**Mohammad A. T. Almotairi**

**P.O BOX 105968**

**Riyadh 11656**

**Saudi Arabia**

**Phone: 0566208866 / 4674023**

**mohalmotairi@ksu.edu.sa**

# *CURRENT JOB*

Assistant Professor of Marketing

College of Business Administration

King Saud University

Riyadh, Saudi Arabia

# *EDUCATION*

**Brunel University** London, UK

Doctor of Philosophy in Business Administration July 2005-October 2009

Thesis Title: “Evaluation of the Implementation

of CRM in Developing Countries”

**Boston University** Boston, USA

Master of Science in Business Administration September 1998-May 2000

Concentration in Multinational Commerce

G.P.A. 3.66 / 4

**King Saud University** Riyadh, Saudi Arabia

Bachelor Degree of Administrative Science September 1991-July 1995

Concentration in Marketing

G.P.A. 4.81 / 5

Graduated with “First Class Honor”

## PROFESSIONAL EXPERINCE

**King Saud University** Riyadh, Saudi Arabia

Assistant Professor 2009 – present

* Chairman, Marketing Department 2012 - present
* Member of the Student Discipline Committee 2011 – present 2010 - present
* Head of Students Affairs Unit. 2010 - 2012
* Head of Quality Committee in the Marketing Department. 2010 - 2012

**The National System for Joint Training** Riyadh, Saudi Arabia

Instructor 2004 – 2005

* Responsible for training in the Salesmen Program.

**King Saud University** Riyadh, Saudi Arabia

Teacher Assistant 1996 – 2008

* Taught Principles of Business Administration to undergraduate students.
* Worked with the department in of Business Administration in the MBA (Master of Business Administration) program.

**Ministry of Finance and National Economy** Riyadh, Saudi Arabia

Economic Researcher 1995 –1996

* Full responsibility of the projects involving the IMF (International Monetary Fund); received weekly reports for reviewing and making changes in regard to Saudi Arabia’s involvement in the IMF projects.
* Worked in the research of Saudi Arabia’s offer to join the WTO (World Trade Organization); completed the presentation, which is currently used by the Ministry of Finance of Saudi Arabia.

## PUBLICATIONS

* Almotairi, M. (2008, May). CRM success factors taxonomy. In *European and Mediterranean Conference on Information Systems (pp. 25-26).‏*
* Almotairi, M. (2008). CRM CSFs (Abstract), Proceedings of the Saudi International Innovation Conference 2008. Leeds, UK, 9-10 June.
* Almotairi, M. (2009, July). A framework for successful CRM implementation. In *European and Mediterranean conference on information systems (pp. 1-12).‏*
* Yasser Mahfooz, Farah Ahmad, Mohammad Almotairi (2012), A REVIEW OF E-SERVICE QUALITY ISSUES ACROSS INDIA AND SAUDI ARABIA*. PCTE Journal of Computer Sciences Vol. 9, Issue No. 1, Jan-June 2012.*
* Mohammad Almotairi and Kokku Randheer. (2012). “ A study customer satisfaction of e-CRM activities among Saudi Banks”.In *The 4th International Conference on Marketing and Business Strategy, May 10 – 11, 2012. India*
* Almotairi, et al., (2013). A Case Study “Challenges and threats for international business", *American Journal of Research Communication, Vol 1 (4)*
* Mahfooz, Y., Al-Motairi, M., Ahmad, F., & Khan, A. (2013). A Study of the Service Quality Issues of Internet Banking in Non-Metro Cities of India*. Journal of Advanced Management Science, 1(1).*
* Al-Meshal, S. A., & Almotairi, M. A. (2013). Consumer Acceptance of Mobile Marketing: An Empirical Study on the Saudi Female. *International Journal of Marketing Studies, 5(5).‏*
* Randheer, K., Almotairi, M., & Naeem, H. A. (2014). Anti-Smoking Environment: A Perspective from Murray's Psychogenic Needs Theory. *Global journal of health science*, *6*(1).‏
* Almotairi, M. (2013). Data Quality Awareness as an Optimal Marketing Strategy: A Case Study of a Saudi Manufacturing Company. *World*, *3*(6).‏

## PROFESSIONAL MEMBERSHIPS

* Member of Saudi Management Association Since 1997
* Member of British Academy of Management Since 2006

### References furnished upon request