
Saeed BADGHISH

Ph.D. – Marketing Professor

Jeddah; Saudi Arabia

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EDUCATION

Northwestern University - USA	June 2022
<i>Kellogg Executive Education on Branding</i>	
The University of Western Sydney - Australia	April 2014
<i>Doctor of Philosophy in Marketing and International Business</i>	
The University of Western Sydney	July 2009
<i>Graduate Certificate of Business Research Studies</i>	
The University of Newcastle - Australia	Nov. 2008
<i>Master of Marketing</i>	
King Fahd University of Petroleum and Minerals	July 2004
<i>BS in Marketing</i>	

ACADEMIC RANKING AND EXPERIENCE

- Professor – Marketing Department** May 2025 – Present
King Abdulaziz University (Marketing Department - AACSB Accredited)
- Associate Professor – Marketing Department** May 2020 – May 2025
King Abdulaziz University (Marketing Department - AACSB Accredited)
- Assistant Professor – Marketing Department** August 2014 – April 2020
King Abdulaziz University (Marketing Department - AACSB Accredited)
 - Teaching BS, MBA, MSc and EMBA modules (Strategic Marketing, International Marketing, Services Marketing, Sales Management, International Business, Contemporary Marketing).
 - Developed and redesigned MBA-level course content and experiential learning activities, including business simulation-based learning modules utilizing Marketplace Simulations.
 - Integrated strategic marketing, supply chain, sales management, and international business decision-making concepts into simulation-based learning courses.
 - Designed and implemented simulation-based learning activities utilizing Marketplace® Business Simulations in MBA and undergraduate courses.
 - Received research grant from Ministry of Education, Saudi Arabia. (Co-Investigator)
 - Academic supervisor for MBA dissertations and External Examiner for DBA Dissertation
 - Received research grant from Harvard University and the Ministry of Labor & Social Development, Saudi Arabia. (Co-Investigator)
- Visiting Professor (Part-Time) – MBA and Marketing Programs** 2018 – Present
Dar Alhekma University, (Marketing Department)
 - Teaching undergraduate and graduate-level courses in International Business and Strategic Marketing.
 - Facilitating simulation-based experiential learning and applied business projects.

PROFESSIONAL AND MANAGERIAL EXPERIENCE

Dean for Research February 2023 – June 2026

King Abdulaziz University

Vice Dean for Graduate Studies and Scientific Research January 2019 – May 2024

Faculty of Economics and Administration - King Abdulaziz University (AACSB Accredited School)

Conference Chair 2023-2024

The 6th Scientific Conference for Studies and Research of Economics and Administrative Sciences

Conference Chair 2020-2021

The 5th Scientific Conference for Studies and Research of Economics and Administrative Sciences

MBA Program Director (AMBA and AACSB Accredited Program) 2016 – 2019

- Oversaw curriculum development, assurance of learning, course design, faculty coordination, and continuous program improvement initiatives.

Chair of Marketing Department March 2018 – January 2019

Chair of Human Resource Management Department April 2016 – March 2018

Municipal Council Election's Committee Supervisor October 2015

Pioneer Electronics – Western Region Sales Manager July 2005 - May 2007

Procter & Gamble (Tamer Group) – Key Account Section Manager 2004 - 2005

National Commercial Bank 2003-2004
Traineeship

INTERNATIONAL EXPERIENCE

Global Interface Culture Coaches Sydney - Australia

Casual Culture Expert July 2012

- Coached Australian executives on the Saudi business environment, culture, and market practices.

Sydney Swans FC Sydney - Australia

Casual Promoter April 2009

- Assisted in the distribution of membership materials and membership cards.
- Coordinated below-the-line (BTL) promotional materials and event marketing activities at Sydney Olympic Park.

MEMBERSHIP

Member of the Board of Trustees of the KAU Scientific Endowment 2024-26

Member of the KAU R&D Committee 2024-26

Member of the Chartered Institute of Marketing	2022 & 2026
Member of the KAU Scientific Council	2022 - 23
Professional Member of Australian Marketing Institute (MAMI)	2021 – 22
Member of Deanship of Scientific Research Council	2022
Member of the advisory board – MBA – Dar Alhekma University	2019 - 22
Head of marketing sub-committee at the Private Program Committee at KAU.	2017
Member of PhD Program Creation Committee	2017
Member of Blended Learning Program Creation Committee	2017
Member of AACSB Accreditation Committee	2014-15
Member of National Commission for Assessment and Academic Accreditation	2014-15
Member of Assurance of Learning Committee	2014-15
Member of NGSB Peer Mentor Program – AUSTRALIA	June 2008
On-line Member of American Marketing Association – Chicago (online)	June 2007

CERTIFICATES & SHORT COURSES

Certified Practicing Marketer (CPM - Australia)	July 2021
Certificate on Marketing Strategy (Cornel University – USA)	September 2019
Creative Leadership	April 2016
E-Learning and Blackboard Skills	September 2014
Australian Consortium for Social & Political Research (Australia)	July 2011
Small Business Financial Bookkeeping (Australia)	October 2008
Advance course in Negotiation to Win (KSA)	September 2005
Advance course in Events Management (KSA)	October 2004

PUBLICATIONS

- Alhemimah, A., Ali, M., Badghish, S., Shagagi, A., Latan, H., and Hersugondo, H. (2026), “How and when green capabilities drive sustainability under the boundary condition of environmental attitude”, *Management of Environmental Quality: An International Journal*, Volume 37 Issue 4, Pages 1024-1041.
- Zheng, L., Zhou, R., Singh, N., Yaqub, M.Z., and Badghish, S. (2025), “Transforming supply chain operations: Unveiling the path ahead by leveraging artificial intelligence (AI) to drive the shift towards carbon neutrality (CN)”, *Technological Forecasting and Social Change*, Volume 219, Article 124280.
- Agarwal, R., Badghish, S., Yaqub, M.Z., and Pandey, R. (2025), “Customer engagement through metaverse-empowered retail channels: role of personalization”, *International Journal of Retail & Distribution Management*, Volume 53 Issue 6, Pages 467-484.
- Abu Al-Jadayel, M.H., and Badghish, S. (2025), “The Impact of Fear of Missing Out (FOMO) Syndrome and Social and Structural Influences on the Intention to Attend Sporting Events Among Saudis”, *Arab Journal of Educational and Psychological Sciences*, Volume 9 Issue 50, Pages 715-746. DOI: 10.21608/jasep.2025.444495. (مقال عربي)
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- Korayim, D., Bodhi, R., Badghish, S., Yaqub, M.Z., and Bianco, R. (2025), “Do generative artificial intelligence related competencies, attitudes and experiences affect employee

- outcomes? An intellectual capital perspective”, *Journal of Intellectual Capital*, Volume 26 Issue 3, Pages 596-615.
- Alhemimah, A., Ali, M., Badghish, S., Latan, H., and Chiappetta Jabbour, C.J. (2025), “Go for green life: linking green dynamic capabilities and ethical leadership with green competitive advantage through green marketing strategy”, *Management of Environmental Quality: An International Journal*, Volume 36 Issue 5, Pages 1051-1070.
 - Alhemimah, A., Ali, M., Badghish, S., Latan, H. and Lopes de Sousa Jabbour, A.B. , (2025), “The interplay of green capabilities, organizational culture and green marketing strategy to explain green competitive advantage”, *Journal of Economic and Administrative Sciences*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JEAS-04-2024-0107>
 - Wirtz, J., Lovelock, C., Alhothali, G., Baazeem, T., Badghish, S.; (2024), “Services Marketing: People, Technology, Strategy; Saudi Arabian Adaptation”, Publisher: King Abdulaziz University, Scientific Publishing Center. ISBN: 978-603-8337-85-1.
 - Althabaiti, A., Badghish, S., (2024), “The Impact of Augmented Reality Shopping Applications on Consumers’ Purchase Intention in Saudi Arabia”, *King Abdulaziz University Journal Economics and Administration*, Vol 38, Issue 2.
 - Alshami, L., Badghish, S., (2024), “The Impact of Personality Traits on Purchase Intentions in Restaurants and Cafes in Saudi Arabia”, *UOS Journal of Humanities and Social Sciences*.
 - Badghish, S., Shaik, A., Sahore, N., Srivastava, S., Masood, A., (2024), “Can transactional use of AI-controlled voice assistants for service delivery pickup pace in the near future? A social learning theory (SLT) perspective” *Technological Forecasting and Social Change*, Volume 198, DOI: <https://doi.org/10.1016/j.techfore.2023.122972>
 - Badghish, S., and Soomro, A. (2024), “Artificial intelligence adoption by SMEs to achieve sustainable business performance: application of technology–organization–environment framework” *Sustainability*, Volume 16, Issue 5, DOI: <https://doi.org/10.3390/su16051864>
 - Muhammad Danish Habib a, Aseel Alghamdi b, Veenu Sharma c, Ankit Mehrotra d, Saeed Badghish (2024), “Diet or lifestyle: Consumer purchase behavior of vegan retailing. A qualitative assessment”, *Journal of Retailing and Consumer Services*, Volume 76, DOI: <https://doi.org/10.1016/j.jretconser.2023.103584>
 - Soomro, A., Ali, I., Ali, M., Yaqub, M., Badghish, S. (2024), “Financial education is precious than money-Examining the role of financial literacy in enhancing financial well-being among Saudi women”, *International Journal of Business Performance Management*, Volume 25 Issue 1, Pages 01-24 DOI: <https://doi.org/10.1504/IJBPM.2024.135155>
 - Badghish, S., Yaqub, M., Ali, I., Ali, M., and Malik A. (2024), “The instrumentality of teaching pedagogies in maturing entrepreneurial intentions among women entrepreneurs in Saudi Arabia”, *International Journal of Business Performance Management*, Volume 25 Issue 1 , Pages 25-49 DOI: <https://doi.org/10.1504/IJBPM.2024.135149>
 - Badghish, S., and Shagagi A. (2023), “The impact of Saudi consumers’ green consumption values on their intention to purchase energy-saving electronic products”, *Journal of Arab Studies in Education and Psychology*, Volume 148 Issue 1, Pages 407-434 DOI: <https://doi.org/10.21608/saep.2023.322555>. (مقال عربي)

- Zafar S, Badghish S, Yaqub RMS, Yaqub MZ. (2023), "The Agency of Consumer Value and Behavioral Reasoning Patterns in Shaping Webrooming Behaviors in Omnichannel Retail Environments", Sustainability, Volume 15, Issue 20, DOI: <https://doi.org/10.1016/j.techfore.2023.122972>
- Badghish, S., and Shagagi A. (2023), "Factors Influencing Consumer Complaint Intentions: Saudi Online Shopping", International Journal of Business and Management, Volume 18 Issue 4, Pages 69-82 DOI: <https://doi.org/10.5539/ijbm.v18n4p69>
- Khan, SJ., Badghish, S., Kaur, P., Sharma, R., and Dhir, A. (2023), "What motivates the purchasing of green apparel products? A systematic review and future research agenda?", Business Strategy and the Environment, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1002/bse.3360>
- Badghish, S., Ali, I., Ali, M., Yaqub, M.Z. and Dhir, A. (2022), "How socio-cultural transition helps to improve entrepreneurial intentions among women?", Journal of Intellectual Capital, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIC-06-2021-0158>
- Badawi, N.S., Battor, M. and Badghish, S. (2022), "Relational key account management: insights from the Middle Eastern context", Journal of Business & Industrial Marketing, Vol. 37 No. 2, pp. 353-365. <https://doi.org/10.1108/JBIM-06-2019-0301>
- Aljuaid, F., and Badghish, S. (2021) The Effect of Social Media Influencers' Trustworthiness and Expertise on Online Purchase Intentions of Saudi Consumers", Journal of Halal Service Research, Volume 2 Issue 2
- Ali M, Ali I, Badghish S and Soomro YA (2021) Determinants of Financial Empowerment Among Women in Saudi Arabia. Front. Psychol. 12:747255. doi: 10.3389/fpsyg.2021.747255
- Abuljadail, Mohammad, Badghish, Saeed. (2021). Exploring Type of Strategies Used by Global Brands to Engage the Saudi Consumers More in Brands' Facebook Pages in Saudi Arabia in Terms of "Like, Share and Comment .416-405 .() ,المجلة العربية للإدارة ,doi: 10.21608/aja.2021.151257
- Badghish, S., R Alaslani, R (2020). The Impact of Product's Color on Consumer Response to Visual Aesthetics: A Field Study on Consumers of the Saudi Environment. Arab Journal of Administration, vol 40, no 3. (ARABIC JOURNAL)
بادغيش و العصلاني (2020). تأثير لون المنتج على استجابة المستهلك للجمال البصري: دراسة ميدانية على مستهلكي البيئة السعودية. المجلة العربية للإدارة ، المجلد 40 ، العدد 3.
- Badghish, S. (2020). Determinants of searching for information via social networking sites: review and evaluation of the GCC's consumer. Journal Of Business Research, Vol 41, No. 4. Page 139-171. <https://dx.doi.org/10.21608/zcom.2020.123300> (ARABIC JOURNAL)
بادغيش ، س. (2020). محددات البحث عن المعلومات عبر مواقع التواصل الاجتماعي: مراجعة وتقييم المستهلك في دول مجلس التعاون الخليجي. مجلة البحوث التجارية ، المجلد 41 ، العدد 4. الصفحة 139-171
- Ali, I.; Ali, M.; Badghish, S.; (2019). Symmetric and asymmetric modeling of entrepreneurial ecosystem in developing entrepreneurial intentions among female university students in Saudi Arabia. International Journal of Gender and Entrepreneurship, Vol. 11 No. 4, pp. 435-458. <https://doi.org/10.1108/IJGE-02-2019-0039>
- Abuljadail, M., Yun, G., & Badghish, S. (2019). Do Similar Brands 'Like' Each Other? An Investigation of Homophily Among Brands' Social Networks on Facebook. International Journal of Marketing Studies, vol. 11, no. 3; ISSN 1918-719X E-ISSN 1918-7203

- Badghish, S., Stanton, J. and Hu, J. (2018). Consumer Complaint Behavior: A Comparison between Saudi Consumers and Filipino Migrants. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, vol 31, 40-66.
- Ali, I.; Ali, M.; Badghish, S.; Baazeem T.A.S. (2018). Examining the Role of Childhood Experiences in Developing Altruistic and Knowledge Sharing Behaviors among Children in Their Later Life: A Partial Least Squares (PLS) Path Modeling Approach. *Sustainability* , 10, 292
- Badghish, S. (2016). The Influence of Income and Education on Saudi Dissatisfied Consumers Behaviour. *Studies in Business and Economics*, vol 19, no 1, ISSN 1818-1228.
- Badghish, S. (2016), "Measuring Values Importance of Saudi Consumers", *International Journal of Marketing Studies*, vol 8, no 6, pp 115 – 127, E-ISSN 1918-7203.
- Badghish, S., Stanton, J. and Hu, J. (2015), 'An exploratory study of customer complaint behaviour (CCB) in Saudi Arabia', *Asian Journal of Business Research*, vol 2015, no Special, pp 49 - 67.

CONFERENCES AND PROCEEDING PAPERS

The Scientific Conference for Studies and Research of Economics and Administrative Sciences **Feb 2024**

Badghish, S. (2024), "على حضور الأحداث الرياضية للمستهلك السعودي (FOMO) تأثير متلازمة الخوف من فوات شيء ما", The Sixth Scientific Conference for Studies and Researches of Economics and Administrative Sciences, King Abdulaziz University, 2024; Jeddah, KSA. (مقال عربي)

The Scientific Conference for Studies and Researches of Economics and Administrative Sciences **April 2018**

Badghish, S. (2018), "The Perception of Business Students about Sales Jobs: A Study on Students of Business Schools in Jeddah", The Fourth Scientific Conference for Studies and Researches of Economics and Administrative Sciences, King Abdulaziz University, April 2018; Jeddah, KSA.

2015 International Business and Education Conference **June 2015**

Badghish, S. (2015), "The influence of income and education on Saudi consumer complaining behaviour", International Business and Education Conference, The Clute Institute, June 2015; London, UK

Business and Economics Society International Conference **January 2014**

Badghish, S., Stanton, J. & Hu, J (2014), "A Comparison of Guest Worker and Saudi Customer Complaint Behaviour within Saudi Arabia", BESI Conference, January 2014; Abu Dhabi, UAE

MAG Scholar Conference Paper **November 2013**

Badghish, S., Stanton, J. & Hu, J (2013), "An exploratory study of consumer complaining behaviour (CCB) in Saudi Arabia", MAG Scholar Global Business, Marketing and Tourism Conference, Dubai, UAE, ISBN: 978-0-473-26384-3. Editors: Fam, KS; Anwar, S; and Yang, L.

ANZMAC Conference Paper **December 2012**

Badghish, S., Fletcher, R. and Stanton, J. (2012), 'An exploratory study of consumer complaining behaviour (CCB) in Saudi Arabia', Australian & New Zealand Marketing Academy Conference, Adelaide, S. Australia.

ANZMAC Conference Paper **November 2010**

Badghish, S., Fletcher, R. and Stanton, P. (2010), 'Causes of consumer complaint Behaviour in Saudi Arabia: A Proposed Framework', Australian and New Zealand Marketing Academy Conference, 2010, Doing more with Less, Christchurch NZ.

GRANTS and PROJECTS

Title: Enhancing Young Saudi Women's Economic Empowerment through Entrepreneurship and Business Leadership Development: Proposing and Testing a Comprehensive Framework for Saudi Arabia.

Date: May 2017 – May 2018

Source: Partnership: Harvard University-Ministry of Labor & Social Development, Saudi Development, Saudi Arabia.

Role: Co-investigator.

REFERENCES

Other personal references are available upon request