
Abdullah A. Aldousari, Ph.D.
College of Business Administration, Kuwait University

ACADEMIC BACKGROUND

- Ph.D. Rutgers Business School, Newark, NJ, Marketing, 2015 (USA)
- M.B.A. University of South Florida, Tampa, FL, Business Administration, 2007 (USA)
- M.S. University of South Florida, Tampa, FL, Management Information Systems, 2007 (USA)
- B.S. University of South Florida, Tampa, FL, Computer Engineering, 2005 (USA)

Professional Certifications & Associations

- Certified IMAS training curriculum developer. Canadian Global Centre. January, 2019.
- Professional Train the Trainer - Kuwait Academy of Trainer - Global Canadian PCT, 2017
- Member at the Kuwait Society of Engineers

EXPERIENCE

- Assistant Professor of Marketing, College of Business Administration, Kuwait University (December, 2014 - Present).
- Senior Financial Analyst, Kuwait Small Business Development Company (2009 - 2010), Kuwait City, Kuwait.
- Senior Project Analyst, Investment Dar (2008 - 2009), Kuwait City, Kuwait.

CONSULTATION

- 2018-Present: TIES Islamic Cultural Centre
- 2017-2018: Like Advertising Agency. Marketing Strategy, Ad Campaigns
- 2017-present: Al-Najat Charity Organization, Digital marketing, PR, and strategic management.
- 2016/2018t: Ministry of State for Youth Affairs, Strategic Planning, Marketing, and PR
- 2015-present: Member of the training and consultation committee, Kuwait University

INVITED LECTURES/SEMINARS/TRAINING

- Speaker "Photography Marketing". Fototalks. Kuwait 01/2020
- Speaker "New Rules for Marketing and PR". Conference. Kuwait 12/2019
- Effective Marketing Strategies
 - For Non-Profit Organizations
 - OSTA. Kuwait University
 - Marketing Conference. Marriott 12/2019
 - SAEICINC (10/2019 and 11/2019)
- 04/2019: Social Media and Advertising Strategies. Kuwait Flour and Bakery. Kuwait
- 02/2019: Entrepreneurial Marketing Strategies. Qatar Development Bank, QATAR
- 01/2019: Entrepreneurial Marketing. Ministry of Youth Affairs. Four Seasons Hotel. Kuwait
- 12/2018: Effective Entrepreneurial Marketing Strategies. Tashala. JACC . Kuwait
- 12/2018: Marketing Strategies from Islamic Perspective. Kuwait Society for Cultural Dialog(TIES)
- 11/2018: Non-Influencer Marketing. Al-Raya Hotel. Kuwait
- 11/2018: Effective Entrepreneurial Marketing Strategies. Qatar Dev Bank, QATAR
- 10/2018: Corporate Brand Image. PR and Organization Image Conference. Palm Hotel
- 09/2018: "Social Media for Outreach Initiatives". KFAS for Chief Science Officers.
- 07/2018: Scientific Knowledge. Kuwait Dyslexia Coop. Kuwait National Library
- 06/2018 Strategic Marketing in Ramadan and Christmas
- 02/2018: Modern Tools for SMEs. Kuwait National Fund. JACC

- 12/2017: New Rules for Marketing and PR, Kuwait Marketing Conference
- 08/2017: Entrepreneurial Marketing Strategies, Kuwait Trainers Club
- 04/2017: Successful Internet Marketing Campaign, Kuwait University
- 02/2017: Zain Kuwait, Kuwait. "Marketing Channels"
- 2017: Ministry of State for Youth Affairs. Moderator "Technology and Entrepreneurship"
- 2016: Strategic Marketing and Consumer Behavior. Baker Group - Kuwait
- 2016: Arab Media Forum. "Interactive PR and Marketing Tools"

INTELLECTUAL CONTRIBUTIONS

Published Articles

- Aldousari, A. (2018). Factors Differentiating Between Concentric and Sprinkled Multiple-Patronage Shoppers in Kuwait. *Management & Marketing*.
- Aldousari, A., Yasmin, F., Ab Yajid, M., & Ahmed, Z. (2017). Consumer evaluations of store brands: Effects of product-perceived risks. *Journal of Transnational Management*, 22 (3), 153-170.
- Aldousari, A. & El-Sayed, I. (2017). Factors Influencing Consumers' Patronage Intentions in Kuwait. *Journal of Business and Retail Management Research*, 11 (3).
- Heiens, R. A., Pleshko, L. P., & Aldousari, A. A. (2016). Using Direct Observation to Examine the Relationship between Religiosity, Demographics, and Consumption in a Middle Eastern Retail Services Setting. *Journal of International Consumer Marketing*, 1-9.
- Aldousari, A., Delafrooz, N., Ab Yajid, M., & Ahmed, Z. (2016). Determinants of Customers' Attitudes Toward Online Shopping. *Journal of Transnational Management*., doi: 10.1080/15475778.2016.1226658.

Selected Academic Conferences

- Netnography as an Entrepreneurial Research Tools. New York (2019)
- The perceived credibility of E-WOM on an E-Retailer. *New York International Multidisciplinary Academic Conference*. NY, New York, USA. (2018)
- Online Credibility and the New Media Entrepreneurs. *International Journal of Arts & Sciences*. The British School at Rome, Italy (2017)
- Credibility of Online Information: The Case of Social Media and Virtual Communities. Kuwait University (2017)
- Fashion Clothing Market. *Association of Collegiate Marketing Educators (ACME) Conference*, Oklahoma, United States of America. (2016)
- Aldousari, A. (2015). Exploring Responses to Obesity-Related Online News Articles. *International Conference on Science, Social Science and Economics*, New York, United States of America.

Honors/Awards

- **2018: Best Researcher Award. Kuwait University.**
- 2017: Selected by the University of Berkley, California to attend a Teaching excellence workshop in California (01/2018)
- 2016: **Most Innovative Faculty Award**, American University of Kuwait.
- 2016: **Best faculty research** for "Perceived Threat And Its Impact on Consumer Behavior", Research Sector, Kuwait University.
- 2015: **Best Paper**, Consumer Evaluations of Store Brands: The Case of an Emerging Country (Malaysia), Academy For Global Business Advancement.
- 2015: **Best Paper**, Determinants of Brand Equity across the Kuwaiti Clothing Market, Academy For Global Business Advancement.
- 2014: Dissertation Fellowship Award, Rutgers Business School.
- 2012 – 2014: Dean's Research Award, Rutgers Business School.