

# SAAD AHOQAIL, PhD

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Assistant Professor of Marketing  
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## 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

## RESEARCH INTERESTS

- Marketing strategy
- Marketing influence and leadership
- WOM & Social media
- Marketing in Fortune companies
- Corporate social responsibility
- Behavioral economics and decision

## 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.
- \*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.

## RESEARCH IN PROGRESS

- Alhoqail Saad, Floyd Kris, Hyun Young. How CSI Differentially Influences Corporate Reputation and Corporate Financial Performance: The Importance of Social Media and CSR Fit. *Targeted at Journal of Public Policy & Marketing*
- Alhoqail Saad, Floyd Kris, Hyun Young. *An Empirical Investigation into Consumer's Perceptions of Going Green; The Importance of Social Media*. Targeted at journal of Marketing
- Alhoqail Saad, Syrdal Holly, Chonko Lawrence. *Fairness justifies the relationship between team's cohesiveness and performance*. Targeted at Journal of Marketing Education.
- Alhoqail Saad. *How Serious the Fortune Firms about Marketing?* Targeted at Harvard Business Review.
- Alhoqail Saad & Ritesh Saini. *The Spendability of Windfall Gains Varies Based on our Sense of Power*. Targeted at Journal of Consumer Research.
- Alhoqail, Saad & Yang Zhiyong. *How Does our Feeling the Sense of Power on Donation Behavior?* Targeted at Journal of Consumer Research.

## PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
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## SERVICE:

- Ad hoc Reviewer AMA Marketing Educators' Conference
- Ad hoc Reviewer Marketing Management Association's Conference
- Ad hoc Reviewer Society for Marketing Advance's Conference

## TEACHING EXPERINCE

- Marketing Strategy
- Marketing Research
- Topic in Marketing
- Service Marketing
- Principles of Marketing
- Branding
- International Marketing
- Integrated Marketing Communication

## INDUSTRY EXPERIENCES

- **Supreme Commission for Tourism & Antiquities, Riyadh, Saudi Arabia**  
*Marketing Researcher 2003-2007*
- **Massader for Training and Development, Riyadh, Saudi Arabia**  
*Marketing specialist 1999 – 2002*

## HONORS

- Employee of the year, Marketing Division, SCTA, 2004
- Provided sponsorship for the Handicapped Children Organization in Saudi Arabia (volunteer job)

## ADDITONAL

- Business opinion columnist at Aleqtisadiah” (The economy newspaper in Saudi Arabia, 2003-2005)
- Amateur soccer team leader 1988-2006 and college team member 1999-2002.
- I enjoy traveling, reading, sports including swimming, skiing, biking, kayaking, squash, and archery.

## 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

## EXHIBITION ATTENDING

<i>Exhibition</i>	<i>Data</i>	<i>Place</i>
1. Architectural Heritage	2003	Riyadh, KSA
2. Arabian Travel Market	2004, 2005, 2006	Dubai, UAE
3. Jenadrivah Heritage & Cultural Festival	2004	Riyadh, KSA
4. International Health Tourism	2005	Manamah, Bahrain
6. Mediterranean Travel Fair	2005, 2006	Cairo, Egypt
7. Tourism Map and GIS	2006	Amman, Jordan