



Ali Al-Khalifa

Assistant Professor

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BIOGRAPHY

Dr. Ali bin Khalifa is an assistant professor of marketing in the college of Business Administration at University of Bahrain. His main teaching and research interests is in the area of marketing sales Management, International, Marketing research, strategic alliance and competitive strategy. He had published widely in these fields. Al Khalifa has served on the editor and advisory boards of the European Journal of Marketing (1995-2007). He has engaged in several major consulting projects in both the public and private sector, and led marketing development and training courses for business executives, on the themes of strategic management, export marketing, sales management and competitive strategy. He has worked with a wide range of organizations, including Cable and Wireless (Middle East group), Batelco, Coca Cola, (Middle East group), ALBA, Dry Dock (ASRY) and Bank of Bahrain and Kuwait (BBK).

TEACHING DOMAINS

- Management and Marketing

EDUCATION

Highest degree :

1994 PhD, Business administration, Marketing, University of Wales, Great Britain

1986 Master, Business administration, Marketing, University of Wales, Great Britain

PROFESSIONAL EXPERIENCE

Academic experience

2001 - 2003 Department Head, Management and Marketing, University of Bahrain, Bahrain

Since 1995 Assistant Professor, University of Bahrain, Bahrain

RESEARCH ACTIVITIES

Service to professional community

National

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

AL-KHALIFA, A., "Perspectives on Networking in the Management of International Joint Ventures", *Journal of Advanced Research in Dynamical and Control Systems*, 2020, vol. 12, no. SP7, pp. 343-351

ROBSON, M. J., S. SPYROPOULOU, A. AL-KHALIFA, "Anxiety of dependency in international joint ventures? An empirical study of drivers and consequences of relationship insecurity", *INDUSTRIAL MARKETING MANAGEMENT*, 2006, vol. 35, no. 5, pp. 556-566

AL-KHALIFA, A., S. PETERSON, "On the relationship between initial motivation, and satisfaction and performance in joint ventures", *EUROPEAN JOURNAL OF MARKETING*, 2004, vol. 38, no. 1/2, pp. 150-174

AL-KHALIFA, A., S. EGGERT PETERSON, "The partner selection process in international joint ventures", *EUROPEAN JOURNAL OF MARKETING*, 1999, vol. 33, no. 11/12, pp. 1064-1081

AL-KHALIFA, A., "Global Marketing – A Market Responsive Approach", *EUROPEAN JOURNAL OF MARKETING*, 1999, vol. 33, no. 11/12, pp. 1228-1230

KATSIKEAS, C. S., A. AL-KHALIFA, D. CRICK, "Manufacturers' understanding of their overseas distributors: the relevance of export involvement", *INTERNATIONAL BUSINESS REVIEW*, 1997, vol. 6, no. 2, pp. 147-163

KATSIKEAS, C. S., A. AL-KHALIFA, "The issue of import motivation in manufacturer—overseas distributor relationships: Implications for exporters", *JOURNAL OF MARKETING MANAGEMENT*, 1993, vol. 9, no. 1, pp. 65-77

Chapters in book

KATSIKEAS, C. S., A. AL-KHALIFA, "Understanding Distributors' Purchase Criteria in International Industrial Markets: Differences between High-Involvement and Low-Involvement Exporters" in *Proceedings of the 1993 World Marketing Congress.*, M. Joseph Sirgy, Kenneth D. Bahn, Tunc Erem Eds, Springer International Publishing, pp. 64-67, 2015