	60(14)	4621-4640
2	2021	Evaluating Critical Success Factors Influencing Artificial Intelligence Adoption and Use in Food Supply Chains	Dora, M., Kumar, A., Mangla, S.K., Pant, A.	International Journal of Production Research		
3	2021	Hickey, P., Kozlovski, E.	Enabling Circular Economy in a High-Tech Manufacturing Industry	Journal of Enterprise Information Management		
4	2021	Consumer Engagement with Social Media Platforms: A Study of the Influence of Attitudinal Components on Cutting Edge Technology Adaptation Behaviour	Muhammad, S. S., Dey, B., Alwi, S.	Computers in Human Behavior		
5	2021	Investigating the Situated Culture of Multi-Channel Customer Management: A Case Study	Ali, M. Tarhini, A., Brooks, L.	Journal of Global Information Management	29(3)	46-74
6	2021	Wireless Backhaul Network's Capacity Optimisation using Time Series Forecasting Approach	Mahmood, A., Kiah, L.A., Azzuhri, S.A., Eldabi, T., Qureshi, A.N., Azizul, Z.H., Z'aba, M.R.	Journal of Ambient Intelligence and Humanized Computing		
7	2020	The Triple-Edged Sword of COVID-19: Understanding the Use of Digital Technologies and the Impact of		Information Systems Management	37(4)	310-317



		Productive, Disruptive and Destructive Nature of the Pandemic				
8	2020	Impact of Industry 4.0 Drivers on the Performance of Service Sector: Comparative Study of Cargo Logistic Firms in Developed and Developing Regions	Rahman, M., Aydin, E. and Ul-Haque, A.	Production Planning & Control		1-16
9	2020	Value Co-Creation through Social Innovation: A Study of Sustainable Strategic Alliance in Telecom and Financial Sectors in Bangladesh	Babu, M. M., Dey, B., Rahman, M., Roy, S., Alwi, S. F. S.	Industrial Marketing Management	89	13-27
10	2020	The Impact of Social Media on the Performance of Microfinance Institutions in Developing Countries: A Quantitative Approach	Daowd, A., Eldabi, T. Dey, B. and Missi, F.	Information Technology and People	34(1)	25-49

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	Date	Title	Funded by	Project Role*
1		Tech Students, Entrepreneurial Routes (TechSTER) - €285,150	Erasmus+	Leading Intellectual Output 3 (Designing and Developing Teacher Guide).
2	Completed	Assessing the External Environmental Factors Influencing Higher Education Primary Beneficiaries' Decision-Making Process: The Case of the GCC Region		PI
3	Completed	Business-To-Consumer (B2C) Product Return Knowledge Sharing: The Case of End-Of-Life (EoL) and End-Of-Use (EoU) Return		PI
4	Completed	Enabling Multichannel PArticipation Through ICT Adaptations [EMPATIA]		PI
5	Completed	Qatar National Research Foundation Funded Project on Integrated Model for Evaluating E-government services Transformation [I-MEET]		RF

*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other

Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent (Optional Entry)				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2016	Ministry of Water and Electricity (MoWE), Kingdom of Saudi Arabia	Oracle Application Consultant (Remote Services)	