

Heyam Abdelrahman al mousa

**Personal Information**

Name: Heyam Abdelrahman al mousa

Country :Saudi Arabia

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Nationality: saudi

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**Languages**

- Arabic
- English

**Qualifications**

- 2012-ph.D. in marketing-Ain Sams University
- 2002-M.S.C. in marketing.Ain Sams University
- B.S.C in management facilities 1997

**Business Experience**

- Assistant Professor at King Saud University
- Vice Dean of Marketing at King Saud University from 2017
- Chairperson of the Communit Service Committee, Colleg of Business Administration, King Saud University
- Certified Trainer

**Membership and Participations**

- Member of the Saudi Management Association
- Member of the NOW Committee, King Saud University
- Member of Injaz Quality Committee, King Saud University -2019
- Member of distinguished Saudi Women Committee, King Saud University -2019

**Conferences,**

- Saudi Conference for Education 2019
- Observatory Conference 2019 - Attended and presented a working paper at the Academic Marketing Conference in London
- Marketing Leaders Award 2019
- Digital Transformation Unit Conference 2018
- International Conference on Education Evaluation 2018
- The Saudi Marketing Conference 2018
- Marketing Leaders Award 2018

**Seminars, Training Courses and Workshops**

- Micro Teaching (2014)
- Effective Teaching Skills (2014)
- Using and writing cases in business administration (2014)
- The CBA Mission Awareness (2014-2015)
- Scope of AACSB Accreditation /AQ&PQ Faculty Classification (2014-2015)
- Intellectual Contribution Profile of Faculty Members (2014-2015)
- Advanced Assurance of learning- Closing the loop (2014-2015)
- AACSB-2003 Standards and Faculty Members Role in Accreditation (2014-2015)
- Analysis of Course Report (2014-2015)
- AACSB Workshop on Teaching Effectiveness/Student Engagement (2014-2015)
- ICDEL (2012)
- Student Engagement : Follow up in 2014-2015
- Professional Marketing Skills in 2016-2017
- Marketing Basics in 2016-2017
- Marketing Consultant Certified in 2016-2017
- Professional Teaching Competencies Course 2017
- Course of scientific publishing in international periodicals 2017
- Positive Impact Course through Words 2017
- Infographics course 2017
- Job Performance Management Regulation 2017
- Feedback cycle as a tool for better learning
- Course of Knowledge Management and its Applications in Higher Education 2017
- Training of trainers 2018
- Training course for training ambassadors for savings campaign 2018
- Nonprofit Brand Management Workshop 2018
- Women Leadership Development Workshop, 2018
- Workshop writing strategic plan 2018
- Mind Maps: Applications in University Teaching 2019
- Entrepreneurship Fundamentals Training Program 2019
- Developed quality assurance and program accreditation standards course and requirements for achieving them 2019

### **Publications**

- Oct 2012 .Heyam al mousa .”The Impact on the Quality of the Electronic Mail Service to Customers Loyalty: Application on Saudi Arabian Airlines. “.Scientific Journal for Economic&Commerce.Ain Shams University

- Oct 2012 .Heyam al mousa .”The Factors that Affect Saudid Womans Decision to Deal with Stocks by Internet: An Analytical Study on the Saudi Market “.Scientific Journal for Economic&Commerce.Ain Shams University.

-2018. Samiha Mjahed, Sahar Chtourou, Heyam al Mousa: "A Holistic Approach to Understanding the Acceptance of Community Based Renewable Energy Project: A Pathway to Sustainability for Tunisia's Rural Region", *Business Strategy and The Environment*, First published: 6 August 2018 ( ISI Q1)

-June 2018, Samiha Mjahed, Heyam al Mousa and Sahar Chtourou "Exploring the Acceptance of Community-based Green Innovation Programs", American Marketing Association (AMA) *Marketing Public Policy Conference*, hosted by the Fisher College of Business on the campus of The Ohio State University, June 7-9 Columbus, OH.

-July 2019 . Samiha Mjahed, Heyam al Mousa , Muslim Amine, “Service Recovery Performance: The Role of Internal Market and Technology Orientations”, Academy of Marketing Conference-Regent's University London,Regents University London .

- July 2019 . Samiha Mjahed, Heyam el Moosa , Muslim Amine, “Service Recovery Performance: The Role of Internal Market and Technology Orientations”, Frontiers in Service Conference 2019 -National University of Singapore.