

Curriculum Vitae

Ibrahim Abosag

Professor of International Business and Marketing

Alfaisal University • College of Business • Riyadh • Saudi Arabia • Email:

iabosag@alfaisal.edu

SOAS University of London • School of Finance and Management • Thornhaugh Street •

Russell Square • London WC1H 0XG • Phone: 02078984223 • Email: ia9@soas.ac.uk

Education

- Doctor of Philosophy in Marketing, University of Nottingham. The focus was “International Business and Marketing Using Comparative Approach”.
- Fellow Higher Education Academy (HEA), UK.
- University of Manchester, Humanity New Academics Program (HNAP - 2-years programme).
- Master of Business Administration (Marketing-Economics Concentration), University of Sheffield Hallam.
- LBC College, Diploma in Economic Studies (1 year of study).
- Bachelor of Business Administration, King Abdul Aziz University, Saudi Arabia.
- Various courses and centered trainings at different academic institutions such as *Manchester University, London School of Economics, Queen’s University Belfast, Nottingham University, Boston University, IMD, King’s College London* and others.

Appointments

- Member of the Board of Trustees of Riyadh Economic Forum, Since 2022.
 - Overseeing the policies and procedures governing the Forum.
 - Participate in decisions related to the organization of the Forum’s activities.
 - Help decide on the key studies that the Forum conducts in partnership with specialist consultancy firms.
 - Monitor and discuss the design and execution of research studies carried out by the Forum’s study groups.
 - Moderate financial and economic workshops that involved top government officials.

- Professor of International Business and Marketing at Alfaisal University, Saudi Arabia, since September 2022.
 - Vice Dean for Executive Education and Development.
 - Member of the University Council.
 - Chair of the University Hiring Committee.
 - Member of the University-Wide Faculty Promotion Committee.
 - Member of the PhD Program Committee.

- Professor of International Business and Marketing at SOAS, University of London, September 2013 to present.
 - Director of Doctoral Studies for the School of Finance and Management, June 2018- 2020.
 - Member of the Senior Management Team ‘cabinet’ of the School of Finance and Management 2018-2020.
 - Design and deliver weekly research workshops for PhDs at London University 2018-2020.
 - Founder of MSc International Marketing.
 - Managing director BSc International Management in Singapore, May 2018-2020.
 - Member of Research and Enterprise Committee, Sept. 2017-2020.
 - Established ERAMSE Agreement between SOAS and Murcia University, 2014.
 - Director of BSc Management, Sept. 2016-June 2019.
 - Director of BSc International Management (MENA), Sept. 2016- 2020.
 - Director of BSc International Management (Southeast Asia), Sept. 2016- June 2019.
 - Director of Business Network Seminars, Sept. 2015-Oct. 2019.
 - Member of Several Research Centers within London University.
 - Member of SOAS Middle East Institute (SMEI) since 2013.

- Lecturer in International Marketing and Management, University of Manchester, Manchester Business School (MBS), 2005-2013.
 - Director of the Probation Programme at Alliance Manchester Business School, University of Manchester 2006-2007.
 - Director of Executive External Engagement at Alliance Manchester Business School.
 - Director of the Saudi Business and Education Seminar Series, 2009-2012.
 - Worked with the Executive Centre at MBS, helped design customised programmes.
 - Member of three research centers within the school that focus on marketing, services, and international business.

- Visiting Lecturer, AlFaisal University, Saudi Arabia 2008-2011.

- Lecturer in Marketing at the University of Hull 2005.

- Visiting Professor at several European Universities.

- On the advisory board of Asia-Europe Management Studies Association (EAMSA) since 2015.

Refereed Journal Articles

Heucher, K., Schrage, S. and Abosag, I. (2024). “When Global is Not Enough: Applying a Paradox Lens to Sustainability Transitions in Interorganizational Systems”, *Journal of International Management*, *Forthcoming*.

Culiberg, B., Abosag, I. and Čater, B. (2023). “Psychological contract breach and opportunism in the sharing economy: Examining the platform-provider relationship”, *Industrial Marketing Management*, Vol, 111, pp. 189-201. <https://doi.org/10.1016/j.indmarman.2023.04.007> (ABS 3*).

Horak, S., Abosag, I., Hutchings, K., Alsarhan, F., Ali, S., Al-Twal, A., Weir, D., AlHussan, F. and Al-Husan, F. (2023). “Questioning the Appropriateness of examining *Guanxi* in a *Wasta* Environment: Why Context Should be Front and Center in Informal Network Research?”, *Management and Organization Review*, Vol. 19, No. 5, pp. 1040-1045. <https://doi.org/10.1017/mor.2023.26> (ABS 3*).

Khan, H., Khan, H., Abosag, I. and Ghauri, P. (2023). “Examining the Efficacy of Market Driving Strategies of B2B International Firms”, *Industrial Marketing Management*, Vol, 111, pp. 97-108. <https://doi.org/10.1016/j.indmarman.2023.03.006> (ABS 3*).

Ramadan, Z.; Farah, M.; Abosag, I. and Sleiman, A. (2023). “Typology of E-Commerce Shoppers: The Case of COVID-19”, *Qualitative Marketing Research An International Journal*, *Forthcoming*. <https://doi.org/10.1108/QMR-12-2021-0154> (ABS 2*).

Culiberg, B.; Cater, B., Abosag, I. and Gidakovic (2023). Ethical Judgments in the Sharing Economy: When Consumers Misbehave, Providers Complain. *Business Ethics, the Environment & Responsibility*, Vol. 32, No.2, 517-531. <https://doi.org/10.1111/beer.12520> (ABS 2*).

Abosag, I. and Ghauri, P. (2022). “Et-Moone (ميانة) versus Wasta (واسطة): Understanding the Concept of Et-Moone-Based Wasta”. *Industrial Marketing Management*, Vol. 100, pp. 88-95: <https://doi.org/10.1016/j.indmarman.2021.10.013> (ABS 3*).

Abosag, I., Yen, D., Barnes, B. and Gadalla, E. (2021), “Rethinking *Guanxi* and Performance: Managing the Dark Side of Sino–U.S. Business Relationships”, *International Business Review*, Vol. 30, No. 4: <https://doi.org/10.1016/j.ibusrev.2020.101775>. (ABS 3*).

Fombelle, P., Voorhees, C., Mason, R., Sidaoui, K., Benoit, S., Jenkins, M., Gruber, T., Gustafsson, A. and Abosag, I. (2020), “Customer Deviance: A Framework, Prevention Strategies, and Opportunities for Future Research”. *Journal of Business Research*, Vol. 116, August, pp. 387-400: <https://doi.org/10.1016/j.jbusres.2019.09.012> (ABS 3*).

Abosag, I., Ramadan, Z., Baker, T. and Jin, Z., (2020), “Customers’ Need for Uniqueness Theory *versus* Brand Congruence Theory: The Impact on Satisfaction with Social Network

- Sites”, *Journal of Business Research*, Vol. 117, September, pp. 862-872: <https://doi.org/10.1016/j.jbusres.2019.03.016>. (ABS 3*).
- Wang, W. and Abosag, I. (2019), “Do Immigration and Social Media Facilitate or Inhibit Cognitive Acculturation? The Role of Individual Dialecticism in Dual-Focused Cultural Stimuli Evaluation”, *Technological Forecasting and Social Change*, Vol. 145, pp. 523-531. <https://doi.org/10.1016/j.techfore.2018.07.061> (ABS 3*).
- Ramadan, Z., Abosag, I. and Zabkar, V. (2018), “All in the Value: The Impact of Brand and Social Network Relationships on the Perceived Value of Customer’s Endorsed Facebook Advertising”, *European Journal of Marketing*, Vol. 52, No. 7/8, pp. 1704-1726. <https://doi.org/10.1108/EJM-03-2017-0189>. (ABS 3*).
- Zabkar, V., Koklic, M., McDonald, S. and Abosag, I. (2018), “In Search of Sustainable and Responsible Consumption”, *European Journal of Marketing*, Vol. 52, No. 3 / 4, pp. 470-475. <https://doi.org/10.1108/EJM-04-2018-891>. (ABS 3*).
- Yen, D., Abosag, I., Huang, Y. and Nguyen, B. (2017), “Guanxi GRX (ganqing, renqing, xinren) and conflict management in Sino-US business relationships”, *Industrial Marketing Management*, Vol. 66 (Oct), pp. 103-114. <https://doi.org/10.1016/j.indmarman.2017.07.011>. (ABS 3*).
- Abosag, I., Baker, T., Lindsey, K., Voulgari A. and Zheng, X. (2017), “Antecedents and Consequences of Liking in Service Relationships: Chinese and Greek Perspectives”, *International Business Review*, Vol. 26, No. 3, pp. 566-578. <https://doi.org/10.1016/j.ibusrev.2016.11.003> (ABS 3*).
- Abosag, I. and Brennan, D. R. (2017), “Understanding Marketing Innovativeness in Asia: A Critical Perspective”, *Asia Business & Management*, Vol. 16, No. 4, pp. 212–225. <https://doi.org/10.1057/s41291-017-0027-1>. (ABS 2*).
- Yen, D. and Abosag, I., (2016), “Localization in China: How Guanxi Moderates Sino–US Business Relationships”, *Journal of Business Research*, Vol. 69, No. 12, pp. 5724–5734. <https://doi.org/10.1016/j.jbusres.2016.05.002>. (ABS 3*).
- Abosag, I., Yen, D. and Barnes, B. (2016), “What is Dark about the Dark Side of Business Relationships”, *Industrial Marketing Management*, Vol. 51, Nov. pp. 150-157. <https://doi.org/10.1016/j.indmarman.2016.02.008>. (ABS 3*).
- Gadalla, E., Abosag, I. and Keeling, K., (2016), “Second Life as a Research Environment: Avatar-based Focus Groups (AFG)”, *Qualitative Market Research: An International Journal*, Vol. 19, No. 1, pp. 101-114. <https://doi.org/10.1108/QMR-08-2015-0070> (ABS 2*).
- Abosag, I., (2015), “The Antecedents and Consequence of Et-Moone B2B Relationships”, *Industrial Marketing Management*, Vol. 51, Nov., 150-157. <https://doi.org/10.1016/j.indmarman.2015.05.028>. (ABS 3*).

- Abosag, I. and Farah, M., (2014), “The Influence of Religiously Motivated Consumer Boycotts on Brand Image, Loyalty and Product Judgment”, European Journal of Marketing, Vol. 48, No. 11/12, pp. 2262-2283. <https://doi.org/10.1108/EJM-12-2013-0737>. (ABS 3*).
- Abosag, I. and Naude, P., (2014). “The Development of Special Forms of B2B Relationships: Examining the Role of Interpersonal Liking in Developing Guanxi and Et-Moone Relationships”, Industrial Marketing Management, Vol. 43, No. 6, pp. 887-897. <https://doi.org/10.1016/j.indmarman.2014.05.003>. (ABS 3*).
- Gruber, T., Abosag, I., Reppel, A., I. Szmigin, and Löfgren, M. (2013), “Does Culture Impact Preferred Employee attributes in Complaint Handling Encounters?”, Total Quality Management and Business Excellence, Vol. 24, No. 11-12, pp. 1301-1315. <https://doi.org/10.1080/14783363.2013.822664>. (ABS 2*).
- Gadalla, E., Keeling, K. and Abosag, I., (2013), “Metaverse-Retail Service Quality: A Future Framework for Retail Service Quality in the 3D Internet”, Journal of Marketing Management, Vol. 29, No 13-14. pp. 1493-1517. <https://doi.org/10.1080/0267257X.2013.835742>. (ABS 3*).
- Abosag, I. and Lee, J. (2013), “The Formation of Trust and Commitment in Business Relationships in the Middle East: Understanding Et-Moone Relationships”, International Business Review, Vol. 21, No. 6, pp. 602-614. <https://doi.org/10.1016/j.ibusrev.2012.09.002>. (ABS 3*).
- Abosag, I., Roper, S. and Hind, D., (2012), “Examining the Relationship between Brand Emotion and Brand Extension among Supporters of Professional Football Clubs”, European Journal of Marketing, Vol. 46, No. 9, pp. 1233-1251. <https://doi.org/10.1108/03090561211247810>. (ABS 3*).
- Lee, J., Abosag, I. and Kwak, J. (2012), “The Role of Networking and Commitment in Foreign Market Entry Process: Multinational Corporations in the Chinese Automobile Industry”, International Business Review, Vol. 21, No. 1, pp. 27-39. <https://doi.org/10.1016/j.ibusrev.2011.10.002>. (ABS 3*).
- Abou Aish, E., McKechnie, S., Abosag, I. and Hassan, S. (2012), “The Mystique of Macro-Boycotting Behaviour: A Conceptual Framework”, International Journal of Consumer Studies, Vol. 37, 2, pp. 165-171. <https://doi.org/10.1111/j.1470-6431.2012.01108.x>. (ABS 2*).
- Gruber, T., Abosag, I., Reppel, A. and Szmigin, I. (2011), “Cross-National Comparison of Attributes and Qualities of Effective Customer Contact Employees during Face-to-Face Complaint Handling Encounters”. The Journal of TQM, Vol. 23, No. 2, pp. 128-144. Won the ‘**Outstanding Paper**’ at the Emerald Literati Network Awards for Excellence 2012. DOI:[10.1108/08876040910985889](https://doi.org/10.1108/08876040910985889).

Abosag, I. (2010), “Dancing with Macro-Boycotters: The Case of Arla Foods”, Marketing Intelligence and Planning, Vol. 28, No. 3, pp. 365 – 373.
<https://doi.org/10.1108/02634501011041471>.

Abosag, I. (2008), “Business Relationship Development in Saudi Arabia: Preliminary Findings on the Role of the Et-Moone Concept”, Journal of Scientific Management, Vol. 1, No. 2, pp. 3-16. <https://eprints.soas.ac.uk/id/eprint/21191>.

Book Chapters

Wang, W. and Abosag, I. (2024), “Is “putting yourself in their shoes” beneficial in a multicultural environment?”, in Yuan, R. and Liu, M. Sharing Economy Platforms: A Casebook for Understanding Multiplayers in Sharing Economy Platforms, Palgrave Macmillan, UK. Forthcoming.

Ramadan, Z. and Abosag, I. (2023), “Less for More: Does Consumers' Proneness to Join More Online Brand Communities Negatively Impact Consumers' Sharing Ability?”, in Martínez-López, F. Advances in Digital Marketing and eCommerce, Springer Nature, Switzerland.

Ramadan, Z. and Abosag, I. (2017), “The Mystique of Customers' Saturation Behaviour in Online Brand Communities”, in Consumer Behavior, Sabah, S., InTech: Rijeka, ISBN 978-953-51-5393-1. <https://dx.doi.org/100.5772/intechopen.69193>.

Abosag, I., Martin, F. and Ramadan, Z. (2016), “Social Media and Branding in Asia: Threats and Opportunities”, in Melewar, T., Nguyen, B. and Schultz, D. Asia Branding: Connecting Brands, Consumers and Companies, Palgrave Macmillan.
<https://eprints.soas.ac.uk/id/eprint/21169>

Ramadan, Z. and Abosag, I. (2016), “Understanding Online Brand Relationships in Western Asia: The Case of Lebanon and Saudi Arabia”, in Melewar, T., Nguyen, B. and Schultz, D. Asia Branding: Connecting Brands, Consumers and Companies, Palgrave Macmillan.
DOI:[10.1057/978-1-137-48996-8_8](https://doi.org/10.1057/978-1-137-48996-8_8).

Abosag, I., Yen, D. and Tynan, C. (2015), “The Dark Side of Business Relationships: An Overview”, in Nguyen, B., Simkin, L. and Canhoto, A. The Dark Side of CRM, Routledge Taylor & Francis Group plc. eBook ISBN: 9781315753737.

Gadalla, E. Abosag, I. and Keeling, K. (2015), “The Virtual Experience Economy: A Service-Dominant Logic Perspective for Metaverse retailing”, in Sivan, Y. Handbook on 3D3C Virtual World: Applications, Technologies and Policies for Three Dimensional Systems for Community, Creation and Commerce, Springer-Verlag: Germany.

Abosag, I. (2012), “The Boycott of Arla Foods in the Middle East”, in Kotler, P., Armstrong, G., Harker, M. and Brennan, R. Introduction to Marketing: Second European Edition, Prentice Hall.

Abosag, I. (2009), “The Boycott of Arla Foods in the Middle East”, in Kotler, P., Armstrong, G., Harker, M. and Brennan, R. Introduction to Marketing: First European Edition, Prentice Hall.

Other Publications

Abosag, I. (2006), “One Trillion US Dollars Inward Investment: Saudi-British Trade Relations”, Saudi Business Focus, Vol. 2, No. 8, pp. 20-24.

Refereed Proceedings Articles and Conference Presentations

Abosag, I. (2024), “How Can Multinationals Counterarguments Consumer Boycotting?” Consortium for International Marketing Research, CIMaR, Gavle University, Sweden.

Heucher, K, Abosag, I., Wilson, A., and Gruber, T. (2024), “Selling Corporate Sustainability Issues in Tense Times – How Issue Selling is Used to Navigate Tensions”. The Academy of Management, Chicago, USA.

Horak, S., Abosag, I., Li, P., Puffer, S, Minbaeve, D. and Paik, Y. (2023). “Informal Institutions vs Informal Networks: Construct Variety & Dynamics of Institutional Evolution”. Panel Discussion at the 83 Academy of Management Conference, Boston, USA.

Gadalla, E., Abosag, I. and Keeling, K. (2023). “Examining Consumer Imagination: Actual versus Imagined Global Brand Experience”, Global Brand Conference, Bergamo, Italy.

Abosag, I., Čater, B. and Zabker, V. (2023)., “Examining Consumer Imagination: Actual versus Imagined Global Brand Experience”, The British Academy of Management, Brighton, UK.

Li, W., Abosag, I. and Čaušević, S. (2023). “Design innovativeness drives innovation adoption and diffusion: a study of new energy vehicle adoption in Chinese market”, The academy of Marketing Conference, Birmingham, UK.

Yilmaz, F., Abosag, I. and Hosany, S. (2023). “The Influence of Self-Congruity on Tourist Happiness: Mediating Role of Positive Emotions and Meaning”, Hospitality Tourism Management Conference, Surrey, UK.

Yilmaz, F., Abosag, A. and Hosny, S. (2022). “Linking Actual Self-Congruence, Ideal Self-Congruence and Tourist Happiness: The Mediating Role of Emotions and Meaning”, The British Academy of Management, Manchester, 31 Aug. – 2 September.

Yilmaz, F., Abosag, A. and Hosny, S. (2022). “Tourist Happiness: The collusion between Positive Emotions and Meaning”. Travel and Tourism Research Association (TTRA): Advancing Tourism Research Globally, British Columbia, Canada, 14-16 June.

- Wenwei, L., Abosag, A. and Čaušević, S. (2022). “Sustainability and Innovation: A Comparison between Multinational Brands and Local Brands in China”, The British Academy of Management, Manchester, 31 Aug. – 2 September.
- Yilmaz, F.Z; Abosag I. and Hosny, S. (2021). “The Moderating Effect of the COVID-19 pandemic on the Relationship between Tourist Happiness and Tourist Behavioural Intentions”, Travelling Towards Tomorrow Together (TTRA) Canada Virtual Conference, Canada, 13-15 October
- Culiberg, B., Abosag, I. and Čater, B. (2021). “The Customer is not Always King: Airbnb Hosts’ Ethical Evaluations of Guests’ Misbehaviour in the Sharing Economy”, EMAC Annual Conference, Spain, 25-28 May.
- Abosag, I. and Ramadan, Z. (2020), “Examining How Social Ads Counterintuitively Motivate the Need for Uniqueness on Facebook”, 5th International Colloquium on Corporate Branding, Identity, Image and Reputation, London, September!
- Li, W. and Abosag I. (2020), “Sustainability of Global Brands: A Comparison of Chinese and Global Brands in the Chinese Electrical Vehicles Market”, The Global Brand Conference, Sheffield, May!
- Abosag, I., Ramadan, Z. (2019), “Examining the Relationship between Customers’ Need for Uniqueness and Endorsed Ads on Social Networks”, The Academy of Marketing Conference, Regent University, London, 2-4 July.
- Abosag, I., Carter, B., Zabker, V., Bekh, O. and Grimes, T., (2018), “Knowing Me, Knowing You! The Anticipated Customer Experience of Global Brand”. Global Marketing Conference, Tokyo, 27-29 July.
- Gadalla, E, Keeling, K. and Abosag, I. (2018), “Who still uses virtual worlds? Implications for virtual brands”, 4rd International Colloquium on Corporate Branding, Identity, Image and Reputation, Calabria, Italy, 3-4 September.
- Abosag, I., Yen, D. and Barnes, B., (2018), “Rethinking *Guanxi* and Performance in Sino-U.S. Business Relationships”, IMM Summit, Copenhagen, 26-28 January.
- Abosag, I., Ramadan, Z. and Baker, T. (2017), “Satisfaction with Social Network Sites: The Paradox of Brand Similarity and Customer Uniqueness”, The Academy of Marketing Conference, Hull, UK 5-7 July.
- Abosag, I. and Ramadan, Z. (2017), “The Paradox of Friend Likability with Customer Uniqueness, Brand Similarity and Social Network Sites’ Satisfaction”, Global Brand Conference, Kalmar, Sweden, 26-27 April.
- Heucher, K. and Abosag, I (2016), Typologies of Value Creation in Bio-based Network”, IMP Conference, Cape Town, South Africa, 4-7th December.

- Ramadan, Z. and Abosag I. (2016), The Co-Creation of Social Reputation; The Effect of Consumer – Social Networking Site’s Relationship on Socially Advertised Brands”, The 11th Global Brand Conference, Bradford, UK, 27-29th April.
- Abosag, I. and Yen, D. (2015), “The Role of Guanxi in the Dark Side of Sino-US Business Relationships”, IMP Conference, Denmark, August.
- Ramadan, Z. and Abosag, I. (2015), “From Community Addicts to Disengaged: The Influence of Saturation on Consumer-Brand Relationship”, The AM Brand, Identity and Corporate Reputation Special Interest Group (SIG), Turku, Finland, 27-29th April.
- Abosag, I. and Yen, D. (2014), “The Impact of Guanxi on Opportunism and Conflicts in Sino-US Business Relationships”, GAMMA, Singapore, July.
- Ramadan, Z. and Abosag, I. (2014), “Saturated Nation; Online brand communities’ addiction and its effect on consumer-brand relationships”, Branding and Brand Relationship (BBR), Boston, USA, May.
- Abosag, I., Bekh, O., Murarka, N. and Martin, F. (2013), “Global Brand Relationship: Direct Experience of the Brand versus Awareness Only”, Customer-Brand Relationship Conference (CBR), Boston, USA.
- Abosag, I. and Naudé, P. (2013), “Is the Development of Special Forms of B2B Relationships in Eastern Cultures the Same? Examining the Role of Interpersonal Liking in Developing Guanxi and Et-Moone Relationships”, IMP, Atlanta, USA.
- Ramadan, Z. and Abosag, I. (2013), “Saturation versus More Saturation in Online Communities: The Effect on Brand-Customer Relationship”, The AM Brand, Corporate Identity and Reputation SIG, Porto, Portugal, April.
- Abosag, I., Bekh, O., Murarka, N. and Martin, F. (2012), “Relationship with Brand that have been Experienced versus Relationship Based on Brand Awareness only: A Comparison Paper”, 20th International Colloquium on Relationship Marketing (ICRM), Nottingham, UK, 25-26th September.
- Ramadan, Z. and Abosag, I. (2012), “The Influence of Customers’ Saturation in Online Communities on Customer- Brand Relationship”, 2nd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR), London, 12-13th September.
- Abosag, I. and Bekh, O. (2012), “Global Brand Relationship: Understand Customer Relationship”, 34th INFORMS Marketing Science Conference. Boston, June.
- Abosag, I. and Farah, M. (2011), “Global Brand Image: The Influence of Consumer Religiously Motivated Boycott”, Academy of Marketing Conference (AM), Liverpool, UK, July.
- Abosag, I (2011), “Consumer Boycotting and Global Brands”, The 7th Global Brand Conference, Oxford, UK, April.

Abosag, I. and Bekh, O. (2011), “The Bridging Role of Brand Liking: from Brand Equity to Customer Relationship with a Brand that does not Exist in the Market”, Academy of Marketing Science (AMS), Miami, USA, May.

Abosag, I. and Farah, M. (2011), “Religiously Motivated Consumer Boycott: The Impact on Brand Image, Product Judgment and Customer Loyalty”, Academy of Marketing Science (AMS), Miami, USA, May.

Abosag, I. and Bekh, O. (2010), “Consumer Relationship with a Global Brand that does not Exist in the Market: Evidence from Ukraine”, Academy of Marketing Conference, Coventry, UK, July.

This paper won the award for best paper in the Interactive Marketing Track.

Abosag, I., Baker, T., Voulgari A. and Zheng, X. (2010), “Customer-Bank Relationship Liking: Chinese and Greek Perspectives”, AMA Conference, Boston, USA, August.

Gruber, T., Abosag, I., Reppel, A. and I. Szmigin (2010), “The Preferred Attributes of Service Employees Handling Customer Complaints – Does the Stage of Service Sector Development Play a Role?”, 2010 AMA SERVSIG International Service Research Conference, Porto/Portugal, June.

Abosag, I. and Farah, M. (2010), “Religiously Motivated Consumer Boycott: The Animosity against Arla Foods in Saudi Arabia”, The Society of Marketing Advances (SMA), Atlanta, USA, November.

Abosag, I. Baker, T., Voulgari A. and Zheng, X. (2010), “Examining Customer Liking of their Relationship with Financial Services Providers: Multi-Countries Study”, AMA SERVSIG International Service Research Conference, Porto/Portugal, June.

Abosag, I., Keeling, D. and Qi Qi, (2009), “Relationship Marketing in the Banking Industry in China: The Importance of Problem Management, Customer Education, Customer Participation and Relationship Commitment for Customer Loyalty”, SMA Conference, New Orleans, USA, 4-7 Nov.

Abosag, I. (2009), “Relationship Life-Cycle in Saudi Arabia: Understanding the Development of Trust and Relationship Commitment”, 4th International Conference on Business Market Management (BMM), Copenhagen, Denmark, 18-20 March.

Abosag I., Roper, S. and Hind, D. (2009), “Examining the Relationship between Brand Emotion and Brand Extension among Supporters of Professional Football Clubs”, Academy of Marketing Science (AMS), Baltimore, USA, 20-23 May.

Abosag, I. and Naudé, P. (2008). “The Role of Interpersonal Liking in Segmenting Existing Business Relationships”, The Society of Marketing Advances (SMA), St Petersburg, Florida, USA, November.

Abosag, I. and Naudé, P. (2008), “The Role of Interpersonal Liking in Developing the Et-Moone Segment”, ISBM Academic Conference, San Diego, USA, July.

Gruber, T., Reppel, A., Abosag, I. and Szmigin, I. (2008), "Preferred attributes and qualities of effective customer contact employees during face-to-face complaint handling encounters", The Society of Marketing Advances (SMA), St Petersburg, Florida, USA, November.

Abosag, I. (2007). "Understanding the Dynamic of Trust and Commitment in Business-to-Business Relationships: A Cross-Cultural View", The European Marketing Academy Conference (EMAC), Reykjavik University, Iceland, May.

Abosag, I. and Naudé, P. (2007). "Understanding the Role of Interpersonal Liking in Buyer-Supplier Relationships in Saudi Arabia", Industrial Marketing and Purchasing (IMP) Group Conference, The University of Manchester, UK, September.

Abosag, I.; Tynan, C.; Lewis, C. (2006). "The Commitment-Trust Theory: The British and Saudi Arabian Cross-Cultural Perspectives", Industrial Marketing and Purchasing (IMP) Group Conference, Bocconi University, Milan, Italy, August.

PhD Supervision and Examination

PhD Supervision:

- Co-supervisor for Mr. Mohammad Huriieb "Et-Moone versus Wasta in Entrepreneurship in Saudi Arabia?", PhD Started 2022.
- 2nd supervisor for Ms. Sharifa Naser Soudan Alenezi "Social Media Impact Consumer Grooming Behaviour", PhD completed May 2024.
- 1st Supervisor for Ms. Fatima Yilmaz "Examining Consumer Happiness in the Tourism Sector in the UK: Antecedents and Consequences", PhD completed March 2024.
- 1st Supervisor for Ms. Wenwei Li "Understanding the Consumer Sustainable Innovation Adoption Journey: Mapping the Consumer Decision-Making Touchpoints in New Energy Vehicle Adoption Between Local and Global Brands in China". PhD completed December 2023.
- 3rd supervisor at Loughborough University for Ms. Katrin Heucher "Value Creation and Corporate Sustainability in Bio-Network in Germany". PhD completed September 2020.
- 1st Supervisor for Dr. Zahy Ramadan, "Examining the Saturation Effect of Online Communities in a Social Networking Environment on Brand-Consumer Relationship". PhD Completed November 2013.
- Co-Supervisor for Dr Andy Mebert, "The Impact of the Country-of-Origin Effect on Trust in Business Services". PhD completed February 2012.
- Co-supervisor for Dr Eman Gadalla, "The Effect of Social Presence in 3D Platforms". PhD completed December 2011.

PhD Examination:

- External Examiner for a PhD student at Liverpool University, June 2021.
- External examiner for a PhD student at United Arab Emirate University, July 2019.
- Internal examiner for a PhD student at King's College London – June 2019.
- External examiner for a PhD student at Bradford University – March 2018.
- External examiner for a PhD student at United Arab Emirates University – May 2017.
- External examiner for a PhD student at Brunel University – August 2016.
- External examiner for a PhD student at Strathclyde University – September 2016.
- Internal examiner for a PhD student at SOAS, University of London - 2015.
- External examiner for a PhD student at Hull University – 2015.

Grants and Awards

Grants:

Few research grants were submitted to academic sources. None of these was successful and attempts is continuing.

A grant of £79,343.86 was awarded by Saudi Telecom Company (STC) sponsoring a seminar/lecture series for Saudis and Gulf citizens living in the UK. The seminar series started on September 2009 – September 2012.

A grant of £1,500 was awarded 2016 by SOAS University of London.

A grant of £1,500 was awarded 2017 by SOAS University of London.

Academic Awards:

- Won Outstanding Paper Award for the article entitled “*Analysing the preferred characteristics of frontline employees dealing with customer complaints: A cross-national Kano study*” published in *The TOM Journal* has been chosen as an Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2012.
- Best Paper Award in Interactive Marketing Track at the Academy of Marketing Conference 2010, Coventry, UK.
- Awarded ‘The Outstanding Author’ by SOAS University of London, 2022.

Teaching Awards:

- Short listed for the Director Best Teaching Award at SOAS University of London, 2016.
- Received formal letter from the director of Alliance Manchester Business School Professor Mike Luger for 'Teaching Excellence'. This was for receiving top evaluation by students on my International Marketing course compare with other courses in the school.

Professional Development

Testing for Mediation and Moderation using Mplus: One course at London School of Economics (LSE), 26th June 2018.

Latent Growth Curve using MPlus: Two days course on using MPlus at London School of Economics (LSE), 8-9 January 2018.

Using NVivo in Qualitative Data Analysis: At the University of Manchester, May 2009.

International Teaching Programme (ITP): At the IMD in Lausanne, Switzerland, 3-8 January and 2-7 July 2007.

- *This course has been extremely useful in developing my teaching skills through learning various teaching techniques and learning from the experience of other academics from different international universities.*

Multivariate Data Analysis using Amos: July 2007 at University of Manchester. The SEM course was delivered by Prof. Joe Hair (Kennesaw State University) and Prof. Barry Babin (Louisiana Tech. University).

Structural Equation Modelling Using LISREL: Two days training at Ulster University in Londonderry, April 2004.

Structural Equation Modelling Using LISREL: One day workshop at the University of Nottingham by Prof. John Cadogan & Prof. Nick Lee on data analysis using LISREL, September 2004.

Professional Activities

Conference/Workshop:

- Chair of the organising committee for 32nd Euro-Asia Management Studies Association (EAMSA) Conference, *SOAS, University of London, 28th-31st October 2015*. The conference was great success: 1) achieved the highest attendance in the 32 years history of the conference; 2) generated a surplus of £6,335.65.
- Organised the workshop on “The Dark Side of Business Relationships” at *SOAS, University of London, September 2014*.

Panellist and Chairing Sessions:

- Academy of Management (AoM Conference)
- American Marketing Association (AMA Conference)
- AMA SERVSIG International Service Research Conference
- Academy of Marketing (AM Conference)
- Industrial Marketing Purchasing (IMP Conference)
- European Marketing Academy Conference (EMAC)
- Society for Marketing Advances (AMS)

Journal Editorial Board:

- Member of the editorial board of *International Business Review*.
- Member of the editorial board of *Industrial Marketing Management*.
- Member of the editorial board of *International Journal of Services, Economics and Management*.

Guest Editor:

- Guest editor of the special issue “In Search of Sustainable and Responsible Consumption” in *European Journal of Marketing* (2017).
- Guest editor of the special issue “Innovation and Marketing in Asia” in *Asian Business and Management* (2016).
- Guest editor of the special issue “The Dark Side of Business Relationships: Antecedents and Consequences” in *Industrial Marketing Management* (2015).

Referee for Academic Journals, key ones are:

- British Journal of Management
- Industrial Marketing Management
- Journal of World Business
- International Marketing Review
- Journal of Business Research
- European Journal of Marketing
- Journal of Marketing Management
- Journal of Business and Industrial marketing
- Journal of Brand Management

Reviewer for Research Fund:

- Referee for the Economic and Social Research Council (ESRC), UK.
- Referee for King Fahad University Funds, Saudi Arabia.
- Referee for United Arab Emirate University.

Teaching External Examination:

- External examiner at the Open University - March 2016 – March 2018 – UG marketing courses.
- External examiner at the University of Wolverhampton - Sept. 2009 – Sept. 2011- Postgraduate marketing courses.

Key Professional Membership

- On the advisory board of Asia-Europe Management Studies Association (EAMSA).
- Saudi-British Joint Business Council (SBJBC).
- Academy of Marketing, UK.
- Branding and Brand Relationship, Boston, USA.
- Academy of Marketing Science, USA.
- European Marketing Academy Conference (EMAC).
- Global Brand Management.
- Industrial Marketing Purchasing Conference (IMP).
- Saudi Management Association, Saudi Arabia.

None-Academic Transfer of Knowledge

Okaz Newspaper	Since 2016 - occasionally write for the newspaper about educational and business issues in Saudi Arabia.
Al-Eqtisadiyah Newspaper	I write weekly for this newspaper since 2008.
Alwatan Newspaper	I write regularly in the Saudi most famous newspaper since 2006. I have not written for this newspaper since August 2012.
Al-Thaqafiya Magazine	I was interviewed in this specialised magazine in high educational matters (in Arabic) 2007.
Saudi Business Focus	I wrote on the Saudi-British trade relations in this specialised journal (in English) 2006.

Invited Presentations and Other Activities

- Invited by Asbar Center for Studies, Research and Information, Saudi Arabia to give a talk on “Social Innovation and Business Responsibilities”, February 2023.
- Invited by the Academy of Management Conference in Boston to give a talk on “Informal Business Networks”, August 2023.
- Invited by The Saudi National Center for Palms & Dates to give the open talk for their 3rd International Conference on “The Strategic Global Outreach for Dates: Where and How?”, December 2022.
- Invited by King Abdulaziz Center for National Dialogue to give a talk on “Culture, Diversity and Economic Development”, July 2021.
- Invited by King Abdulaziz Center for National Dialogue to moderate panel discussion during the “International Day for Tolerance”, 19 November 2021.
- Invited by University of Sheffield to give a talk via Zoom on “Paradoxical Tensions in Corporate Sustainability”, 23 September 2020.
- Invited by Manchester University to take part in the “2nd Customer Management Leadership Group Academic-Practitioner Workshop”, June 2018.
- Invited by University of Sheffield to give a talk on “Global Brands and Consumer Boycotting”, March 2018.
- Invited by University of Business and Technology, Saudi Arabia, to give a research seminar on “Social Media, Consumer Boycott, and Brands”. January 2017.
- Invited by ESADE Business School, Barcelona “The Paradox of Brand Similarity with Customer Uniqueness on Social Network Sites’ Satisfaction”, February 2017.

- Invited by Ljubljana University, Slovenia, to give a research seminar on “Brand versus Country Brand in Macro-Boycotting”, March 2017.
- Invited by Durham University to give a research seminar “Counter-Argument in Macro-Boycotting”, December 2015.
- Invited by Southampton University to give a research seminar on “Managing the Dark Side of Sino-US Business Relationships”, October 2015.
- Invited by the 3rd Saudi Marketing Conference to be the keynote speaker on “Marketing Innovativeness and Firms Performance”, October 2015.
- Invited by Ljubljana University, Slovenia, to give a research seminar on “Customer saturation and brand relationship”, March 2015.
- Invited by Brunel University, London, to give a lecture on “Consumers and their relationships”, February 2014.
- Invited by the Saudi Cultural Attaché to give a talk on “Think Beyond the PhD: The Making of Outstanding Academics”, November 2013, London.
- Invited by University of Business and Technology (Saudi Arabia) to give a talk on “Business Relationship in the Gulf States”, September 2013.
- Invited by Robert Gordon University, Aberdeen, to give a lecture on “The impact of culture on business relationships”, March 2013.
- Invited to give a talk to Saudi students in Leeds University and Birmingham University on “Develop your Academic Career in the High Education Sector in Saudi Arabia”, February 2012.
- Invited by College of Business Administration (CBA) – Jeddah, Saudi Arabia - to give a lecture on “International Business Relationship”, March 2012.
- Invited by Najran Cultural Club (Saudi Arabia) to give a talk on “What Make a Student Achieve Distinction?”, August 2012.
- Invited by the Centre of Entrepreneurship (Prince Salman bin Abdulaziz) – King Saud University, Saudi Arabia to give a talk on “Understanding Business-to-Business Relationship in Saudi Arabia”, January 2010.
- Invited by London International Model United Nations (LIMUN), Institute of Education, London University to give a keynote speech on “Understanding the Financial Crisis”, February 2009.
- Invited by the Saudi Management Association (SMA) to give a talk on “Executive Training in Saudi Arabia”, October 2008.
- Invited by Sydney University, Australia, to give a research seminar to academics and research students on “Preferred Attributes and Qualities of Effective Customer Contact Employees during Face-to-Face Complaint Handling Encounters”, July 2008.
- Invited by Griffith University, Australia, to give a research seminar to academics and research students on “Preferred Attributes and Qualities of Effective Customer Contact Employees during Face-to-Face Complaint Handling Encounters”, July 2008.

- Invited by Dar Al-Hekmah University, Jeddah, Saudi Arabia, to give training course on “Negotiation in the Class Room”, March 2008.
- Invited by the Saudi Management Association (SMA) to attend the “Innovation in Management Conference”. I gave a talk on “*Business Decisions and Marketing Research*”, February 2007.
- Invited Al-Qasseem University (Al-Qasseem, Saudi Arabia) to give lecture at on “Business-to-Business Relationships in Saudi Arabia”, March 2007.
- Invited by Strathclyde Business School (Glasgow) to give a lecture to their Master Students on “Cross-Cultural Relationship Marketing”, March 2006.

Teaching

- I have taught at different levels (undergraduate, postgraduate, PhD, and executive) in different countries such as **Hong Kong, Singapore, Saudi Arabia and UK**.
- I’m a Fellow Higher Education Academy (HEA).
- Designed and delivered a variety of methodological workshops for PhD students from across colleges within London University 2019-2021.

There are different modules that I have taught:

- For Undergraduate: ‘Economics of IB’, ‘international marketing’, ‘marketing strategy’, ‘marketing foundation and applications’, ‘principles of marketing’, ‘brand strategy’, ‘marketing research’, and ‘supervision of UG dissertations’.
 - Students’ evaluation of my teaching at SOAS (International Marketing 1: The Environment): **4.40 out of 5 (2014/15) & 4.67 (2015/16) & 4.72 (2016/17) & 4.70 (2017/18), & 4.20 (2.19/20)**.
 - Students’ evaluation of my course on Brand Strategy at Alfaisal University: **4.53**
 - Students’ evaluation on my course on Principles of Marketing at Alfaisal University: **4.23**
- For Postgraduate (MSc International Management; and MBA): ‘international marketing’, ‘relationship marketing’, ‘business-to-business marketing’, ‘marketing implementation’, ‘marketing strategy’, and ‘supervision of PG dissertations’.
 - Students’ evaluation of my teaching at SOAS (International Marketing): **4.63 out of 5 (2014/16) & 4.21 (2015/16) 4.42 (2016/17) & 4.30 (2017/18) & 4.40 (2018/19) & 4.30 (2019/20)**.

Here are some statements from students on my teaching – only examples:

- ✓ “Great teaching. Vibrant personality of the professor made the lecture interesting and fun to attend.”
- ✓ “I especially liked how after every lecture we will revise the lesson by taking a quiz.”
- ✓ “enjoyable”.
- ✓ “very organised”.
- ✓ “An enjoyable insightful course”.
- ✓ “I know exactly where to find the information I need, Vinette and Dr Ibrahim Abosag are always keen to answer questions and I feel supported.”
- ✓ “Very boring course material - Excellent teacher.”
- ✓ “I have very much enjoyed the themes of this module. The pace is just right for me. I enjoy the topic of the assignment also but if I am being greedy I would have liked a choice of topics for the assignment or more lessons on the topic of boycotts.”
- ✓ “the lecturer is amazing and really is engaging.”
- ✓ “Dr Abosag was the correct person to teach this module, as promised everything was placed on moodle at the right time and he was also very efficient when trying to contact about queries.”
- ✓ “Both lecturer and tutorial teacher were absolutely amazing! The lectures and tutorial were directly linked, and followed through very well in a clear and precise manner. Both tutors were very engaging and helpful in this course and did their absolute most in making sure we understood what was at hand. It was clear that the tutors engaged with each other so that the lectures and tutorials were appropriately linked.”
- ✓ “Dr Ibrahim was outstanding in his teachings, and his willingness to interact with students had a positive impact”
- ✓ “The teaching style of the lecturer was great as they were very interactive and had ensured that all students understood concepts, especially the concepts which are very dense. The lecturer also took their time to repeat themselves, if requested by the student. Moreover the last lecture was helpful which was a summary of the lectures before was very helpful. Overall, an enjoyable module.”
- ✓ “the case studies- enabled me to connect with the lecture and further understand it”
- ✓ “Its perfect!”
- ✓ “The two teachers we had in tutorials and in the lecture, were absolutely amazing, I learned a lot”
- ✓ “The enthusiasm and quality of both the lecturer and the tutorial teacher was excellent throughout the course of the module”
- ✓ “The lecture is entertaining”
- ✓ “The cases and examples used were very useful”
- ✓ “Lecturer was energetic and had an encouraging attitude while teaching! Enjoyed every part of the course. Tutor was amazing and we had chance to discuss our thoughts and arguments during tutorial.”
- ✓ “the case studies- enabled me to connect with the lecture and further understand it”
- ✓ “whole experience was a pleasure”.
- ✓ “Engaging lecturer, with a form of teaching based on theory but also on anecdotes, which lightens the lecture and provide interesting and sometimes amusing insight into the world of marketing”
- ✓ “I found useful the end-of-lecture quizzes.^[1]”
- ✓ “Ibrahim is a very enthusiastic lecturer and his style of teaching reflected this.^[1]”
- ✓ “Lecturer was always pleasant, helpful and informative. One of the best lecturers I have had thus-far.”

- ✓ “The quality of lecture was extremely high. They were the best lectures that actually took place during this term. Well organised, very interesting, just the way they should be. I wish all other subjects were run in the same way. Really grateful to Dr. Abosag. Tutorials very interesting as well. Made all of the students interact with other, read the study case and take part in the tutorials. Tutor made the subjects interesting and also has broaden our knowledge on specific topics. We took examples from business world, didn't limit our selves to the study case. It made students think a little bit more and think critically.”
- ✓ “The quizzes made by Dr Abosag were good, especially because they showed you whether you had paid attention and learnt something during the lecture. I also really liked when Dr Abosag engaged with the students by asking questions, it makes everyone pay attention and interests them in the subject.”
- ✓ “Challenging, interesting, broad takes on topics. REALLY REALLY GOOD!”
- ✓ “The topics were interesting and challenging. Especially like the extra topic on networking.”
- ✓ “Dr Abosag was always there if we needed to speak to him and he made that clear by communicating to us that he would be around after the lecture if anyone needed to ask further questions. He was also very helpful during his office hours when I went to see him.”
- ✓ “Ibrahim really cares about his students and always wanted to hear what the students want to learn as oppose to what he wanted to teach. I really admired his philosophy of how to teach students, it felt like I could interact with him in a manner which I was confident he would help me out”
- ✓ “Mr Ibrahim would take the time during break to speak to students about the course and in what ways he could improve the teaching. Asking for feedback and giving tips on how to do well. Really appreciated it.”
- ✓ “Excellent teaching^[1]_{SEP}- Case studies during tutorials were always actualised. Up-to-date issues related to the case study were discussed.”
- ✓ “Everything was positive, hats off to Ibrahim for being the best lecturer thats taught me till date. I really respect him and I hope that my assignment and exam results reflect that. I quite liked the fact that he would give us all questionnaires to do at the end because in my other lectures, there is no such process put in place.”
- ✓ “The teaching was clear, engaging, and quite thought-provoking. The lecturer was always well prepared, with complete detailed slides and many anecdotes and interesting facts to share. The very complete slides allowed for good revision.”
- ✓ “Yes if Ibrahim could slow down a bit, but it's nothing major to worry about. Sometimes I did feel like I was being given so much information in the two hours but he was always asking 'am I going to fast?' tell me to slow down if need be' .”
- ✓ “I enjoyed the content greatly and I think it would be interesting to many others. Moreover, the teaching was very good, engaging and the lecturer was very helpful (detailed slides, etc.)”
- ✓ “I find marketing to be a subject I had already enjoyed and the addition to this year was the international aspect of marketing which added more interesting information to be learnt. If I could, I would love to take a full year course on Marketing.”
- ✓ “I would suggest anyone to take this course. You don't need any previous knowledge on Marketing. However, if you have some you will not find the lectures or tutorials boring because they provide a view from an international perspective.^[1]_{SEP}I'm satisfied to have chosen this course.”

- ✓ “It was the most interesting subject that i took this term. Not only due to the subject itself but due to the quality of lectures and tutorials. Really grateful to the lecturer and tutor. THANK YOU!”
- ✓ “He is a smart and talented man. He can teach this course in a manner where one would understand quite easily.”
- ✓ “The leacher was very helpful in supporting and offering the students to ask questions in the breaks and after lectures.”
- ✓ “I very much enjoyed the lectures with Ibrahim and the turtorials with Andrew.”
- ✓ “The teaching in lectures is very good. The lecturer makes the lectures interesting and they’re easy to understand.”
- ✓ “his way of making me learn has been the most helpful in my years of studying at SOAS university. he provided mini quizzes for the whole class to test our knowledge after each lesson which is very helpful and pushing us to remember if we understand what is being taught”.
- ✓ “he was open and willing to take any questions and offered help if we had any enquiries about our assignments and assessments which has been really supportive for my learning”.
- ✓ “The lecturer was honestly the best I have had in my time at SOAS, very passionate about the subject and was easy to approach.”
- ✓ “The lectures were fun and interesting to attended, so made the module easy to understand.”
- ✓ “The most positive aspect has been the variety of topics and perspectives presented in each lecture and a fitting case study presented and analysed in the turtorials.”
- ✓ “The teaching was very good , lecturer provided quizzes after lectures which was very fun and interacting and increased the standard of teaching.”
- ✓ “The learning experiences and his clear demonstrations for making sure we understand”.
- ✓ “If you have not yet had a marketing module, I very much recommend this one. Learning about the market and on a global scale is a very useful tool for management students.”
- ✓ “Interesting module, lectures were taught pretty well.”
- ✓ “Very beneficial module & well taught”.
- ✓ “the lecturer is helpful and is here to make us learn and understand the module he is teaching”.
- ✓ “the lecturer was kind and always care about the understandings of students quiz at the last of each lecture was also very helpful to review the lecture”.
- ✓ “Ibrahim is great, he is a very serious and responsible teacher. However, it's pity that there is only 1 hour lecture for him to teach and explain everything. So he has to speak very fast in every class in order to finish the content. Luckily he is very familiar with the subject and teaching so it can be arranged successfully, but I'm sure the teaching effect can be far better if the lecture recover to 2 hours.”
- ✓ “Ibrahim was extremely helpful when giving feedback regarding our assignments”.
- ✓ “Ibrahim's profound teaching skills, and his ease of communication when students ask for help. I also liked how he always made sure to respond to emails on the same day, even on weekends.”
- ✓ “Teacher is energetic and friendly. Topics were explained well and questions were addressed thoroughly. Classes were very engaging.”
- ✓ “Teacher is nice and patient”.
- ✓ “The lectures were very interesting and the tutorials engaging”.
- ✓ “Good and informative lecture about the basics of marketing”.

- ✓ “Ibrahim has a very strong work ethic when it comes to teaching, is very passionate about the subject and deeply cares about his students especially if they ever have queries regarding the subject. Could not recommend him enough!”
- ✓ “Marketing is a very important course in management study, and the teacher is nice. You definitely can learn a lot within this course. You will feel not enough.”
- ✓ “The class overall was fantastic. It was the most enjoyable class that I had.”
- ✓ “The leacher was very helpful in supporting and offering the students to ask questions in the breaks and after lectures.”
- ✓ “there were clear clarifications what we was going to learn before the start of the lesson and what topics will be learnt next week.”
- ✓ “As I have completed a marketing module before, the majority of the content was familiar, but more elaborated in this module as it focuses on international marking.”
- ✓ “The lectures were great however the tutorials were very inefficient, uninformative and unengaging”
- ✓ “The quiz provided at the end of each lecture was HIGHLY beneficial.”
- ✓ “The teaching in lectures is very good. The lecturer makes the lectures interesting and they’re easy to understand.”
- ✓ “his way of making me learn has been the most helpful in my years of studying at SOAS university. he provided mini quizzes for the whole class to test our knowledge after each lesson which is very helpful and pushing us to remember if we understand what is being taught”
- ✓ “I understand what is being taught to me and what is expected when there is assignments and during examinations”
- ✓ “he was open and willing to take any questions and offered help if we had any enquiries about our assignments and assessments which has been really supportive for my learning”
- ✓ “The lecturer was honestly the best I have had in my time at SOAS, very passionate about the subject and was easy to approach.”
- ✓ “The lectures were fun and interesting to attended, so made the module easy to understand.”
- ✓ “The most positive aspect has been the varierty of topics and perspectives presented in each lecture and a fitting case study presented and analysed in the turtorials.”
- ✓ “The teaching was very good , lecturer provided quizzes after lectures which was very fun and interacting and increased the standard of teaching.”
- ✓ “the learning experiences and his clear demonstrations for making sure we understand”
- ✓ “If you have not yet had a marketing module, I very much recommend this one. Learning about the market and on a global scale is a very useful tool for management students.”
- ✓ “Interesting module, lectures were taught pretty well. Module relates well to the wider course”
- ✓ “Interesting module, with good teaching.”
- ✓ “Very beneficial module & well taught”
- ✓ “the lecturer is helpful and is here to make us learn and understand the module he is teaching”
- ✓ “the lecturer was kind and always care about the understandings of students quiz at the last of each lecture was also very helpful to review the lecture”.
- ✓ “Since I have never taken marketing modules previously, the module perfectly introduced the subject, but at the same time provided further knowledge.”

- ✓ “The teaching quality was very high and the material covered very interesting and useful.”
- ✓ “The module was perfectly organized and basic marketing concepts were clearly introduced. The teacher is extremely engaged in the teaching process.”
- ✓ “The professor is really well prepared and organised. the structure of each lecture was clear and so far is the course I enjoyed the most.”
- ✓ “The teaching quality of Doctor is high. The content of the module attracts me”
- ✓ “Dr Abosag made it exceptionally clear from the start of the course what we would cover so I was very happy.”
- ✓ “Teacher very present for his students, always ask if we understand everything. Very good teaching”
- ✓ “The teaching was excellent. Very clear”
- ✓ “An interesting subject handled clearly & presented well. Dr Abosag is a great lecturer - always very cheerful and supportive of the students.”
- ✓ “Some in class group discussions and end of class pop quizzes helped me to figure out my understandings”
- ✓ “Teachers are very clear nice and smart. It's a very well taught module.”
- ✓ “It's an interesting and well-taught topic”
- ✓ “The great passion showed by Dr Ibrahim Abosag and his large knowledge of many commercials and marketing strategies, pushed me to look for marketing news”
- ✓ “I particularly enjoyed Dr Ibrahim Abosag's lectures as they were very interactive and interesting”
- ✓ “I've been making final changes during this week and have submitted my ISP. I just wanted to thank you for all your help and advice during the last few months. I've enjoyed doing the dissertation, and hopefully I have done enough to get the 1st!” (Email)
- ✓ “Hope this email finds you well, I have submitted my ISP recently, and would like to thank you for all your help that you have given me throughout our meeting's. I am really pleased and appreciated for selecting you as my supervisor.” (Email)
- ✓ “Both the lectures and the tutorials are taught very well. The tutor makes everyone in the class engaged and encourages participation.”
- ✓ “Ibrahim’s lectures were very interesting and Adrian’s tutorials have been interactive and enjoyable.”
- ✓ “Interesting topics treated throughout the term. Great lecturer and tutor. Both lectures and tutorials were engaging.”
- ✓ “appreciate the support for the essay and the feedback for the presentation Appreciate that the case studies that we need to read for the seminars are not 50 pages like in other classes, makes it easier and lighter to remember all the information and hence have a better discussion in class. Would be nice to maybe analyse sometimes ads/company marketing and see the different strategies employed overall, very nice module, I am very pleased”

✓ Dear Ibrahim,

I am personally sad to know that you are going to be leaving us, you have been my "run to" person in every professional capacity. All I can say is thank you and it has been a great pleasure working with you. I wish you all the best wherever you are going, and pray that I have another opportunity to meet you again in the future.

Good luck my friend

Jeffrey

✓ Dr Ibrahim,

Best of luck with this next move!

I just wanted to send you a note to say once again that I really appreciated your direct feedback and push during the upgrade process. Your comments were extremely helpful to me as I worked on revising my entire approach and re-submitting. Furthermore, your suggestion to focus on one country and do deeper case studies have helped shape this next empirical phase of my research.

I hope we can stay in touch and one day meet up in person.

All the best,

Muhammed Mekki

✓ Dear Dr. Ibrahim,

I can only say, you really made a difference in the research director position. Your responsiveness to our problems, difficulties, and even worries was heartwarming, to say the least. I wish we had more of you in this position. You will definitely be missed, and hope to have the chance to see you in SOAS again before I graduate. Wish you all the best in your new mission!

Take care,

Mona