
Saeed BADGHISH

Ph.D. - Associate Professor & CPM®

Jeddah; Saudi Arabia

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EDUCATION

The University of Western Sydney - Australia	April 2014
<i>Doctor of Philosophy</i> in Marketing and International Business	
The University of Western Sydney	July 2009
<i>Graduate Certificate of Business Research Studies</i>	
The University of Newcastle - Australia	Nov. 2008
<i>Master of Marketing</i>	
King Fahd University of Petroleum and Minerals	July 2004
<i>BS in Marketing</i>	

ACADEMIC RANKING AND EXPERIENCE

Associate Professor – Marketing Department	May 2020 - Present
<i>King Abdulaziz University</i> (Marketing Department - AACSB Accredited)	
<ul style="list-style-type: none">Teaching BS, MSC and EMBA modules (<i>Contemporary Marketing – Strategic Marketing – International Marketing – Services Marketing – Sales Management – International Business</i>)Visiting Associate Professor at Dar Alhekma UniversityReceived research grant from Ministry of Education, Saudi Arabia. (Co-Investigator)Academic supervisor for MBA dissertationsExternal Examiner for DBA Dissertation - Australian Universities	

Assistant Professor – Marketing Department	August 2014 – April 2020
<i>King Abdulaziz University</i>	
<ul style="list-style-type: none">Received research grant from Harvard University and Ministry of Labor & Social Development, Saudi Arabia. (Co-Investigator)Visiting Assistant Professor at Dar Alhekma University	

Lecturer – Marketing Department	April 2010 - July 2014
<i>King Abdulaziz University</i>	

PROFESSIONAL AND MANAGERIAL EXPERIENCE

Vice Dean for Graduate Studies and Scientific Research	January 2019 – Present
<i>King Abdulaziz University</i> (AACSB Accredited School)	
MBA Program Director (AMBA and AACSB Accredited Program)	August 2016 – October 2019
Chair of Marketing Department	March 2018 – January 2019
Chair of Human Resource Management Department	April 2016 – March 2018

Municipal Council Election's Committee Supervisor	October 2015
Pioneer Electronics – Western Region Sales Manager	July 2005 - May 2007
Procter & Gamble (Tamer Group) – Section Manager	December 2004 - June 2005
National Commercial Bank <i>Traineeship</i>	2003-2004

INTERNATIONAL EXPERIENCE

Global Interface Culture Coaches	Sydney - Australia
<i>Casual Culture Expert</i>	July 2012

- Coaching the Australian executives about the Saudi business environment.

Sydney Swans FC	Sydney - Australia
<i>Casual Promoter</i>	April 2009

- Handled the distribution of membership materials and cards
- Arranging the BTL marketing materials at Sydney Olympic Park.

MEMBERSHIP

Member of the KAU Scientific Council	2022
Member of Deanship of Scientific Research Council	2022
Member of the advisory board – MBA Program – Dar Alhekma University	2019-22
Professional Member of Australian Marketing Institute (MAMI)	2021 – 22
Head of marketing sub-committee at the Private Program Committee at KAU.	2017
Member of PhD Program Creation Committee	2017
Member of Blended Learning Program Creation Committee	2017
Member of AACSB Accreditation Committee	2014-15
Member of National Commission for Assessment and Academic Accreditation	2014-15
Member of Assurance of Learning Committee	2014-15
Member of NGSB Peer Mentor Program – AUSTRALIA	June 2008
On-line Member of American Marketing Association – Chicago (online)	June 2007

CERTIFICATES & SHORTCOURSES

Certified Practicing Marketer (CPM - Australia)	July 2021
Certificate on Marketing Strategy (Cornel University – USA)	September 2019
Creative Leadership	April 2016
E-Learning and Blackboard Skills	September 2014
Australian Consortium for Social & Political Research (Australia)	July 2011
Small Business Financial Bookkeeping (Australia)	October 2008

PUBLICATIONS

- Badawi, N.S., Battor, M. and **Badghish, S.** (2022), "Relational key account management: insights from the Middle Eastern context", Journal of Business & Industrial Marketing, Vol. 37 No. 2, pp. 353-365. <https://doi.org/10.1108/JBIM-06-2019-0301>
- Aljuaid, F., and **Badghish, S.** (2021) The Effect of Social Media Influencers' Trustworthiness and Expertise on Online Purchase Intentions of Saudi Consumers", Journal of Halal Service Research, Volume 2 Issue 2 (Accepted- To be printed soon)
- Ali M, Ali I, **Badghish S** and Soomro YA (2021) Determinants of Financial Empowerment Among Women in Saudi Arabia. Front. Psychol. 12:747255. doi: 10.3389/fpsyg.2021.747255
- Abuljadail, Mohammad, **Badghish, Saeed.** (2021). Exploring Type of Strategies Used by Global Brands to Engage the Saudi Consumers More in Brands' Facebook Pages in Saudi Arabia in Terms of "Like, Share and Comment .416-405 ,() ,المجلة العربية للإدارة", doi: 10.21608/aja.2021.151257
- **Badghish, S.,** R Alaslani, R (2020). The Impact of Product's Color on Consumer Response to Visual Aesthetics: A Field Study on Consumers of the Saudi Environment. Arab Journal of Administration, vol 40, no 3. (**ARABIC JOURNAL**)
بادغيش و العصلاني (2020). تأثير لون المنتج على استجابة المستهلك للجمال البصري: دراسة ميدانية على مستهلكي البيئة السعودية. المجلة العربية للإدارة ، المجلد 40 ، العدد 3.
- **Badghish, S. (2020).** Determinants of searching for information via social networking sites: review and evaluation of the GCC's consumer. Journal Of Business Research, Vol 41, No. 4. Page 139-171. <https://dx.doi.org/10.21608/zcom.2020.123300> (**ARABIC JOURNAL**)
بادغيش ، س. (2020). محددات البحث عن المعلومات عبر مواقع التواصل الاجتماعي: مراجعة وتقييم المستهلك في دول مجلس التعاون الخليجي. مجلة البحوث التجارية ، المجلد 41 ، العدد 4. الصفحة 139-171
- Ali, I.; Ali, M.; **Badghish, S.;** (2019). Symmetric and asymmetric modeling of entrepreneurial ecosystem in developing entrepreneurial intentions among female university students in Saudi Arabia. International Journal of Gender and Entrepreneurship, Vol. 11 No. 4, pp. 435-458. <https://doi.org/10.1108/IJGE-02-2019-0039>
- Abuljadail, M., Yun, G., & **Badghish, S. (2019).** Do Similar Brands 'Like' Each Other? An Investigation of Homophily Among Brands' Social Networks on Facebook. International Journal of Marketing Studies, vol. 11, no. 3; ISSN 1918-719X E-ISSN 1918-7203
- **Badghish, S.,** Stanton, J. and Hu, J. (2018). Consumer Complaint Behavior: A Comparison between Saudi Consumers and Filipino Migrants. Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, vol 31, 40-66.
- Ali, I.; Ali, M.; **Badghish, S.;** Baazeem T.A.S. (2018). Examining the Role of Childhood Experiences in Developing Altruistic and Knowledge Sharing Behaviors among Children in Their Later Life: A Partial Least Squares (PLS) Path Modeling Approach. Sustainability , 10, 292
- **Badghish, S. (2016).** The Influence of Income and Education on Saudi Dissatisfied Consumers Behaviour. Studies in Business and Economics, vol 19, no 1, ISSN 1818-1228.
- **Badghish, S. (2016),** "Measuring Values Importance of Saudi Consumers", International Journal of Marketing Studies, vol 8, no 6, pp 115 – 127, E-ISSN 1918-7203.

- **Badghish, S., Stanton, J. and Hu, J. (2015),** 'An exploratory study of customer complaint behaviour (CCB) in Saudi Arabia', Asian Journal of Business Research, vol 2015, no Special, pp 49 - 67.

CONFERENCES AND PROCEEDING PAPERS

The Scientific Conference for Studies and Researches of Economics and Administrative Sciences **April 2018**

Badghish, S. (2018), "The Perception of Business Students about Sales Jobs: A Study on Students of Business Schools in Jeddah", The Fourth Scientific Conference for Studies and Researches of Economics and Administrative Sciences, King Abdulaziz University, April 2018; Jeddah, KSA.

2015 International Business and Education Conference **June 2015**

Badghish, S. (2015), "The influence of income and education on Saudi consumer complaining behaviour", International Business and Education Conference, The Clute Institute, June 2015; London, UK

Business and Economics Society International Conference **January 2014**

Badghish, S., Stanton, J. & Hu, J. (2014), "A Comparison of Guest Worker and Saudi Customer Complaint Behaviour within Saudi Arabia", BESI Conference, January 2014; Abu Dhabi, UAE

MAG Scholar Conference Paper **November 2013**

Badghish, S., Stanton, J. & Hu, J. (2013), "An exploratory study of consumer complaining behaviour (CCB) in Saudi Arabia", MAG Scholar Global Business, Marketing and Tourism Conference, Dubai, UAE, ISBN: 978-0-473-26384-3. Editors: Fam, KS; Anwar, S; and Yang, L.

ANZMAC Conference Paper **December 2012**

Badghish, S., Fletcher, R. and Stanton, J. (2012), 'An exploratory study of consumer complaining behaviour (CCB) in Saudi Arabia', Australian & New Zealand Marketing Academy Conference, Adelaide, S. Australia.

ANZMAC Conference Paper **November 2010**

Badghish, S., Fletcher, R. and Stanton, P. (2010), 'Causes of consumer complaint Behaviour in Saudi Arabia: A Proposed Framework', Australian and New Zealand Marketing Academy Conference, 2010, Doing more with Less, Christchurch NZ.

GRANTS and PROJECTS

Title: Enhancing Young Saudi Women's Economic Empowerment through Entrepreneurship and Business Leadership Development: Proposing and Testing a Comprehensive Framework for Saudi Arabia.

Date: May 2017 – May 2018

Source: Partnership: Harvard University-Ministry of Labor & Social Development, Saudi Development, Saudi Arabia.

Role: Co-investigator.

REFERENCES

Other personal references are available upon request