

# SAAD ALHOQAIL, Ph.D. & MBA

Email: [salhoqail@alfaisal.edu](mailto:salhoqail@alfaisal.edu)

---

## EDUCATION

Ph.D. Marketing. University of Texas, Arlington, USA, 2015  
MBA. Marketing. University of Colorado, Denver, USA, 2010  
B.A. Marketing, King Saud University, Riyadh, Saudi Arabia, 2003

---

## BOARD MEMBERSHIP AND SERVICE:

- National Gas and Industrialization Company (GASCO), Board Member & Investment Committee, 2022 - Present
  - Eastern Province Cement CO, Board Company & Nomination and Remuneration Committee, 2024 - Present
  - National Company for Education and Learning, Board Member & Investment Committee, 2019 - Present
  - Sigal Dental Clinic Co, Board Company & Nomination and Remuneration Committee, 2024 - Present
  - Saudi's Marketing Association, Co-Founder & Vice Chair of Board of Directors, 2017 - Present
  - Saudi's Celiac Association, Board Member & Chair of Investment Committee, 2017 - Present
  - Pioneers Marketing Award, Founder & Chairman of Board of Directors, 2016 - Present
- 

## PROFESSIONAL EXPERIENCE

- **Alfaisal University, Riyadh, KSA**
    - Assistant Professor of Marketing 2015- Present
    - Chair of Marketing Department, 2015 - 2021
  - **T20 Saudi Arabia, Riyadh, KSA**  
Chair of Finance and Sponsorship Committee, 2019 -2020
  - **University of Texas, Arlington, USA**  
Research/Teaching Assistant 2013-2014
  - **Supreme Commission for Tourism & Antiquities, Riyadh, Saudi Arabia**  
Marketing Researcher 2003-2007
  - **Massader for Training and Development, Riyadh, Saudi Arabia**  
Marketing specialist 1999 - 2002
- 

## PUBLICATION & CONFERENCE PROCEEDINGS (\*Presenter)

- Floyd, Kristopher, Ryan Freling, Saad Alhoqail, Hyun Young Cho, and Traci Freling. "How Online Product Reviews Affect Retail Sales: A Meta-analysis." *Journal of Retailing* 90, no. 2 (2014): 217-232. ([Runner up for the 2016 Davidson Award for Best Article of 2014 in the Journal of Retailing.](#))
- Alhoqail, S. A., Zacca, R., & Floyd, K. (2022). Thrown under the Bus: The Signaling Role of CMO Dismissal and its Effect on Firm Value. *Journal of East-West Business*, 1-16.
- Zacca, R., & Alhoqail, S. (2021). Entrepreneurial and market orientation interactive effects on SME performance within transitional economies. *Journal of Research in Marketing and Entrepreneurship*.
- Alhoqail, S.A., Floyd, K. Content is king but context is queen: how involvement facilitates the impact of website. *Int Rev Public Nonprofit Mark* (2020). <https://doi.org/10.1007/s12208-020-00252-5>.
- Alhoqail, Saad, and Floyd, Kristopher (forthcoming), "How Website Information Decreases Intangibility and Influences Donation" *International Journal of Nonprofit and Voluntary Sector Marketing*.
- Alhoqail Saad, Floyd Kris, Hyun Young. (2019) How CSI Differentially Influences Corporate Reputation and Corporate Financial Performance: The Importance of Social Media and CSR Fit. *Academy of marketing studies Journal*, Volume 23, Issue 4.

- Alanazi, A. S., & Alhoqail, S. A. (2019). Corporate governance and firms stock returns in the emerging market. *Risk Governance and Control: Financial Markets & Institutions*, 9(3), 66-73.
- \*Alhoqail Saad. Marketing Influences on Saudi Economy. The 1<sup>st</sup> Marketing Conference . Riyadh, 2018.
- \*Alhoqail Saad. How National Songs Impact Our Emotion. The Marketing Day. Riyadh, 2017.
- \* Alhoqail Saad. Can Power Determine Donation? AMS 19<sup>th</sup> Marketing World Congress. Paris, France, 2016.
- \*Alhoqail Saad. When it is Advisable for a Firm to Fire its Marketing Manager? AMA Winter Marketing Educators' Conference Proceedings. San Antonio, USA, 2015.
- \*Alhoqail Saad. Building the Brand Coolness Construct. Academy of Business Research Conference. New Orleans, USA, 2014.
- \*Alhoqail Saad. The Effect of Power on Donation. The Academic and Business Research Institute's International Conference. Hawaii, USA, 2014.
- \*Alhoqail Saad. Do Marketing Students Behave Differently from Other Business Students in Teamwork? Marketing Management Association. San Antonio, USA, 2014.

---

#### PROFESSIONAL AFFILIATIONS AND SERVICE:

- Member of American Marketing Association (AMA)
  - Ad hoc Reviewer AMA Marketing Educators' Conference
  - Ad hoc Reviewer Marketing Management Association's Conference
  - Ad hoc Reviewer Journal of Business Research
  - Keynote Speaker in several practitioners' conference and TV shows
- 

#### HONORS

- The runner up for the 2016 Global Davidson Award in the Journal of Retailing.
  - Wining the Honorable Mention: P2P Challenge the Extremist, Fall, 2015
  - Wining the Honorable Mention: P2P Challenge the Extremist, Spring, 2016
  - Employee of the year, Marketing Division, SCTA, 2004
  - Fundraising for the Handicapped Children Organization in Saudi Arabia (volunteer job), 2001
- 

#### TRAINING

<i>Course</i>	<i>Data</i>	<i>Place</i>	<i>Duration</i>
1. Computer knowledge: Microsoft Office applications	2000	Riyadh, KSA	6 Months
2. Neuro-Linguistic Programming Level 1	2002	Riyadh, KSA	5 Days
3. Real Estate Marketing	2002	Riyadh, KSA	5 Days
4. Marketing Distention	2003	Riyadh, KSA	5 Days
5. Branding & Marketing Campaign Management	2004	Jeddah, KSA	3 Weeks
6. Project Management	2005	Riyadh, KSA	5 Days
7. Tourism Marketing	2006	Cairo, Egypt	5 Days
8. GCC Tourism Branding	2006	Dubai, UAE	5 Days
9. Finance for Non-Finance Executives	2009	San Francisco, USA	5 Days
10. Marketing ROI	2011	Washington, USA	5 Days
11. Management Skills for New Managers	2014	Dallas, USA	3 Days
12. Marketing Strategy Camp	2017	Shanghai, China	5 Days