

# **Curriculum Vitae**



## **Dr. Mahmoud Abd El. Hamid Mahmoud Saleh**

### **1- Personal Data:**

- Date of Birth: 1/4/1963
- Nationality: Egyptian.
- Marital status: Married and have 2 siblings
- Address: 15 May city, Cairo
- Email: [mahsaleh@ksu.edu.sa](mailto:mahsaleh@ksu.edu.sa), [mhamid40@hotmail.com](mailto:mhamid40@hotmail.com)
- Tell, Saudi Arabia: 00966596462433
- Tell, Egypt: 01005770686

### **2- Education:**

- Ph.D. (Suez Canal University, Egypt – 2008).
- M.B.A (Suez Canal University, Egypt – 2004).
- Diploma in stores management and Stock Control (College of Professional Management, England, 1993) – Distance Learning.
- Diploma in Book-Keeping and Accounting (College of Professional Management, England, 1992) – Distance Learning.
- Bachelor of Commerce (Ain Shams University, Egypt -1985) with “Very Good” grade.

### **3- Current Position:**

- Associate Professor, King Saudi University, College of Business Administration, Marketing Department (Riyadh, Saudi Arabia).
- Head of the Development Unit at College of Business Administration, King Saud University (Riyadh, Saudi Arabia).

### **4- Previous Positions:**

- Assistant Professor of Marketing, King Saud University, College of Business Administration, Saudi Arabia (2009-2014).
- Performance Auditor, Central Auditing Organization, Egypt (2002-2009).

- Researcher, Council of Saudi Chambers of Commerce and Industry, Saudi Arabia (1996-2002).

## 5- Teaching Experience:

Teaching the following courses at King Saud University and middle east colleges. Riyadh, Saudi Arabia since October 2009:

- Principles of Business Administration (Arabic- for Master students)
- Principles of Marketing (English – for undergraduate students)
- Marketing (Arabic – for Master students)
- Distribution Management and Marketing institutions (Arabic – for undergraduate students)
- Consumer Behavior (Arabic – for undergraduate and master students)
- Consumer Behavior (English – for undergraduate students)
- Real Estate Marketing (Arabic – for Master students)
- Sales management (Arabic and English – for undergraduate students)
- Marketing research (Arabic and English – for undergraduate students)
- Strategic marketing (Arabic – for undergraduate students)
- Integrated Marketing Communications (Arabic and English – for undergraduate students)
- Research Methodology (Arabic – for master students)
- Negotiation Management (Arabic – for master students)
- Physical Distribution (Arabic – for undergraduate students)
- E-marketing (Arabic – for master students at the Middle East colleges)

## 6- Research Contributions

### 6.1 Arabic Research

- Evaluation of R&D Effectiveness and its Impact on Marketing Performance Efficiency in the Egyptian Industrial Private sector: Applied Study on the Pharmaceutical Manufactories.** MBA Thesis. Faculty of Commerce, Suez Canal University, Egypt, (2004).
- A Model for the Effectiveness of Pharmaceutical product Development in Egypt.** PhD. Dissertation. Faculty of Commerce, Suez Canal University, Egypt, (2008).
- The Impact of Organizational Values on Performance Effectiveness: A Filed Study on the Central Auditing Organization in Egypt.** Journal of Administrative Sciences, King Saud University, Vol. 21, No. (1-2), (2010), pp. 57-87.
- Toyota Strategy in Managing its Crisis in the U.S. Market: An Analytical Study.** Journal of Administrative Sciences, King Saud University, Vol. 22, No. (1), (2011), pp. 67-111.
- Unplanned Buying from retailers: A Field Study on the Saudi's Consumer Behavior in Riyadh.** Journal of Administrative Sciences, King Saud University, Vol. 24, No. (1), (2012), pp. 33-62.

- **Impact of Social-Network-Advertising Content on Consumers' Brand Attitudes.** Journal of Administrative Sciences, King Saud University, Vol. 25, No. (2), (2014).
- **Consumer Protection in Islam.** Scientific Journal of King Faisal University, Vol. 16 (Accepted 2014).

## 6.2 English Research

- **An Investigation of the Relationship between Unplanned Buying and Post-Purchase Regret.** International Journal of Marketing Studies, Canadian Center of Science and Education, Vol. 4, No. (4), (2012).
- **Impact of Gender, Age, and Income on Consumer's Purchasing Responsiveness to Free-Product Samples.** Research Journal of International Studies, No. (26), 2013.
- **Impact of Customers' Trust in E-Payment Channels on their Purchase Intentions: A case Study on STC.** The Journal of American Academy of Business, Cambridge, Vol.19, No. (1), 2013.
- **Assessing Consumers' Propensity for Online Shopping: A Demographic Prespective.** The Journal of American Academy of Business, Cambtoge, Vol. 21, No. (1), September 2015.
- **Customer Satisfaction and Brand Switching Intention: A Study of Mobile Services in Saudi Arabia.** Expert Journal of Marketing. Vol. 3, No. (1), October 2015.
- **Proposing a Conceptual Model of Corporate Reputation Associated with Relationship Marketing and Customer Loyalty.** International Journal of Marketing Studies, Canadian Center of Science and Education, Vol. 7, No. (6), November, 2015.
- **Website Design, Technological Expertise, Demographics, and Consumer's E-purchase Transactions.** International Journal of Marketing Studies. Vol. 8, No. (1), January 2016.
- **Themes and Topics of Research in Marketing: A Content Analysis of the Articles Published in Three Marketing Journals.** International Journal of Business Administration. Vol. 7, No. (1), January, 2016.
- **Investigating the Satisfaction of e-store Content and its Association with the Amounts of Online Purchasing.** The Journal of American Academy of Business, Cambtoge, Vol. 21, No. (2), March 2016.

## 7- Intellectual Contributions:

- Participation in the 5<sup>th</sup> Saudi Businessmen Conference, Riyadh, Saudi Arabia, 1999.
- Participation in Saudi Chambers Forum, Riyadh, Saudi Arabia, 1999.
- Participation in the 6<sup>th</sup> Saudi Businessmen Conference, Riyadh, Saudi Arabia, 2001.

- Membership of quality committee in the department of marketing, College of Business Administration, King Saud University, Saudi Arabia (2009 - till now).
- Supervising the Marketing Club, College of Business Administration, King Saud University, Saudi Arabia (2011-2014).
- Chief of Development Unit, College of Business Administration, King Saud University, Saudi Arabia (2012-2014).
- Advisor of two PhD dissertation, College of Business Administration, King Saudi University.
- Assistant Advisor of a master thesis, College of Architecture and Planning, King Saud University.
- Reviewer of some articles for some Saudi Journals.

## **8- Awards:**

- Best Employee Award, Saudi Council of Chamber of Commerce and Industry, Saudi Arabia, Riyadh, 2001.
- Best Faculty Award for teaching effectiveness and student engagement, College of Business Administration. King Saud University, May 2015.

## **9- Important Training Courses:**

- Developing Leadership Skills, INTAN institute (Kuala Lumpur, Malaysia, 2007).
- College Effective Teaching, King Saud University, Saudi Arabia, 2009.
- Course Design and Construction, King Saud University, Saudi Arabia, 2009.
- Effective Teaching Skills, King Saud University, Saudi Arabia, 2010.
- SPSS for Statistical Analysis, King Saud University, Saudi Arabia and 2013.
- Quality and Accreditation in higher education, King Saud University, Saudi Arabia, 2010.
- Parametric and Nonparametric Tests, King Saud University, Saudi Arabia, 2011.
- Case studies for Business Administration, King Saud University, Saudi Arabia, Apr. 2014.
- 7 workshops in the preparation of AACSB accreditation, 2014-2015.

## **10- Other skills:**

- Proficiency in **spoken and written English**. (Passed all advanced courses of American University in Cairo - 2007 and some of the advanced courses of the British Council in Cairo-2009. A score of 549 TOEFL in 2005).
- Mastering the most of important **PC applications** of Microsoft Office, SPSS and The INTERNET.

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