

Curriculum Vitae

Personal information

Full Name: Dr. Khald Salm Alatawy

Birthday date: 9-4-1981

Nationality: Saudi

Address: Tabuk, Saudi Arabia

Mobile Number: (+966)542067736

Email : ksa.1981@hotmail.com

Education

De Montfort University , PhD in Marketing management , Leicester, United Kingdom, August, 2015.

De Montfort University, Master of science, Marketing Management, Leicester, United Kingdom, November, 2010.

King Abdul-Aziz University, Bachelor of economics and management, Public administration, Jeddah, Saudi Arabia, June, 2006.

List of Publications

- Alqahtani , F and Alatawy, K. (2019). The Influence of Online Product Reviews on the Saudi Customers 'Purchase Intention. International Journal of economics , commerce and Management, Vol.3, No.1, P 1-14
- Alatawy, K. (2018). Factors Influencing Consumers Intention to use smartphones for shopping in KSA. International Journal of Business and Management , Vol.9, No.1, P 86-94
- Alatawy, K. (2018). Factors Affecting Saudi Customers' Attitude Towards Social Media Advertising. Journal of Marketing and Consumer Research,(46), P 62-69.

- Alatawy, K. (2017). Barriers to Implementing E-health Insurance in Saudi Arabia. A field study of Saudi Arabian hospitals. *Journal of Developing Country Studies*,(7)11, P 1-8.
- Alatawy, K (2017). *From Offline to Online: Do Saudis Change Their Information Search Behaviour?*, *European Journal of Business and Management*, Vol.9, No.3, P 28-37
- Alatawy, K (2012). *Barriers to Implementation of Online Booking in Saudi Travel Agencies* , AM Academy of marketing Conference 2012, University of Southampton, Southampton, the united kingdom.
- Alatawy, K (2012). *Saudi Travel Agencies' attitudes towards the acceptance of Online Services*, The sixth Saudi international conference (SIC2012), University of Brunel , London, The United Kingdom, 11 -14 of October 2012
- Alatawy, K (2011). *UK Consumers Attitudes toward Fast Food*, LAP LAMBERT Academic Publishing: Germany.

Certificates

1. **Diploma of Strategic Management**, Institute of European Business, Leicester, The United Kingdom, June 2011- August (30 Hours).
2. **Diploma of Leadership and Change Management**, Institute of European Business, Leicester, The United Kingdom, April 2011- June 2011(30 Hours).
3. **Diploma of Human resource**, Institute of European Business, Leicester, The United Kingdom, February 2011- April 2011(30 Hours).
4. **Diploma of Risk Management**, Institute of European Business, Leicester, The United Kingdom, December 2010 to February 2011 (30 Hours).
5. **Diploma of MBA Programmer**, Kaplan Aspect College, Bournemouth, United kingdom, Jan., 2009- March, 2009.
6. **Two Month Training Program of Microsoft Office Applications**, Institute of New Horizons, Tabouk, Saudi Arabia, 2006.

Number of certificates of excellence and recognition from schools and institutions.

Conferences

- AM Academy of marketing Conference 2012, University of Southampton, Southampton, the united kingdom.
- The sixth Saudi international conference (SIC2012), University of Brunel , London, The United Kingdom, 11 -14 of October 2012.
- The fifth Saudi international conference (SIC2011), University of Warwick, Coventry, The United Kingdom, 23 -26 of June 2011.

Grants and Awards

1. Scholarship from the Saudi Arabian government for Masters Degree, 2008.
2. Scholarship from the Saudi Arabian government for Doctoral Degree, 2010.

Work Experiences

1. **March 2016 to present:** Assistant Professor of Marketing at Najran University
2. **The director general of administrative and financial affairs** at Tabuk Chamber of Commerce and Industry- Saudi Arabia from December 2015 to February 2016.
3. **The committee president of Saudi Secondary School's** examination center in Birmingham, The United Kingdom, from 2011 to 2013.
4. **June 2011 – September 2012:** Quality Side Company- United Kingdom /Leicester, Last position: Marketing Director, Training, Media and PR Company No. 7115899 Reg. In England and Wales.
5. **The representative of Saudi Students' Union** in De Montfort University 2010/2011, Leicester, The united Kingdom .
6. **April 2000 - June 2008:** Ministry of Interior- Saudi Arabia, Department of Human Resources, administrative employee.

Event Planner

List of planning and organising events :

1. Al-Muraibid conference, Leicester, United Kingdom, August 2015
2. Project management for professional, Leicester, United Kingdom, June 2014
3. Herman Brain Dominance Instrument, Liverpool, United Kingdom, February 2014
4. Effective Leadership, Manchester, United Kingdom, April 2013

5. Professional Developing Diploma in Project Management for Professional, Middleborough, United Kingdom, February 2013
6. Questionnaire Design and Quantitative Data Analysis – Training Course, oxford, United Kingdom, January 2013
7. How to be successful, London, United Kingdom, October 2012
8. Decision making, Leicester, United Kingdom, June 2012
9. Effective Leadership and managing people, Glasgow, United Kingdom, may 2012
10. Professional developing diploma in project management, oxford, United Kingdom , march 2012
11. Technical tools for Scientific Research, Southampton, United Kingdom, march 2012
12. Project management for professional, Birmingham, United Kingdom, February 2012
13. Job interview skills workshop, Leicester, United Kingdom, January 2012
14. Marketing management, London, United Kingdom, January 2012
15. Neuro linguistic programming (NLP), Nottingham , United Kingdom , January 2012
16. The art of generating creative ideas, Manchester, United Kingdom, December 2011
17. Unique employee skills, Manchester, United Kingdom, November 2011

Computer skills

1. SPSS, Data Mining, Statistical Analysis Software
2. Excellent in Microsoft Office applications: Excel, PowerPoint, and Word

Language Skills

1. Fluent in English as a second language
2. Fluent in Arabic as a native language

Other Skills

1. Management of others
2. Ability to organize, to supervise, and to motivate
3. Excellent problem-solving skills
4. Ability to achieve goals

5. Excellent communication and interpersonal skills
6. Flexibility, patience and the ability to work in a multi-cultural environment
7. The ability to work well independently as well as in a team

References

Available upon request