

# Ahmed A. Alshiha, Ph.D., CHIA

Faculty Member at KSU

📍 Riyadh, Saudi Arabia  
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## Work History

### Assistant Professor & Head of Skills Development Unit

10, 2019 - Present

Tourism & Hospitality Department

Collage of Tourism and Archaeology, King Saud University

#### **Taught Courses:**

- Principles of Marketing in Hospitality and Tourism Management
- Human Resources in Hospitality Management
- Research Project
- Internship in Hospitality Management

### Lecturer

07, 2011 - 09, 2019

Tourism & Hospitality Department

Collage of Tourism and Archaeology, King Saud University

#### **Taught Courses:**

- Principles of Management in Hospitality Management
- Human Resources in Hospitality Management

### Teaching Assistant, Department of Hospitality and Retail Management

08,2017 - 05,2018

Texas Tech University

Taught Courses:

- 1- Hospitality Financial Analysis
- 2- Hotel Operation

### Senior Marketing Specialist

03, 2010 - 07, 2012

King Abdullah Institute for Research and Consulting Studies, King Saud University

Job Duties:

- Responsible for developing a strong professional network and utilizing that network to bring in new business referrals on a regular basis.
- Part of a team that worked to become a steady recipient of government contract opportunities.
- Maintained an extensive database of prospective customers and potential projects coming up for bid.
- Giving continuous accurate and relevant feedback to the Institute's Vice Dean for Business and Development.
- Reviewing customer feedback and then suggesting ways to improve processes and service levels.

### Senior Specialist Administration

10, 2008 - 02, 2010

Faculty of Medicine, King Fahad Medical City

Job Duties:

- Organizing & preparing of regulations, policies, forms and organizational structures.
- Supervising all financial affairs to ensure all the documents & processes are according to the approved regulations.

- Continues development of the organization environment.

## Account Manager

11, 2003 - 10, 2005

Bank Al-Jazira, Riyadh

Job Duties:

- Work with and advise customers in opening accounts and performing transactions
- Maintain current knowledge about latest banking products and services.
- Meet with new bank customers to explain all the services and features the bank has to offer
- Build and Maintain Client Relationships

## Assistant Manager - Part Time

07, 2003 - 10, 2005

SANDROSE INTL CO, Riyadh

Job Duties:

- Assist the General Manager with import and export activities
- Build and maintain effective customer relations

## Education

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### Ph.D. in Hospitality Administration

08, 2014 - 05, 2019

Texas Tech University, Lubbock TX

*Dissertation Title:* Cultural Intelligence, Job Satisfaction and Turnover Intention in the Saudi Arabian Hotel Industry.

*Some Related Course Work:*

- Advanced Hospitality Marketing
- Advanced Hospitality Cost Control
- Theoretical Development in the Hospitality
- Strategic Management in the Hospitality Industry
- Advance Lodging & Leisure Issues
- University Teaching in Human Science

### M.Sc in Hospitality and Retail Management

08, 2014 - 05, 2016

Texas Tech University, Lubbock TX

*Some Related Course Work:*

- Operation Management in the Hospitality Industry
- Market Research Analysis
- Event Management
- Sensory Evaluation of Food Products
- Managing Crises in the Hospitality Industry
- Advanced Concepts in E-Commerce

### M.B.A, Master in Business Administration

01, 2007 - 07, 2008

Johnson & Wales University, Providence RI

*Capstone Project:* The Importance of HR Practices in the Telecommunication Service Industry

*Some Related Course Work:*

- Organizational Behavior and Effective Leadership
- Strategic Communication
- Strategic Service Marketing
- Financial Management
- Human Resource Issues

- Legal Issues in Human Resources

## **BS, Bachelor of Science in Business Administration**

08, 1999 - 05, 2003

Collage of Business Administration, King Saud University

Minor in Marketing

## **Research Interests**

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- Cultural Intelligence in workplace
- Human Resources Practices in the hospitality industry
- Service Quality

## **Conferences and publications**

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Alshiha, A. (in press). *Culture Intelligence and Culture Diversity in the Hospitality Workplace: Exploring the Relationship*. Journal of Tourism and Archaeology.

Alshiha, A. (2021). The role of Medical Hotels in COVID-19 A way forward to promote Hospitality Business Performance. *Manuscript submitted for publication*.

Alshiha, A., & Blum, S. (2015, January). Hospitality Education in Saudi Arabia, A Competency Assessment from Educators Perspective. *Poster presented at the 2015 Graduate Education Conference, Tampa, FL*.

Alshiha, A., & Blum, S. (2017, July). An Investigation into the Moderating Effect of Cultural Intelligence on the Relationship between Leadership and Job Satisfaction in the Saudi Arabian Hotel Sector. *Poster presented at the International Council on Hotel, Restaurant and Institutional Education Conference (ICHRIE 2017), Baltimore, MD*.

Alshiha, A., & Blum, S. (2017). Culture Intelligence and Culture Diversity in the Hospitality Workplace: Exploring the Relationship. *Poster presented at the International Council on Hotel, Restaurant and Institutional Education (ICHRIE 2017) Baltimore, MD, 8-11 July 2017*.

Alshiha, A., & Blum, S. (2019). Leisure center service quality and the intention to revisit a destination. *Full paper presented at the International Council on Hotel, Restaurant and Institutional Education (ICHRIE 2019) New Orleans, LA, 24-26 July 2019*.

## **Certificates**

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### **Hospitality and Tourism Management**

04, 2020 - 05, 2020

Florida Atlantic University, Boca Raton

Dr. Peter Ricci

Director, Hospitality & Tourism Management

*Stewart Distinguished Professor*

Florida Atlantic University

### **ServSafe - Food and Beverage Safety Training Manger Certificate**

06, 2016 - 09, 2016

National Restaurant Association, USA

Certified Instructor/Proctor

### **CHIA - Certificate in Hotel Industry Analytics**

11, 2014 - 01, 2015

AHLEI - American Hotel & Lodging Educational Institute

Certified Trainer

### **Internship**

06, 2015 - 08, 2015

Intercontinental Hotel - Riyadh, Saudi Arabia  
Front Office, Sales & Marketing and Food & Beverage

**PMP - Project Management Professional Certificate**

05, 2008 - 07, 2008

Bryant University, Smithfield, RI

**Six Sigma Yellow Belt Certificate**

05, 2008 - 07, 2008

Bryant University, Smithfield, RI

**Intensive English Program**

08, 2005 - 12, 2006

University of Delaware, Newark, DE

English Program for Academic Preparation

**Management Training Program**

11, 2003 - 10, 2005

The Institute of Banking, Riyadh

The program consists of the following courses:

- Bank Accounts and all Related Services
- Bank Remittances
- Introduction to Financial and Monetary System
- SPAN- Saudi Payments System
- Time Management
- Legal Issue in Banking
- Selling Skills
- Customer Service
- Negotiation Skills
- Products and Services in Foreign Banking
- Fundamentals of Banking Based on Islamic Law
- Investment Products
- Introduction to Accountancy

## Workshops

**Teaching and Research Preparation**

2016 - 2017

Teaching, Learning & Professional Development, Texas Tech University

Courses attended:

- Groundwork Program: Preparing Future Faculty Members
- Research Poster Design
- Cite it Right
- How to Create your Teaching Portfolio
- Motivating Students in Classrooms

## Skills and languages

SPSS

  
Statistics Software

MS Office

  
Excel, Word, PowerPoint, Outlook

Arabic

  
Native Language



## Committees and Administrative Tasks

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### Committees:

- Director of Lecturers, Demonstrators and Scholars Committee, Feb 2019 - Present
- Director of Scheduling Committee, July 2020 - Present
- Director of Accreditation Committee, July 2020 - Present

### Administrative Tasks:

- Supervisor of Skills Development Unit, Sep 2019 - Present
- Member of the Collage Council, Nov 2020 - Present
- Member of the Department Council, Sep 2019 - Present

## Certified Trainer at the Deanship of Skills Development

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Here are some of my training courses:

11, 2019 - Present

KSU

- 1- Basic skills for sales workers in hospitality and tourism industry
- 2- Excellence Service in Hotel Industry
- 3- Hospitality and Tourism
- 4- Essential Skills of Marketing Research in Hospitality Industry

## references

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- Dr. Shane Blum, PhD

Associate Professor, Hospitality and Retail Management

Texas Tech University

Lubbock, TX

Email: [shane.blum@ttu.edu](mailto:shane.blum@ttu.edu)

Phone: +1- (806) 834 - 8811

- Dr. Jessica Yuan, PhD

Associate Professor, Hospitality and Retail Management

Texas Tech University

Lubbock, TX

Email: [jessica.yuan@ttu.edu](mailto:jessica.yuan@ttu.edu)

Phone: +1- (806) 834 - 8446

