

Muhammad Abid Saleem

PhD | SFHEA | CPM | Senior Lecturer in Marketing

Sustainability marketing scholar and educator with more than 15 years of academic and industry experience. My work examines sustainable consumer behaviour, social marketing, sharing and circular economies, sustainable mobility, water conservation and evidence-led market transformation.

40+	2,200+	15+	4
Research outputs	Scholar citations	Years in marketing	SDGs informing work

ACADEMIC AND INDUSTRY EXPERIENCE

2026-present	University of Wollongong Senior Lecturer in Marketing, School of Business
2024-2026	University of Wollongong Lecturer in Marketing, School of Business
2020-2024	Charles Darwin University Lecturer, then Senior Lecturer in Business
2012-2020	National University of Modern Languages Lecturer, then Assistant Professor of Marketing
2008-2012	IGI Insurance Assistant Manager - Sales and Marketing

EDUCATION

PhD in Green Marketing

James Cook University, Australia - 2019
Research focus: sustainable consumer choice and alternative-fuel vehicles

Master of Science - Marketing

SZABIST, Pakistan - 2011

BBA (Honours)

University of Central Punjab, Pakistan - 2006

PROFESSIONAL STANDING

Senior Fellow - Advance HE (SFHEA)
Certified Practising Marketer - Australian Marketing Institute (CPM)
Professional Member - Australian Marketing Institute
Graduate Certificate in University Teaching and Learning
Editorial Board Member - Journal of Consumer Behaviour

RESEARCH PROFILE

Sustainable consumer behaviour	Values, norms, identity and context in responsible consumption and pro-environmental action.
Sustainable mobility	Alternative-fuel vehicles, Mobility as a Service and lower-impact transport transitions.

Sharing and circular economies	Access-based consumption, AI-enabled sharing ecosystems and pathways to circularity.
Marketing for social change	Behaviour change for water conservation, public health and sustainable everyday choices.

SELECTED PUBLICATIONS

- 01** Rehman, H., Saleem, M. A., Rkein, A., and Low, D. (2026). Measuring Institutional Work in Sustainability Reporting: Scale Development and Validation in the Oil and Gas Sector. *Sustainable Development*. <https://doi.org/10.1002/sd.71097>
- 02** Baah, C., Saleem, M. A., Tenakwah, E. S., Chakraborty, D., and Greenland, S. (2026). Place attachment, spirituality and residential water conservation behaviour in Australia's Northern Territory. *Australasian Journal of Environmental Management*, 33(1), 72-99.
- 03** Saleem, M. A., Hinchcliff, M., Papakosmas, M., Hughes, G., and Heffernan, T. (2025). Norms-Driven Behaviour Change for GHG Reduction: A Meta-Analytic Review. *Australasian Marketing Journal*. <https://doi.org/10.1177/14413582251345550>
- 04** Yasmin, F., Saleem, M. A., Low, D., and colleagues (2025). Measuring sustainability in social enterprises: Development and validation of a multi-dimensional framework. *Acta Psychologica*, 254, 104807.
- 05** Baah, C., Saleem, M. A., Greenland, S., and colleagues (2024). Do the theories of planned behaviour and protection motivation provide sufficient and necessary conditions for residential water conservation? *Journal of Environmental Management*, 372, 123354.
- 06** Saleem, M. A., Yasmin, F., Ismail, H., Low, D., and Afzal, H. (2024). Unlocking the Maze: Exploring Nested Ecosystem of Mobility as a Service through Systematic Literature Review. *Journal of Advanced Transportation*, 2024, 4166852.
- 07** Greenland, S., Saleem, M. A., Misra, R., Nguyen, N., and Mason, J. (2023). Reducing SDG complexity and informing environmental management education via an empirical six-dimensional model. *Journal of Environmental Management*, 344, 118328.
- 08** Greenland, S., Saleem, M. A., Misra, R., and Mason, J. (2022). Sustainable management education and an empirical five-pillar model of sustainability. *International Journal of Management Education*, 20(3), 100658.

TEACHING PORTFOLIO

Social and Sustainability Marketing	Sustainable consumer behaviour, SDGs, value co-creation, circularity and social change.
Consumer Behaviour	Psychological and social foundations of consumer choice and applied market research.
Marketing Strategy	Competitive analysis, strategic choice, positioning and simulation-based decision making.
Strategic Marketing Management	Evidence-led market strategy for postgraduate and MBA cohorts across face-to-face and online modes.
Research for Marketing Decisions	Research design, evidence interpretation and managerial decision support.

DOCTORAL SUPERVISION

- CURRENT** Amani Alzahrani - Community-based tourism ecosystems and sustainable destination development (Principal Supervisor)
 Sidra Munawar - Drivers of hotel guests' sustainable behaviours (Associate Supervisor)
 Safiye Caferoglu - Consumer authentication of sustainable products across generations (Supervisory Team)

COMPLETED Charles Baah - Residential water conservation (Principal Supervisor)
 Ghulam Murtaza - Mobility as a Service (Principal Supervisor)
 Fouzia Yasmin - Social-enterprise sustainability measurement (Associate Supervisor)
 Hania Rehman - Sustainability reporting practice variation (Associate Supervisor)
 Tran Yen - Tobacco consumption and cessation behaviour (Associate Supervisor)

LEADERSHIP, SERVICE AND ENGAGEMENT

- Research Leader - School of Business, University of Wollongong
- Deputy Chair - Human Research Ethics Committee, Social Sciences
- Faculty Research Committee representative
- Editorial Board Member - Journal of Consumer Behaviour
- Track and session leadership across Australian and New Zealand marketing conferences
- Experienced HDR coordination, ethics review, research governance and academic mentoring

TRAINING AND WORKSHOP OPPORTUNITIES

Meta-analysis resources and training	Review protocols, effect sizes, heterogeneity, publication bias, meta-regression and theory-building from accumulated evidence.
Sustainability transformation	Supporting organisations to move from symbolic commitments towards embedded sustainability strategy, culture and market practice.
Sustainability impact measurement	Designing indicators and defensible frameworks for environmental, social and organisational impact.

CONSULTING AND COLLABORATION

Sustainability and social marketing strategy | Research design and advanced methods | Meta-analysis and systematic review | Scale development and validation | Simulation-based learning and curriculum design | HDR mentoring and publication development

ACADEMIC PROFILES	CONTACT
UOW: scholars.uow.edu.au/muhammad-a-saleem ORCID: orcid.org/0000-0003-4575-2110 Google Scholar: user/YbBtOykAAAAJ ResearchGate: profile/Muhammad-Saleem-223	muhammad_a_saleem@uow.edu.au School of Business, University of Wollongong Wollongong, NSW, Australia