



Waleed A. Aziz

Associate Professor

Main department: Management and Marketing

Nationality: Egypt

Email: waziz@uob.edu.bh

Phone number: 17438489

BIOGRAPHY

Waleed is an Associate Professor of Marketing and Entrepreneurship at the University of Bahrain since 2015. He has more than 19 years' experience in teaching and research in the field of Business Administration at various Higher Education Institutions in Egypt, Lebanon, Saudi Arabia, UK, and Bahrain. Waleed finished a DBA degree at the University of Westminster - UK, a Ph.D. degree at the American University in Cairo - Egypt, an MBA degree at Georgia State University - USA. Waleed also has extensive professional experience in management, HR, and marketing business functions. He was appointed at The Kingdom University, Bahrain, to the position of Dean of College of Business, and later, Director of QA Center. Moreover, He had worked in the professional domain for many reputable national and multinational business organizations working in the sectors of pharmaceuticals, advertising, FMCG, e-learning, and educational materials development. Waleed has led some local consultancy projects by a collaboration with the industry at leading companies in Bahrain, such as Bapco and Ebrahim Khalil Kanoo Group - EKK. Waleed has several publications in various academic journals indexed in reputable international databases in the fields of Marketing, Strategic Management, and Entrepreneurship.

TEACHING DOMAINS

- Management and Marketing

EDUCATION

Highest degree :

1997 Bachelor, Business administration, Management, Ain Shams University, Egypt

2015 Doctorate, Business administration, Marketing, University of Westminster, Great Britain

Financial Services Marketing

2008 PhD, Business administration, Marketing, American university in Cairo, Egypt

Marketing and Entrepreneurship

- 2001 Master, Business administration, Marketing, Georgia State University, United States of America
- 1999 Diploma, Business administration - Sales & Marketing, American university in Cairo, Egypt

PROFESSIONAL EXPERIENCE

Academic experience

- 2015 - 2015 Associate Professor, King Saud University, Saudi Arabia
- Since 2015 Associate Professor, University of Bahrain, Bahrain
- Since 2015 Associate Professor, University of Bahrain, Bahrain
- 2014 - 2014 Visiting Professor, University of Westminster, Great Britain
- 2012 - 2015 Assistant Professor, King Saud University, Saudi Arabia
- 2011 - 2012 Assistant Professor, Royal University for Women, Bahrain
- 2010 - 2011 Director of Quality Assurance Center, Kingdom University, Bahrain
- 2008 - 2011 Assistant Professor, Kingdom University, Bahrain
- 2008 - 2010 Dean, Kingdom University, Bahrain
- 2005 - 2008 Lecturer, Kingdom University, Bahrain
- 2001 - 2005 Lecturer (Part-time), American university in Cairo, Egypt

Professional experience

- 2004 - 2005 Marketing Manager, NAHDET MISR CORPORATION, Egypt
- 2003 - 2004 Brand Manager, SEKEM GROUP, Egypt
- 1999 - 2003 Brand Manager, T3A PHARMA GROUP, Egypt
- 1995 - 1999 Advertising & Media Planner, TWIN ADVERTISING AGENCY, Egypt

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- AL-KUBAISI, M., W. A. AZIZ, S. GEORGE, K. AL-TARAWNEH, "Multivariate Discriminant Analysis Managing Staff Appraisal Case Study", *Academy of Strategic Management Journal*, 2019, vol. 18, no. 5
- A. AZIZ, W., "Business process reengineering impact on SMEs operations: evidences from GCC region", *International Journal of Services and Operations Management*, 2019, vol. 33, no. 4, pp. 545
- UPADHYAYA, M., H. EL-SHISHINI, W. A.AZIZ, V. KUMAR, "Retailscape: An exploration of the relevant dimensions and their impact on consumers' behavioral intentions", *Journal of Business and Retail Management Research*, 2018, vol. 12, no. 04
- UPADHYAYA, M., W. A. AZIZ, S. GEORGE, K. AL-TARAWNEH, M. AL-KUBAISI, "Determinants of brand loyalty in cosmetics purchase intention of female consumers using path analysis via structural equation modelling: A Management Perspective", *INFORMATION: An International Interdisciplinary Journal*, 2018, vol. 21, no. 02, pp. 491-504
- UPADHYAYA, M., A. AL-AZZAWI, W. A.AZIZ, S. GEORGE, F. ALMALKI, "Holistic Brand Management: Contemporary Issues and Challenges", *International Journal of Mechanical Engineering and Technology*, 2017, vol. 8, no. 11, pp. 571-586

A.AZIZ, W., "Managing Customer Perceived Service Quality in Private Health Care Sector in Bahrain", *International Journal of Healthcare Management*, 2016

A.AZIZ, W., "The Role of Relationship Marketing in Building Clients' Loyalty in Banking Industry", *British Journal of Marketing Studies*, 2015

A. AZIZ, W., "Labor Force Marketing and Value Proposition in GCC Region: Challenges and Solutions", *Middle East Development Journal*, 2014

A. AZIZ, W., "Marketing of Islamic Financial Services - The Multi-Dimensional Perspective to Measure Customer Satisfaction", *Journal of King Saud University - Administrative Sciences*, 2013

A. AZIZ, W., "Why Brand Personification matters in Marketing, Practice & Challenges", *JOURNAL OF CONSUMER AFFAIRS*, 2012

A.AZIZ, W., "Leadership & Service Quality in Higher Education Institutes - A Marketing Perspective", *Journal for Quality & Participation*, 2011

A.AZIZ, W., "The Modern Corporate Marketing Beyond Traditional Practices", *JOURNAL OF INTERACTIVE MARKETING*, 2009

Proceedings

A. AZIZ, W., "Exploring Consumer Perception of Oil and Gas Retail Business to Ensure Service Sustainable Development", *IEEE Explore*, 2020

ALNEFAIEI, A., W. A. AZIZ, "Overcoming Challenges of Women Entrepreneurship in Bahrain: Evidence from the Events Planning Sector", *IEEE Explore*, 2020

KHAN, S., W. A. AZIZ, "Succession Planning Practices and their Implications on Employee Engagement within Bahrain's Oil & Gas Sector", *IEEE Explore*, 2020

Books and Book Editor

A. AZIZ, W. - "Scientific Research in Saudi Universities: Practices & Aspiration" - 2015, *King Saud University Press and Publishing House*, Riyadh, Saudi Arabia