

CURRICULUM VITAE

Name : Dr. Mohsen Bagnied
Designation : Associate Professor (Marketing)
Contact Information : Email: mbagnied@auk.edu.kw, Bagnied@msn.com
Mob: 67031006

Academic Degrees :

Post Doctorate Training (2 years), George Washington University, USA. (1986 -1988)
Major: Marketing

Ph.D., University of Maryland – College Park, USA. (1973)
Major: Resource Economics/Economics
Supporting Areas of Emphasis: Marketing and International Trade

MS, Pennsylvania State University, USA. (1969)
Major: Agricultural and Resource Economics
Supporting Areas of Emphasis: Marketing

BS, Cairo University, Egypt. (1964)
Major: Agricultural Economics
Supporting Areas of Emphasis: Agricultural Science

Publications:

Published over 90 Journal articles, documents, conference papers, reports, and research projects.
Published in peer reviewed journals, universities publications, conference proceedings, trade journals, professional journals and international agencies' publications. Over 30 research papers since 2006. **Scholarly Academic (SA) qualified for AACSB.**

Recent Refereed Journal Articles

Bagnied, M., M. Speece, I. Hegazy, (2021), Attitudes toward Advertising and Advertising Regulation among College Students in Egypt, Journal of International Consumer Marketing. : <https://doi.org/10.1080/08961530.2020.1833270>, October 14, 2021.

AACSB Classification. Basic or Discovery Scholarship
Mission Focus: Region

AlJamal, A., M. Speece, M. Bagnied (2020), Sustainability Policy for Water Pricing in Kuwait, Multidisciplinary Digital Publishing Institute (MDPI), Academic Journal, Switzerland, 12,3257, April 17, 2020. Sustainability 12(8), 3257 DOI: <https://doi.org/10.3390/su12083257>

AACSB Classification. Basic or Discovery Scholarship
Mission Focus: Kuwait

Bagnied, M., M. Speece, (2019), Marketing and Regional Integration for Food Security in the Arab World, Journal of Macromarketing, Vol.39, Issue 2, June 19.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Aljamal, A., M. Speece, M.A. Bagnied.(2016). Kuwait Water Challenges: Building a Research Agenda for Policy Impact and Student Experiential Learning, Journal of Business Research, Volume 69, Issue 11, Nov. 2016, PP. 5065-5070.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Kuwait

Bagnied, M. and Cader, H. (2016) 'Shopping malls and commercial strips: an examination of factors affecting shoppers behavior in Kuwait', Int. J. Leisure and Tourism Marketing, Vol. 5, No. 1, pp.66–78.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Kuwait

Bhuyan, R., Elian, M., Bagnied, M., and Al-Deehani, T, (2015). Return and Volatility among, G-7 and Selected Emerging Markets, International Journal of Economics and Finance, Vol.7, No 6: 2015. ISSN 1916-971x, E-ISSN 1916-9728, Published by the Canadian Center of Science and Education.

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: International

Chakrabarty, S, Widing II, R., Bagnied, M. (2015) The Effects of Organizational Structure on Selling Behaviors. Academy of Business Disciplines Journal, Vol.7, No. 1, 2015.

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: International

Aljamal, A., Bagnied, M. (2012). Food Consumption and Waste in Kuwait: the Prospects for Demand-Side Approach to Food Security. International Review of Business Research Papers, 8(6), 15-26.

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: Kuwait

Heiba, F, Bagnied, M., Matahen, N. (2011). Interactive Strategic Solution for Future Global Challenges: Multistage Systems Planning Methodology and New 8 M's Model. International Journal of Business and Social Science.

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: International

Recent Conference Proceedings

Mohsen Bagnied, Mark Speece, and Ibrahim Hegazy (2018). Advertising in a developing economy: Attitudes of young consumers in Egypt. 2018 Global Marketing Conference at Tokyo, Tokyo, Japan, July 26 - 29, 2018. Proceeding.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Arnous, H., M. Bagnied, M Speece, (2018). Impact of Business Model Innovation on Customer Satisfaction in Education Sector in Kuwait. Global Islamic Marketing Conference- GIMC9, Tunis, Tunisia, April 25-27, 2018. Presented.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Ali Aljamal, Mark Speece, and Mohsen A. Bagnied (2018). Informal university linkages with government scientific research: Facilitating market adoption of household solar technology, 43rd Annual Macromarketing Conference, Leipzig, Germany, 10-13rd July, 2018.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Aljamal, A., M. Speece, & M.A. Bagnied. 2017. The entrepreneurial university and sustainable development in Kuwait: Research agenda on food, water, and energy. Presented at the 9th Biennial Conference, US Society for Ecological Economics, 25-28 June, 2017, St. Paul, MN, USA.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Bagnied, M., M. Speece, & W. Pongpaew. 2016. Corporate Facebook and Customer Brand Engagement in Kuwait. In: Proceedings of the 2016 Global Marketing Conference, Hong Kong, 21-24 July 2016, P1220 (Abstract only).

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Aljamal, A., M. Speece, M.A. Bagnied. 2016. Water in Kuwait: Building a research agenda for practical policy impact and student experiential learning. Presented at the 2016 Global Innovation and Knowledge Academy (GIKA) Conference, Valencia, Spain, 20-23 March 2016.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Bagnied, M., M. Speece & A. Aljamal, 2015, Brand behavior for bottled water in Kuwait, 17th EBES Conference, Eurasia Business and Economics Society, Venice, Italy, 15-17 October 2015.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Aljamal, A., M. Bagnied, & M. Speece. 2015. Extra-economic issues in willingness to pay for water in Kuwait. In Proceedings of the 40th Annual Macromarketing Conference, Chicago, June 25-28, 2015. PP. 606-615.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Aljamal, A., M. Bagnied, & M. Speece. 2015. Willingness to pay for water in Kuwait. 15th EBES Conference – Lisbon (Eurasia Business and Economics Society), Lisbon, January 8-10, 2015.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Aljamal, A., M. Bagnied, M. Speece, & F. Al-Omar. 2015. Perverse Water Subsidy: Perceptions and Prospects. 16th EBES Conference – Istanbul (Eurasia Business and Economics Society), Istanbul, May 27-29, 2015.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Bagnied, M., M. Speece, & A. AlJamal. 2015. Brand behavior for bottled water in Kuwait. 17th EBES Conference – Venice (Eurasia Business and Economics Society), Venice, Italy, 15-17 October 2015.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Speece, M., M.A. Bagnied, A. Aljamal. 2015. Kuwait's declining competitiveness in the GCC. 17th EBES Conference – Venice (Eurasia Business and Economics Society), Venice, Italy, 15-17 October 2015.

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Bagnied, M., and Speece M.W. (2014). Business Development Model for Egypt", Egypt; Challenges and Opportunities toward a Brighter Future, 2014 Annual Conference, Egyptian-American Scientists Association Conference, Cairo University, Giza, Egypt, December 24-25, 2014

AACSB Classification. Basic or Discovery Scholarship

Mission Focus: Region

Bagnied, M. Speece M.W. (2014). Marketing and Regional Integration for Food Security in the Arab World. London: In: Proceedings of the 39th Annual Macromarketing Conference, London, UK, July 2-5, 2014, pp. 770-780..

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: Region

Speece, M. W., Bagnied, M. (2013). Organizing agricultural R&D as a new product development process for small farmer innovation adoption. Giza: Proceedings of the FCBD 2013 Conference.

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: Region

Bagnied, M., Speece, M. W. (2013). The role of marketing and regional integration for food security in the Arab World. Giza: Proceedings of the FCBD 2013 Conference: Contemporary Business Research: Prospects for Theory and Practice, Faculty of Commerce.

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: Region

Bagnied, M., Speece, M. W. (2013). Economic implications of the Arab Spring: a model for future development. US Virgin Islands: International Conference on Leadership, Management and Strategic Development.

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: Region

Bagnied, M. (2012). Arab Spring, Egypt and Economic Development. Cairo: Changes and Challenges after January 25 Revolution, Egyptian-American Scientists Association, 2012 Annual Conference,

AACSB Classification: Applied or Integration/Application Scholarship

Mission Focus: Region

Aljamal, A., Bagnied, M. (2012). Food Consumption and Waste in Kuwait: the Prospects for Demand-Side Approach to Food Security. Dubai: the 16th the 16th International Business Research Conference, organized by the world Business Institute.

AACSB Classification: Basic or Discovery Scholarship

Mission Focus: Kuwait

Earlier Conferences and Journals:

Bagnied, M., Economic and Social Security issues in the Gulf Cooperation Council Region, Conference on Gulf States Security, Gulf Study Center Annual Review, American University of Kuwait, July 2011.

Bagnied, M., “A Model for High Performance Marketing System in the Arab World – Macro and Micro Dimensions, 38th Annual Conference, Association of Egyptian American Scholars, American University in Cairo, Egypt Contemporary Challenges and Solutions, Egypt, December 2010.

Bagnied, M., “Global Economic Crisis, Causes, Impact on the Arab World, and Policy Recommendations”, 36th Annual Conference, Association of Egyptian American Scholars, Cairo University, Cairo, Egypt, December 2009.

Bagnied, M. “Seeking Excellence in Egyptian Education”, Presented in a Workshop, 36th Annual Conference, Association of Egyptian American Scholars, Cairo University, Cairo, Egypt, December 2009.

Bagnied, M., Aljamal, A., and Cader, H., “Income and Substitution Effects of Arid Dry Climate on Water Conservation”, the 3rd Regional Conference on Natural Resources in the Tropics, Sarawak, Malaysia, August 2009.

Bagnied, M., Cader, H., and Aljamal, Water and Energy Conservation in Arid Environment: How Far Moral Suasion can go in Heavily Subsidized Utilities, the 3rd Regional Conference on Natural Resources in the Tropics, Sarawak, Malaysia, August 2009.

Bagnied, M., Aljamal, A., and Cader, H., Understanding the Environmental and Cultural Linkages in a Utility Subsidized Economy: A case Study of Kuwait, International Review of Business Research Papers, Vol. 5 No. 4, June 2009 Pp. 46-53.

- Bagnied, M., “ Consumers in Kuwait – How Do They Think – A public Opinion Survey”, 3rd Liberal Arts Conference, The American University of Kuwait, Salmiya, Kuwait, May 10-11, 2008. Conference Proceedings, April 2009.
- Bagnied, M., Sonfiels, M., Lussier, R., and Others, “Gender in Family Business Ownership And Management: A Six-Country Analysis”, International Journal Of Gender And Entrepreneurship, 2008.
- Bagnied, M, M. Farid, R. Lussier, and M. Sonfield, “First Generation And Subsequent – Generation Family Businesses in Kuwait: An ANOVA Study”, Proceedings, the Annual Eastern Conference of Small Business Institute, New Hampshire, US, September 2008.
- Bagnied, M, M. Farid, R. Lussier, and M. Sonfield, “The Use of Non-Family Member Managers in Family Businesses and Management Activities, Styles and Characteristics: An Imperial Kuwait Study”, Proceedings, the Annual Eastern Conference of Small Business Institute, New Hampshire, US, September 2008.
- Bagnied, M. “Economic and Cultural Developments in Kuwait Compared to Other Gulf States- A Public opinion Survey”, 2nd Liberal Arts Conference, The American University of Kuwait, Salmiya, Kuwait, May 15-16, 2007. Conference Proceeding.
- Bagnied, M. “The future of Arab Economies – A Public Opinion Survey”, AEAS Biannual Meeting - Higher Education Enhancement. The National Research Centre, Cairo, Egypt, Dec. 27-28, 2006.
- Bagnied, M., “Economic, Cultural & Technical Challenges Facing Development in the New Millennium. A New Theory of Economic Development”, AREE Toshka 2 Conference, Ministry of Water Resources and Irrigation, Giza, Cairo, Egypt, January 3-4, 2005
- Bagnied, M., “Global Patterns of Economic & Social Development. Could New Approaches of Development Lead to World Peace in the New Millennium?” AEAS Biannual Meeting-The Role of Science and Technology in the Future of Egypt. The National Research Centre, Cairo, Egypt, Dec. 28-29, 2004.
- Bagnied, M., "A Model for Accelerating Economic Development in Developing Nations During the New Millennium", AEAS Annual Conference, George Washington Univ., Washington, DC, May 21-22, 2004.
- Bagnied, M., "Proposed Marketing Strategies for Toshka Products and Services. A Model for Integrated Marketing Development", paper presented at Joint Conference by AREE and MWRI, “Toshka 2004-Progress Report”, Cairo, Egypt, January 3-6, 2004.
- Bagnied, M., “The Impact of Entrepreneurship and Small Business Development on the Egyptian Economy in the 21st Century, “Modernization of Egypt”, Annual Meeting of the Association of Egyptian-American Scholars, Concordia University, Montreal, Canada, June 14-16, 2002.

- Bagnied, M., “ The Role of the Academic Community in Developing and Sustaining Linkages between Domestic Health Issues and Global Health Concerns”, The National Council for International Health and the George Washington University Center for international Health, The George Washington University, Washington, DC, October 1997.
- Bagnied, M., “ Environment And Agriculture Issues In Development Countries “Keepers Of The Environment“, 2nd Annual World Environmental Conference, Environmental Justice, Sponsored By The US Environmental Protection Agency & HBCU’s, Elizabeth City State University, NC, Nov.1995.
- Bagnied, M., “ The Impact of Strategic Marketing on the Economic Development of Egypt “, 11 Th. Annual Research Forum, The Washington Consortium Of Schools Of Business, Howard University, Washington, DC, April 1995.
- Bagnied, M., “New Strategies For Marketing Development In Egypt “, Annual Meeting, The Association of Egyptian - American Scholars Of The US And Canada, Ottawa, Canada, June 1994.
- Bagnied, M., “ Marketing and Other Major Gaps in the Economic Development Of Egypt “, Global Marketing Conference, Sponsored By Sadat Academy Of Management Sciences, The George Washington University, And The Egyptian Social Fund, Alexandria, Egypt, December 1993.
- Bagnied, M. and Shalaby S., “ North African Export Market Response to Price Variations “, Annual Meeting, The Association of Egyptian - American Scholars of US and Canada, Toronto, Canada, Oct. 93.
- Bagnied, M., “ The Economic and Business Environment in Africa, Seminar on Doing Business in West Africa, US Small Business Administration, University Of The District Of Columbia, September 1993.
- Bagnied, M., “ Major Challenges Facing the Economic Development of Egypt - A Comprehensive Analysis With Major Gaps Identified “, Annual Meeting, The Association Of Egyptian - American Scholars Of US And Canada, Toronto, Canada, October 1993.
- Bagnied, M., “ Privatization of Health Care in Egypt “, 9 Th. Annual Research Forum, Washington Consortium Of Schools Of Business, The George Washington University, Washington, DC April 1993.
- Bagnied, M., “Logistics Supremacy, A Leading Edge - The Case of The Textiles Industry “, Seminar, The George Washington University, Washington, DC February 1988.
- Bagnied, M., “ Report on Inter-Fiber Competition “, 43 rd. Plenary Meeting, ICAC, Arusha, Tanzania, October 1984.
- Bagnied, M., “ The World Textile Situation “, 42 ND. Plenary Meeting, ICAC, Memphis, Tenn., Oct. 83.

- Bagnied, M., “ World Textile and Apparel Situation “, 41 St. Plenary Meeting, ICAC, Cairo, Egypt, Oct. 82.
- Bagnied, M., “ Report of the Chairman of the Standing Committee “, 40th Plenary Meeting, ICAC, Lisbon, Portugal, October 1981.
- Bagnied, M., “ Cotton Consumption And Production Projections Through 1981/82 “, 39 Th. Plenary Meeting, , Manila, Philippines, November 1980.
- Bagnied, M., “ Recent Developments in the World Textile Situation “, 39 Th. Plenary Meeting, , Manila, Philippines, November 1980.
- Bagnied, M., “ Report On Extra-Long Staple Cotton, 38 Th. Plenary Meeting, ICAC, Bogota, Colombia, November 1979.
- Bagnied, M., “ Seminar on Cotton Futures Trading “, 37 Th. Plenary Meeting, ICAC, San Salvador, El Salvador, November 1978.
- Bagnied, M., “ Cost of Production of Raw Cotton “, 36 Th. Plenary Meeting, ICAC, Seoul, Republic of Korea, October 1977.
- Bagnied, M., “ Crops Competing with Cotton “, 35 Th. Plenary Meeting, ICAC, San Francisco, CA, Oct.76.
- Bagnied, M., “ Inter-Fiber Competition “, 34 Th. Plenary Meeting, ICAC, Abidjan, Ivory Coast, Nov.75.
- Bagnied, M., “ Cotton Pricing Policy “, Report for Intensive Inter-Governmental Consultation on Cotton, 33 rd Plenary Meeting, ICAC, London, England, April 1974.

Book Review:

- * Pelton, Strutton and Lumpkin, Channel Management: A Relationship Marketing Approach, Richard Irwin Publishing Company, 1995.
- * Unidentified Authors, Marketing Research: a practical Approach, McGraw Hill/Irwin Publishing Co., April 2005.
- * Kotler/Keller, Marketing Management, An Arab World Prospective, Review and Survey, 2009/2010.
- * Kotler/ Keller, Marketing Management, Global Edition, 14e Edition, Pearson, 2012, Contributor, P 23.

Courses Typically Taught at AUK

In Marketing: Marketing Management, International Marketing, Marketing Strategy, Marketing Research, Marketing Logistics & Supply Chain Management, Marketing Channels, E-Commerce, Marketing Technology-based Products & Services, Advertising and Promotion Management, Marketing Policy, Procurement Management, Principles of Marketing, and Marketing & Entrepreneurship and Product Development.

In Management: International Business Management, Production and Operation Management, International Strategy, Business Research Methods, Multinational Corporate Management,

Decision Theory, Business Policy and Administration (Business Strategy), Principles of Entrepreneurship, Entrepreneurship & Small Business Management, and Introduction to Business.

In Economics: Economic Theory (Micro & Macro Economics), Economic Development, International Economics, Agricultural Policy, and Resource (Environmental) Economics.

Employment History (in reverse chronological order with the most recent first).

August 06- Present – Associate Professor, Chairman, Marketing Department (Sept. 13), Chair of Marketing and Management Department (Sept. 12), Head, Business and Economics Division (Sept. 09), the American University of Kuwait.

2001-06- Associate Professor, Marketing, School of Business, Bowie State University, Bowie, MD.

2003-2006 - Adjunct Professor, Marketing and International Business, Executive MBA Program, University of Maryland University College, College Park, Maryland.

1999-2000 - Visiting Professor, School of Bus. Adm., Al Akhawayn University in Ifrane, Morocco.

1997-98 Director, International Programs and Research, and Full Professor, University of the

District of Columbia (UDC), 4200 Connecticut Ave., NW, Washington, DC. 20008 1985-97 Chairman, Associate & then Full Professor (1994), Department of Marketing, Logistics

and Public Contracting, University of the District of Columbia (UDC), Washington, DC 20008

1996 - 1998 Marketing Consultant, Egyptian Company for Industry Support, Egypt.

1992 (summer) Adjunct Professor, The American University In Cairo (AUC), Egypt.

9/1990-5/91 Adjunct Professor, The George Washington University, Washington, DC

10/1989-6/90 Economic Consultant, Louis Burger International, Inc., Washington, DC

10/1973-5/85 International Economist / Statistician, The International Cotton Advisory Committee (ICAC), an Inter-Governmental Organization, Washington, DC 20006

Other Information

Honors, Grants, Scholarships & Fellowships:

* Nissan Corporation. Selected to participate in the Nissan-HBCU Summer Institute Fellowship (Strategic Marketing), North – Western University 1996.

* Swedish Education Foundation, Lectureship Grant, Vaxjo University, Sweden 1999 & 2000.

* US Government Grant, Visiting Professor, Executive MBA Program, Seminars on International Marketing, Al- Akhawayn University in Ifrane, Morocco, Summer 2001&203.

* US Government, HBCU Grant Writing Workshop, Health-care Sector, Morgan State University, Baltimore, MD., April 2-4, 2003.

* UMUC Grant. Faculty WebTycho 5-weeks intensive training Course for on-line Distance

Education. Received Certificate. September 2003.

- * US Department of Education/UNCFSP/IIPP Grant, Globalizing Business Schools Grant Meeting, Georgia Tech / Morehouse College, Atlanta, GA, March 28-29, 2004.
- * Elected as the Executive Vice President of the Association of Egyptian-American Scholars in the US and Canada, 2003-04 and again in 2005-06 and 2009-2011.
- * Grant Writing Workshop, BSU, at George Washington University, May/June, 2006
- * Qatar National Research Fund, Projects Peer Reviewer, February 2009, and March 2010.
- * Advisor of the Year Award, 2008-2009, American University of Kuwait.
- * A grant of \$28,000 from Zain Co. for the Study Abroad Seminars in the US. 2010.
- * A grant from Kuwait Mena Holding Co. of \$40-60,000 to cover all Airline tickets for 44 participants of the Study Abroad Trip to the US, Dec. 2010.
- * Most Supportive Faculty Annual Award 2009-2010, American University of Kuwait, May 19, 2010.
- * Inducted to Sigma Beta Delta Honor Society, October 2010.
- * Best Professor of Marketing Management, World Education Congress Asia Awards, Dubai, Sept. 25, 2011
- * Received AUK Research Initiation Grant, KD 500, April 2014 and in December 2014.
- * Received AUK Award, the most Humorous Professor, 2016

Professional Activities:

- * Elected as the Executive Vice President of the Association of Egyptian-American Scholars in the US and Canada, 2003-04 and again in 2005-06 and 2009-2011.
- * Guest Speaker, Kuwait National Guard, Kuwait City, Kuwait, June 2008.
- * Qatar National Research Fund, Projects Peer Reviewer, February 2009, and March 2010.
- * Keynote Speaker, Risk Management, Al-Sarraf Law Firm Dinner/reception (500 Attendees), JW Marriot, Kuwait, March 24, 2010
- * Keynote Speaker, Service Star Hero Awards, Alraya Hall, Marriott, Kuwait, Jan. 9, 2011
- * Guest Speaker on the Economic Implications of the Arab Spring, Arab Media Forum, June 2012.
- * Guest Speaker on “Economic Analysis and Media Coverage”, Arab Planning Institute, November 2012.
- * Appointed Chairman of the Economics Committee, and member of the Education Committee of the Egyptian Community Association in Kuwait, 2012.
- * Guest on the Breakfast Show, Egyptian English Nile TV, on December 29 and again on January 5, and on the Egyptian National TV and on Al Hayat TV to discuss the Egyptian Economy, 2013.
- * Elected Vice President of the Association of Egyptian American Scientists, 2012-Present.
- * Panellist, Enhancing Labor Market Information Systems. Stakeholders Consultation Workshop, World Bank, Kuwait, January 14, 2013.
- * Qatar National Research Fund, 4 Projects Peer Reviewer, February 2009, and March 2010, and 2 in March 2013. *
- * Participated in the Kuwait Foundation for the Advancement of Sciences (KFAS) Green

- Campus initiative, led by 3 Harvard University professors, April 28, 2013.
- * Participated in the Africa Day celebration in Kuwait with all African Ambassadors present, marking 50 years of the creation of Pan African Union, Regency Hotel, May 28, 2013.
 - * Served as an external reviewer of the research work and publications of Dr. Ibrahim Hegazy for the promotion to full professor of Marketing, the American University in Cairo (AUC), August 13.
 - * Participated in a meeting with Dr. Esam Hejji, Advisor to the President of Egypt in the Egyptian Ambassador's Residence, Kuwait, November 4, 2013.
 - * Participated in the UNDP National Consultation Workshop for the Elaboration of the Country Program Document, Economic Transformation, Kuwait, November 10, 13.
 - * Participate in the Monthly meeting of DMcircle Business Dewania, Kuwait, 2009-16.
 - * Presented a 3-day executive training program in Arabic to about 25 banking managers on Marketing of Products and Services in the Banking Sector in the Institute of Banking Studies, March 17-19, 14.
 - * Participated in the AACSB's International Conference and Annual Meeting in Singapore, April 6-9, 2014.
 - * Participated in the Experiential Learning Summit at the American University in Cairo, Egypt, sponsored by the Global Business Scholl Network (GBSN) of Washington, DC in cooperation with Dartmouth College (Tuck) and the University of Virginia, March 2015.
 - * Presented a lecture on "Importance of Marketing in Creating a Business Model", REACH Club, AUK, April 15, 2015.
 - * Keynote Speaker at DMcircle Business executives group, "What You May Not Know About Customer Service", Kuwait, November 16, 2015.
 - * Participated in the ASEAN meeting, Embassy of Indonesia, Kuwait, December, 2015.
 - * Moderator and Panelist "Young Entrepreneurs Success Stories", Small Business Week, Finance Club, AUK, December 20, 2015.
 - * Participated in the IMF-the Arab Fund for Economic and Social Development Symposium "Tax Policy Reform Challenges in the Arab World", led by Mr. Mario Mansour, Deputy Chief, Tax Policy Division, IMF Fiscal Affairs Department, January 25, 2016.
 - * Participated in the 2016 EFMD-MENA conference, Business Education for Inclusive Economy, American University in Cairo, Cairo, Egypt, April 11-13, 2016.
 - * Participated in the Business Majors Debate by Department Chairs, Sponsored by the Finance Club, AUK, April 19, 2016.
 - * Participated in Symposium on "Renewable Energy in Kuwait", at AUK, Oct 24-25, 2016
 - * A major organizer and participant in the Hydroponic Exhibition and seminars, AUK, Nov. 20-21, 16.
 - * Participated in Seminar "Makers of the Future: Enabling the Youth in the Industrial Sector". AUK, November 23, 2016.
 - * Interviewed by HBO TV, VICE program and discussed the Fast Food Industry in Kuwait as a business, and its health implications on Kuwaiti residents, 2016.
 - * Participated as a committee member on food security, in Dasman Institute Seminar on "Healthy Food, Healthy Lifestyle", in collaboration with the Dutch Embassy in Kuwait, February 19, 17.
 - * Participated in the Cairo Rotary Club Weekly meeting, challenges facing the Egyptian Economy,

March 28, 2017.

- * Participated in the second induction ceremony of the XI ETA Chapter of DELTA MU DELTA, AUK, May 4, 2017.
- * Participated in Symposium on “Fiscal Reforms in Kuwait and other Arab Countries” organized by the IMF Middle East Center for Economics and Finance (CEF), and the Arab Fund for Economic and Social Development (AFESD), Kuwait, May 8, 2017.
- * Attended The Kuwait National Fund for SME Development opening of the “Tshalah” Event. Tshalah is a 6-month Entrepreneurship Program, which offers workshops in many fields of business, Jaber Al-Ahmad Cultural Center, Kuwait, October 17, 2017.
- * Participated in the workshop “Start-Up Marketing for the EMEA region at Amazon Web Services (AWS)”, by Mr. Fatih Mehtap, AUK, October 22, 17.
- * Participated in the Symposium on “The Economic Challenges Facing Kuwait and the Region”, by IMF Middle East for Economics and Finance, and the Arab Fund for Economic and Social Development, Kuwait October 31, 2017.
- * Invited Ms. Tala El Kalache and Ms. Negin Cooper, from L’Oreal Corp. to address my Marketing classes on Brand storm, International Marketing competition, and career opportunities at L’Oreal, AUK, November 7-8, 17.
- * Participated in “Arab Oil Exporters: Coping with A New Global Oil Order” Conference, Economic Co-sponsored by the Economic Research Form, and the Arab Fund for Economic and Social Development, Kuwait, November 26-27, 2017.
- * Reviewed a conference paper for the Macromarketing 2018 Annual Conference, March 2018.
- * Participated in the AACSB Assessment and Impact Conference, Baltimore, Maryland, March 11-13, 2018.
- * Presented a lecture on “Fast Food in Kuwait”, sponsored by AUK Health & Fitness Club, 4/29/18.
- * Attended the ASEAN Committee in Kuwait Seminar, Crowne Plaza Hotel, September 17, 2018.
- * Academic Advisor to both the AUK Marketing Club, and AUK Egyptian Club, 2018-19.
- * Conducted an interview with Ms. Amira Azzam, Al-Anbaa newspaper, regarding the new Kuwait- China Economic agreement, to be podcasted in Chinese media, September 24, 2018.
- * Member of the University Study Abroad Committee. 2017-18.
- * Member of the University Policies and Procedures Committee, 2018.
- * Member of the College of Business and Economics Strategic Committee, 2018.
- * Member and presented a report in the CBE Committee of Upgrading of Teaching and Learning Effectiveness, June 4, 18.
- * Member, College Strategic Committee, 2018-19.
- * Co-Chair, Upgrading of Teaching Effectiveness Committee, College of Business and Economics, 2018/19.
- * Member, faculty representatives on the CBE Advisory Board, 2018-19.
- * Participated in the College Research Form, Misr Bank, by Drs. Aly and Subhra, AUK, Dec. 5, 18.
- * Attended the Thailand National day event, Crown Plaza Hotel, Kuwait, Dec. 5, 18.
- * Was interviewed by students in an Anthropology class on the gender use of e-mails, Dec. 6, 18.
- * Was interviewed by student in Social & Behavioral sciences on Leadership, December 10, 2018.
- * Invited guest speaker to my MRKT 413 (Marketing Capstone), Mr. Faisal Sarkhou, CEO of KAMKO. His speech” Collection of Innovation in Kuwait”, AUK, December 12, 2018
- * Participated in the Senior Honor Seminar of BUS 489 (Public Policy for Sustainability, AUK, January 8, 2019.
- * Participated in the AUK tour of the National Library of Kuwait, January 24, 2019.

- * Conducted an interview with Dr. Alexander Varghese, Director of New Mowasat Hospital and his staff, as part of our research on health care innovation in Kuwait, February 7, 2018.
- * Participated in 4 Committee meetings with the AACSB Accreditation team at AUK, March 4, 19.
- * Participated in Future Cities Summit, Kuwait 2035 Plans, Millennium Hotel, Kuwait, March 10, 19.
- * Participated in a 3-days, 9 Hours intensive training on Capsim simulation for Capstone courses, given by Dr. Mark Speece, AUK, March 29-31, 2019.
- * Participated in Experiential learning Seminar by Ms. Kerry Laufer, Tuck School of Business at Dartmouth, AUK, April 8, 2019.
- * Attended the fourth induction ceremony of XI ETA Chapter of DELTA MU DELTA, AUK, April 29, 19
- * Invited guest speaker, Mr. Anwar Al-Sharhan to my MRKT 413 class to address Entrepreneurship in Kuwait, April 29, 19.
- * Participated in AUK workshop “Mindfulness and Engaging Students – Pandora’s Box, Counselling Center, May 14, 2019.
- * External Reviewer of the scholarly work and publications of Dr. Dina Bassiouni for her promotion to Associate Professor at the American University in Cairo, October, 2019.
- * Attended a lecture on “the Gulf and Egypt, Religious Connections”, by Dr. Stephane Lacroix, Science Po University, AUK, November 5, 2019.
- * Participated in the College Research Forum presentation by Dr. Shihanah Al Mutairi, “Hofstede’s Mena Region”, AUK, November 13, 2019.
- * Participated in the symposium on “Public Sector Reform for Better Governance”, organized by IMF and the Arab Fund for Economic and Social Development, Kuwait, November 18, 2019.
- * Invited Dr. Ibrahim Hegazy, Chair of Marketing Faculty at the American University in Cairo, and a member of the Egyptian Parliament as a Guest Speaker to our College. He gave a lecture on “Marketing to Generation Z”, AUK, November 19, 2019.
- * Participated in “Ethical Decision-making in Investment Management” Workshop, by Sonia Gandhi, AUK, January 20, 2020.
- * Attended a lecture on “GCC Countries Dreams and Realities” by Ambassador Abdullah Bishara, sponsored by The Center for Gulf Studies, AUK, February 5, 2020.
- * Invited Ms. Tasneem AlBakro, AUK Marketing Alumni, to present a lecture “Introduction to Digital Marketing” which is based on her Master’s degree in the UK to my Marketing Capstone Students (MRKT 413), AUK, February 10, 2020.
- * Participated in a workshop on “Classroom Assessment Techniques” by Dr. Maha Bali, American University in Cairo, AUK, February 12, 2020.
- * Visited Toyota Dealership in Kuwait in response to invitation to discuss organizing students’ Marketing competition for the new Hybrid Electric Vehicles (HEV) in Kuwait, Feb. 20, 2020.
- * Conducted a one-hour video conference on Instagram hosted by Mr. Shokry Grada, my former AUK student to discuss the current coronavirus crisis and its implications, and online learning. The session was attended by about 500 followers, most AUK students. April 18, 2020.
- * Successfully conducted 3 online Marketing courses, Spring 2020, AUK, April-June 2020.
- * Successfully conducted one online summer course, Summer 2020, AUK, June-July 2020.
- * Participated in “Syllabus Clinic online Workshop” hosted by Professor Rita El-Haddad, Assistant Director of the Center for Teaching Excellence, AUK, September 2, 2020.
- * Attended the Harvard Business Review -Arabia Webinar on “A Global Prospective on Sustainability in Unsustainable World”, by Prof. Badr Jafar, CEO of Crescent Enterprises, Dubai, September 3, 2020.
- * Participated in a videoconference on AUK new General Education program, October 5, and 12, AUK, 20.
- * Chair, the CBE Recruitment Committee, AUK, 2020/21.
- * Member, the CBE Strategic Planning Committee, AUK, 2020/21.
- * Participated in a Webinar organized by AUK Office of Alumni Affairs and Career Development, Learn to Become series. Title: Excelling in your Field and beyond, presented by Ms. Zeinab Raadsato, 2018

Alumni, a Google Ambassador and a Winner of the Women Cyber Security Rising Star Award, Jan. 27, 21.

- * Attended a Zoom Workshop by The Center for Teaching Excellence, a collaborative initiative between Dartmouth and AUK, presented by Professor Jon Anderson, the Catholic University of America on “Getting Your Research Noticed: From Keeping Track to Keeping Score in Academic Publishing.”, March 25, 2021.
- * Attended a Harvard Business School Webinar by Dr. Mitch Weiss, HBS about the Governments & Entrepreneurship. That is Public Entrepreneurship, we are the possibility, Dubai, April 1, 2021.