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Associate Professor
Marketing & Management
International School of Business
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Academic Background

(Ph.D.) Doctor of Philosophy Northcentral University, Prescott, Arizona, Business Administration (Internet Marketing / Electronic Commerce Emphasis), 2010.

(M.B.A.) Master in Business Administration Alabama A & M University, Normal, Alabama, Business Administration (Marketing Emphasis), 1982.

(B.Sc.) Bachelor of Science McGill University, Montreal, Quebec, Canada, Food Science (Food Industry Emphasis), 1980.

Professional Certifications

Chartered Marketer Status (CM), 2010 (2010-2014), London, UK.

Qualification

Scholarly Academic

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: Asian Case Study, Asian Case Workshop, Asian Marketing, Brand Management, Consumer Behavior and Decision Making, Consumer Behaviour, E-Marketing, E-Marketing, International Business, International Marketing, Internet Marketing, Management Information Systems, Marketing Communications, Marketing Communications and Advertising, Marketing Management, Marketing Research, Marketing Research, Marketing Simulation, Marketing Strategy, Marketing Strategy, Principles of Marketing, Special Topics in Marketing, Special Topics in Marketing

Courses taught, but not in the Schedule:

A. Undergraduate Level:

Asian Marketing, Advertising and Promotions, Marketing Research, Marketing Information Systems, Internet Marketing, International

Marketing Strategies (With Simulation game from "Country Manager" by Interpretive.com), Services Marketing, Business Negotiation

Skills, Total Quality Management (TQM)

B. Graduate Level:

Marketing Management, Electronic Commerce, Strategic Marketing.

C. Short Courses Delivered:

Effective Strategic Planning, Preparing an effective Marketing Plan, Marketing Research.

D. Professional Courses Delivered:

Marketing Essentials, Marketing Environment, Stakeholder Marketing, Marketing Research and Information.

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	5	8		13
Articles-in-Progress (All)		2		2
Publications in Refereed Conference Proceedings	5	4	1	10
Presentations of Refereed Papers		3		3
Presentations of Non-Refereed Papers		1		1

Refereed Articles

Applied or Integrative/application Scholarship

Awan, M. & Khan, H. U. (2017). Status of Internet Addiction among College Students: A Case of South Korea. *e-Journal of Social & Behavioural Research in Business*, 8 (1), 91-105.

Awan, M. & Khan, H. (2017). Possible Factors Affecting Internet Addiction: A Case Study of Higher Education Students of Qatar. *International Journal of Business Information Systems*, 26 (2), 261-276.

Awan, M., Khan, H. U., & Chiang, H. (2017). Possible effect of Merger and Acquisition on Brand Equity: A case study of IT industry. *International Journal of Business and Information*, 12 (1).

Awan, M. & Khan, H. U. (in press, 2017). Can IT Industry Merger and Acquisition Effect on Brand Equity of their Products/Services? A case study from Qatar. *Journal of Engineering and Applied Sciences (SCOPUS)*.

Awan, M., Khan, H. U., & Chiang, H. (2016). Online Banking: A Comparative Study of Chinese and Saudi Customer Perceptions of Service Quality. *Journal of Internet Banking and Commerce*, 21 (5), 2-30.

Awan, M., Han, H., & Khan, H. (2016). Luxury brands and corporate responsibility: A perspective on consumers' preferences. *Journal of international management Studies*, 16 (1), 77-81.

Awan, M., Han, H., & Khan, H. (2015). How do Chinese and Saudi Customers Perceive Online Service Quality? A Comparative Study. *The Journal of Business Inquiry*, 13 (12), 142-157.

Awan, M. & Chiang, H. (2014). The Effect of American Translated Brand name cue on Brand association in Korean Market. *International Journal of Trade, Economics and Finance*, 5 (4), 312-317.

Awan, M. (2014). International Market Segmentation: Exploring Cell Phone Market of Young Adults. *International Journal of Trade, Economics and Finance*, 5 (2), 151-154.

Basic or Discovery Scholarship

Awan, M. A. & Zhang, W. (2013). Export Marketing Performance (EMP) of Pakistan SMEs impacted by the Internet. *GSTF Journal on Business Review*, 2 (3), 235.

Awan, M. (2012). A Comparative Study of Online Service Quality Perceptions in two major Regional Economies. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 2 (6), 529, doi: 10.7763/IJEEEE.2012.V2.178.

Awan, M. (2011). The Relationship between Internet use and Perceptions of barriers facing Small. *Journal of Internet Commerce*, 10 (2), 144-161, doi: 10.1080/15332861.2011.571992.

Awan, M. (2008). Analysis of Strategic Issues at Bewari.com: A B2B Case Study in the Middle East. *Journal of the International Academy for Case Studies (JIACS)*.

Awan, M. (2007). Dubai E-Government: An Evaluation. *Journal of Internet Commerce*, 6 (3), 115-129, doi: 10.1300/J179v06n03_06.

Refereed Proceedings

Applied or Integrative/application Scholarship

Awan, M. & Chiang, H. H. (in press, 2017). THE EFFECT OF GENDER DIFFERENCES ON ONLINE SHOPPING PAYMENT METHODS: THE CASE OF CHINESE CONSUMERS. *2017 Academy of Marketing Science Annual Conference*.

Awan, M. & Khan, H. (in press, 2016). Status of Internet Addiction among College Students: A Case of South Korea. *First American Academic Research Conference on Global Business, Economics, Finance, and Social Sciences, held in New York (AAR16New York Conference) from May 25th – 28th, 2016.*

Awan, M. (in press, 2015). Possible effect of Merger and Acquisition on Brand Equity: A case study of IT industry. *World Business Research Conference in Beijing, China June 10-14, 2015.*

Awan, M. & Han, C. H. (2014). The Effect of American Translated Brand name cue on Brand Association in Korean Market. *2014 International Conference on Advances in Business and Economics.*

Awan, M. (2013). International Market Segmentation: Exploring Cell Phone Market of Young Adults. *2013 International Conference on Contemporary Marketing and Management (ICMM 2013).*

Awan, M. (2003). American Business Executives' perception of the Business climate in the Gulf Region: A comparison of Saudi Arabia and United Arab Emirates. *10th Annual American Society of Business and Behavioral Science, Las Vegas*

Awan, M. (2003). E-Government: Assessment of GCC Countries and Services Provided. *Annual International Electronic Government 2003 held in Prague, Czech Republic.*

Basic or Discovery Scholarship

Awan, M. (2012). Perceiving Online Service Quality: A Comparative Study of Saudi and Chinese Customers. *2012 Global Marketing Conference (GMC).*

Awan, M. (2012). Export Marketing Performance of Developing countries' SME impacted by the Internet. *2012 Global Marketing Conference (GMC).*

Awan, M. (2012). Challenges of IT adoption and Outsourcing in Supply Chain Framework: A comparison of Chinese and UAE firms. *10th International Smart Sourcing Conference (ISC2012).*

Awan, M. A. (2012). A Comparative Study of Online Service Quality Perceptions in two major Regional Economies. *4th International Conference on E-education, E-business, E-management and E-learning..*

Awan, M. (2008). eB2B: Study of Drivers / Barriers and Growth Potential in the UAE. *13th Annual meeting of American Society of Business and Behavioral Sciences in Las Vegas.*

Teaching and Learning Scholarship

Awan, M. (2011). Impact of the Internet on Export Marketing Performance of SME's: A Case Study of Developing Country. *World Business and Research Conference on Dec 12th, 2011 in Auckland, New Zealand..*

Presentations of Refereed Papers

International

Awan, M. & Han, C. H. (2014). *The Effect of American Translated Brand name cue on Brand Association in Korean Market.* 2014 International Conference on Advances in Business and Economics, Dubai, United Arab Emirates.

Awan, M. (2013). *Online Service Quality Perceptions comparison between Saudi Arabia and China.* 4th International Conference on E-education, E-business, E-management and E-learning., Dubai, United Arab Emirates.

Regional

Awan, M. (2013). *Comparison of China and South Korea for Inter-market Market Segmentation.* 2013 International Conference on Contemporary Marketing and Management (ICMM 2013), Kuala Lumpur, Malaysia.

Presentations of Non-Refereed Papers

International

Awan, M. (2016). *Research on Online Service Quality: Current Status.* Invited presentation at First American Academic Research Conference on Global Business, Economics, Finance, and Social Sciences, held in New York (AAR16New York Conference) from May 25th – 28th, 2016., Staten Island, New Jersey.

Papers Under Review

Awan, M., Han, H., & Khan, H. (2015). "The Effect of Merger and Acquisition on Brand Equity from Asian Perspective," Revised and resubmitted to *ELECTRONIC COMMERCE RESEARCH AND APPLICATIONS (SSCI).*

Awan, M., Khan, H., & Han, H. (2015). "Luxury Brands and Corporate Social Responsibility: A perspective on

consumers' preferences," Initial submission to *PSYCHOLOGY & MARKETING (SSCI)*.

Other Research

Other Research Activities

2016: Awan, M. & Kaul, S., *Impact of CSR initiatives of Islamic Banks on their Brand Equity: A Case Study of Indonesia*.

Service

Service to the Institution

School Assignments

Chair:

- 2017-2018: Student Affairs (2017-2018)
- 2016-2017: Student Affairs (2017-Spring)
- 2016-2017: Department-Marketing & Management (2017-Spring)
- 2016-2017: Student Affairs (2016-Fall)
- 2016-2017: Department-Marketing & Management (2016-Fall)
- 2015-2016: Student Affairs (2016-Spring)
- 2015-2016: Department-Marketing & Management (2016-Spring)
- 2015-2016: Student Affairs (2015-Fall)
- 2015-2016: Department-Marketing, Global Business & Law (2015-Fall)
- 2014-2015: Department-Marketing, Global Business & Law (2015-Spring)

School Assignments

Faculty Advisor:

- 2012-2013: Advising

School Assignments

Member:

- 2016-2017: Faculty Advisory Council (2017-Spring)
- 2016-2017: Faculty Advisory Council (2016-Fall)
- 2015-2016: Faculty Advisory Council (2016-Spring)
- 2015-2016: Faculty Advisory Council (2015-Fall)
- 2014-2015: Department-International Business (2014-Fall)
- 2014-2015: Faculty Advisory Council (2015-Spring)
- 2014-2015: Student Affairs (2015-Spring)
- 2014-2015: Faculty Advisory Council (2014-Fall)
- 2013-2014: Department-International Business (2013-Fall)
- 2013-2014: AACSB Steering Committee (2013-Fall)
- 2013-2014: Faculty Advisory Council (2013-Fall)
- 2013-2014: AACSB Steering Committee (2014-Spring)
- 2013-2014: Department-International Business (2014-Spring)
- 2013-2014: Faculty Advisory Council (2014-Spring)
- 2012-2013: Department-International Business (2013-Spring)
- 2012-2013: Faculty Advisory Council (2013-Spring)
- 2012-2013: AACSB Steering Committee (2013-Spring)
- 2012-2013: Faculty Advisory Council (2012-Fall)

2012-2013: AACSB Steering Committee (2012-Fall)
2011-2012: Faculty Advisory Council (2012-Spring)
2011-2012: AACSB Steering Committee (2012-Spring)

University Assignments

Assurance Of Learning - Institutional Service:

2016: AOL-Designated Course

University Assignments

Other Institutional Service Activities:

2018-2019: Global Challenge program for Case Competition (Jan 2018)
2017-2018: Global Challenge program for Case Competition (July 2017)

Service to the Profession

Academic Conference: Moderator / Facilitator

2015: World Conference of Business and Management (WCBM) June 30th, 2015, Seoul.
2014: 2014 International Conference on Advances in Business and Economics, Dubai, United Arab Emirates. Session Chair

Board of Directors: Substantial Involvement

2013: American College of Technology (ACOT), USA, St. Joseph, Missouri. Appointed as a member of Board of Directors at American College of Technology to provide assistance with their MBA program with Marketing Major.

Chair: Conference / Track / Program

2016: First American Academic Research Conference on Global Business, Economics, Finance, and Social Sciences, held in New York (AAR16New York Conference) from May 25th – 28th, 2016..

Guest Speaker Presentation

2018: Beijing Foreign Service University, Beijing, China, Beijing, China. Invited to deliver lecture on "Doing Business in the Middle East" to International Trade senior students.
2017: International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology - Fall Session 2017, Seoul.

Keynote Address

2014: 2014 International Conference on Advances in Business and Economics, Dubai, United Arab Emirates. Keynote Speech Topic **Research Update on Online Service Quality (SQ)**

Reviewer - External Tenure

2015: Asia Pacific Journal of Marketing and Logistics. Reviewed the following research paper for the above journal:

- Effects of website communication and aesthetics on consumer attitudes to brand image in an omni-channel retail environment: A best-worst scaling approach.

2015: Information Technology & People. Reviewed following Two research papers for the above journal:

1. An empirical study on the drivers of online shopping and significance of cash-on-delivery mode of payment on behavioral intention: An emerging economy case.
2. What if My Mum Sees It?: Examination of visible brand interaction in the presence of a wider network

2015: Electronic Commerce & Applications. Reviewed following Three research papers for the above journal:

1. Understanding the Underlying Factors of Internet Addiction across Cultures: A Comparison Study.
2. How social shopping retain customers? Capturing the essence of website quality and Relationship quality.
3. Measuring restaurants' short-term profitability of a group buying daily deal.

Service to the Community

Other Community Service Activities

2015: Training the SolBridge final year students for Interview-Stream Program, These training sessions were organized by the Career Development Center of SolBridge. The objective is to assist the students in preparing for Job Interviews. This software helps the students to record and practice their Job Interview skills.

Speech / Presentation at a Community Meeting

2017: Edukcircle International convention on Marketing and International Business, Online Service Quality: Growing Importance in emerging economies

Professional Development

Assurance of Learning - Professional Development

2013: AACSB Assurance of Learning SolBridge Workshop May 28, 2013, Daejeon, Korea.

2012: AACSB Assurance of Learning Workshop. Emeritus Professor Lyn Simpson. December 11, 2012, Daejeon, Korea.

Professional Seminars / Workshops

2017: The Mystique of Luxury Brands Conference 2017, May 11-12, Seoul, Republic of Korea.

2017: AACSB CIR Seminar, Seoul, Republic of Korea.

2012: AACSB Business Accreditation Seminar, Singapore, Singapore.

Teaching-Related Seminars

2013: Teaching Workshops - Collaborative Learning, Daejeon, Korea.

2013: Teaching Workshops - Problem Based Learning (PBL), Daejeon, Korea.

2013: Teaching Workshops - Project Oriented Learning, Daejeon, Korea.

Technology-Related Training

2017: Kevin Mitnick Security Awareness Training, Daejeon, Virtual.

Honors/Awards

Award

2013: , 2013 International Conference on Contemporary Marketing and Management.

Miscellaneous

Other

2013 - Member Board of Directors

2013 - Completed the Online Teaching Certificate Program from Washington State University

Last updated by member on 21-May-18 (06:23 PM)