

Murtaza Haider

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Research interests in consumer behaviour, demand-side sustainability and marketing sustainable consumption for consumer well-being.

EDUCATION

Sep 1999- June 2003 National University of Science and Technology, Karachi, Pakistan.
Bachelor in Computer Science

Jan 2018- May 2019 College of Management Mahidol University,
Master in Marketing and Management

Sep 2020 – Present College of Management Mahidol University,
PhD Candidate

POSITIONS

Oct 2022 Co-taught CP module New Product Positioning with Randall
Shannon at CMMU 3 out of 6 sessions

Feb 2013 — Present PT Technologies Lahore Pakistan
Owner. Mainly looking after Finance

Nov 2016 – June
2020 HITVI Creation Bangkok Thailand
Partner and Manager sales of jewellery for Thai and export markets

Nov 2009 — Feb
2017 SM Impex Limited Bangkok Thailand
Trading in different sectors

2002 – 2009 Mustafa Jewelers Quetta Pakistan
Export of jewellery to North American markets

Publications in Academic Journals

Haider, M., Shannon, R., & Moschis, G. P. (2022). **Sustainable consumption research and the role of marketing: a review of the literature (1976–2021)**. *Sustainability*, 14(7), 3999.

Conference Papers

M. Haider, R. M. Shannon and R. Vatananan-Thesenvitz, "**Digital Leadership for Sustainable Community-Based Tourism (CBT)**," 2022 Portland International Conference on Management of Engineering and Technology (PICMET), 2022, pp. 1-9, doi: 10.23919/PICMET53225.2022.9882550.

Sustainable Consumption Research: Three Levels of Analysis, presented at the 10th Consumer Life Course Studies conference in Bangkok, November 2021.

The Evolution of Research on Sustainable Consumption, presented at the 9th Consumer Life Course Studies conference in Bangkok, November 2020.

Project

Nov 2020 - Present EntREsilience: learning and opportunity-seeking activities that entrepreneurs undertake during and after the COVID-19 outbreak in five research sites: Wuhan, China; Bangkok, Thailand; Kuala Lumpur, Malaysia; Manila, Philippines, and London, UK. The project involved research teams from Imperial College London, De La Salle University (Manila), Mahidol University (Bangkok), Malaysia Global Innovation Centre (MaGIC) and Wuhan University.
<https://www.entresilience.com/>

Forthcoming publication

How Thai Entrepreneurs Developed Sustainable Competencies as a Response to the Covid-19 Crisis?

The article will build on the outcomes of the EntREsilience project by presenting findings from the Thai entrepreneur interview data, aiming to theorise how entrepreneurs adopted sustainability measures in the face of the adversary to manifest resilience.

Intended for: Sustainability (ISSN 2071-1050) special issue "Research on Corporate Sustainability"