

Ahmed Suhail Ajina

Associate Professor (PhD Marketing, Dual MSc Marketing, CIM, CAM, SMM, PGRDip, KPIA)
Email: aajina@gmail.com Mobile: 0555993353

Education

The University of Hull

PhD, Marketing, 2015

Chartered Institute of Marketing

CAM Candidate, Digital Marketing & Social Media, Communications Advertising and Marketing, 2013-2014

CIM Certified, Marketing, Chartered Institute of Marketing, 2011-2012

The University of Hull

PDRT, Postgraduate Diploma in Research Training, Research, 2012-2013

PGCert., Business Administration and Management, General, 2011 - 2012

Academy of Midland

Diploma, Risk Management, 2011 - 2011

The University of Stirling

Msc, Marketing, 2009 - 2010

King Fahd University of Petroleum & Minerals

Bs, Marketing, 1999 - 2005

Activities and Societies: Collage of Industrial Management (President of Marketing Union) January

2001 College of Industrial Management (President of Managerial Affairs) January 2000

Current Position

Consultant, PR and Marketing

December 2019- till now

Gulf Health Council, Riyadh

Viva Voce

Alsalem, Ghada (2020), Marketing Academic Programs to enhance Competitive Advantages for Saudi University. Implication of 7Ps Model. King Saudi University.

Alsobaiee, Abdulaziz (2020), A Framework of Successful Business Incubators in Saudi Arabia. Imam Abdulrahman bin Faisal University

Student Supervision

Aloqaifi, Haitham (2016) "The Impact of Psychological Pricing on Purchasing Decisions: The Role of Odd and Even Pricing on Saudi Retail Industry". Seventh Saudi Students' Conference, Riyadh, Saudi Arabia.

Academic Positions

Dean, College of Business Administration

March 2017- till now

Prince Sattam Bin Abdulaziz University

Head of Rowad Center,

Nov 2017- till now

Prince Sattam Bin Abdulaziz University

Vice Dean for Quality & Development,

April 2017-2018

Prince Sattam Bin Abdulaziz University

Head of Marketing Department,

March 2016-2018

Prince Sattam Bin Abdulaziz University

Academic Work Experience

The Excellence Learning and Teaching Unit

March, 2017

Prince Sattam Bin Abdulaziz University, University Level

Conferences and Exhibitions Committee

March, 2017

Prince Sattam Bin Abdulaziz University, University Level

The Third Strategic Goal Committee

Oct, 2016

Prince Sattam Bin Abdulaziz University, University Level

Permanent Committee for Curriculum and Academic Program

Oct, 2016

Prince Sattam Bin Abdulaziz University, University Level

Curriculum and Academic Program Committee, Vice Chairman

Sept 2016

Prince Sattam University College Level

Examination Committee, Chairman

April 2016

Prince Sattam Bin Abdulaziz University - CBAK

VP and Development Coordinator for Development Committee

March 2016

Prince Sattam Bin Abdulaziz University

Member of Contracting Committee

March 2016

To interview candidate from Jordan (One Time Only)

Part-time Lecturer at University of Hull, UK

2014

University of Hull main campus-Business School – Marketing Department

Lecturer at Prince Salman bin Abdulaziz University

June 2012 – 2015 (Study Leave for PhD)

Alkharj Campus - Business School – Marketing Department

Conferences

بن سهيل عجينه، أحمد. (2020). أرجوزة التسويق: مدخل إلى علم التسويق و الأعمال. مجلة كلية الدراسات الإسلامية والعربية بدمنهور 5(14), 1177-1202. doi: 10.21608/jcia.2020.182422

Ajina, A. S. (2019). The role of content marketing in enhancing customer loyalty: An empirical study on private hospitals in Saudi Arabia. *Marketing*, 15(3), 71-84.

Ajina, A. (2019). Predicting customers' online word of mouth intention: The theory of planned behavior applied to understand youth Saudi social media behaviors. *Management Science Letters*, 9(10), 1553-1566

Ajina, A. S., Roy, S., Nguyen, B., Japutra, A., & Al-Hajla, A. H. (2020). Enhancing brand value using corporate social responsibility initiatives: Evidence from financial services brands in Saudi Arabia. *Qualitative Market Research: An International Journal*.

Ajina, A. S. (2019). The Role of Social Media Engagement in Influencing Customer Loyalty in Saudi Banking Industry. *International Review of Management and Marketing*, 9(3), 87.

- Ajina, A. S. (2019). The perceived value of social media marketing: an empirical study of online word-of-mouth in Saudi Arabian context. *Entrepreneurship and Sustainability Issues*, 6(3), 1512-1527.
- Ajina, A. S., Japutra, A., Nguyen, B., Syed Alwi, S. F., & Al-Hajla, A. H. (2019). The importance of CSR initiatives in building customer support and loyalty: Evidence from Saudi Arabia. *Asia Pacific Journal of Marketing and Logistics*.
- عجينه، أ. س. (2018) تسويق الخدمات القانونية. ورقة عمل المؤتمر السعودي للقانون. حقيبة المحامي هيئة السعودية للمحامين
- Yousef Alkhateeb, T. T., Ajina, A. S. M., & George, S. G. V. (2017). Egyptian Intra Agriculture Trade with GAFTA Members: Reilly? s Law of Retail Gravitation and Marketing Effects.
- Ajina, A. (2014) "The Perception of Socially Responsible Banking: How the Perception of CSR Influences Loyalty via Value Creation". *The Business & Management Review*. Volume 5. Number 1. (ISSN 2328-2185). David Publishing Company, New York, NY, USA. (Published Abstract).
- IMRA (International Management Research Academy). The Perception of Socially Responsible Banking: How the Perception of CSR Influences Loyalty via Value Creation. International Conference on the Restructuring of the Global Economy (ROGE), June 23-24th, 2014, Cambridge, UK.
- AMA (American Marketing Association). Understanding the Motives and Challenges for Socially Responsible Banking, 2014 Winter Educator's Conference.
- AMA (American Marketing Association). The Perceived Value of CSR: An Empirical Study to Measure Consumers' Gain from Dealing with Socially Responsible Banks, 2014 Winter Educator's Conference. Orlando, Florida, USA.
- HUBS Marketing Conference. The Perception of Socially Responsible Banking: How the Perception of CSR Influences Consumer Behaviour. University of Hull, November 2013, Hull, UK.
- ABIS (Association of Business in Society). The Perception of Socially Responsible Banking: How this Perception of CSR Influences Consumer Behaviour. Leuphana University, September 2013, Lüneburg, Germany.
- The Sixth Saudi Scientific International Conference. Exploring the Factors that Determine a Corporate Socially Responsible (CSR) Bank in Saudi Arabian Banking Context. Brunel University, October 2012, London, UK.
- The Second Corporate Social Responsibility Conference. Social Responsibilities in Saudi Arabia: The Potential and the Challenges 2012, Riyadh, Saudi Arabia. Attended.
- Academy of Marketing Conference. Factors Influencing CSR Perception in Saudi Arabian Context. University of Southampton, July 2012, Southampton, UK.
- HUBS PhD Colloquium. University of Hull, Exploring the Factors that Determine a CSR Bank in Saudi Arabian Banking Context. October 2011, Hull, UK.

Social Volunteer Works

Board of Trustees

2017 – till now

Pioneer Marketing Awards

Evaluation Committee Member (Jury)

2017 – till now

Pioneer Marketing Awards

Evaluation Committee Member (Jury)

2017

Hematekom Consumer Protection Association

Founding and Board Member

2016 – till now

Marketing Association

Founding and Board Member

2016 – till now

Let Your Value Talks Association

Founding and Board Member

2016 – till

Saudi Association for Qualitative Research

Member of Initiatives Evaluation Committee, Hematikom

Dec, 2016

Committee of Consumer Protection Association

Member of Evaluation Committee, Pioneer Marketing Award

Sept, 2016

Marketing Foundation

Editor for Amity Journal of Marketing (Editorial Board)

March 2016

Acting Member of Consumer Protection Association

April 2016 –till now

Riaydh Saudi Arabia

Member of the Scientific Committee and Supervisor of Posters Session

The Sixth Saudi Scientific International Conference

Brunel University, 2013 London UK

Present A Marketing Symposium

Boosting Sales for SMEs

July 2016, Almadianah Almonawarah, Saudi Arabia

Present A Research Seminar Course

August 2016

Theoretical Contributions, Online

Present A Research Training Course

April 2016

Qualitative Research Journey, Online Course

Present A Marketing Seminar

March 2013

What is Marketing, Hull, UK

Managing Blog and YouTube Channel

Since Sept 2015

Dedicated for Marketing and Scientific Research

Active Member on Social Media Twitter & Snapchat

Since 2014

Mainly Discuss Marketing and Academic Research Subjects

Writing on Newspapers

2016

Riyadh, Alwatan, and University Newspapers

Participated in Number of TV programs

Almajd Channel, MBC, Saudi TV, FM, and Nedaa Al-Islam Broadcast

Talking About Consumer Behaviour and Marketing Practices

Reviewer for AMA (American Marketing Association)

2015 - Now

Reviewer for SRJ (Social Responsibility Journal)

2014 -Now

General Manager “Your Academic Adviser” Programme

2014-2015

Hull-UK

Business Experience

Project member at Institute of Nanotechnology

February 2010 - June 2010 (5 months)

Worked with Institute of Nanotechnology. develop marketing plan for year 2010.
University course project

RM, Financial Institutions Structured Trade at Al Rajhi Bank

April 2007 - June 2011 (4 years 3 months)

Structured Trade Desk, Financial Institutions Department, Corporate Banking Group
CBG.

2 recommendations available upon request.

Includes study leave for personal development (2 years 8 months)

RM Financial Institutions - Europe & Americas at Al Rajhi Bank

April 2005 - April 2007 (2 years 1 month)

RM, Financial Institutions Europe & Americas at Al Rajhi Bank

May 2005 - January 2007 (1 year 9 months)

Marketing Officer - Cooperative Program at Saudi Commission for Tourism and Antiquities

February 2004 - September 2004 (8 months)

Coordinator with Landor "Brand building".

Arranging the Marketing Campaign with Ads Agency

Preparing Reports

Summary of Academic Related Training

- ❖ Self-Study Report for Academic Programs, Prince Sattam Bin Abdulaziz, Oct 2015
- ❖ Assessment of Learning Outcomes Workshop, Prince Sattam Bin Abdulaziz University, Oct 2015
- ❖ Attended A Research Publication Workshop, Prince Sattam Bin Abdulaziz University, May 2016
- ❖ Participated in Scholarship Development Seminar, Prince Sattam Bin Abdulaziz University, December 2015
- ❖ Faculty Organizer for Marketing Talent Search Carnival and Global Village, College of Business Administration, December 2015
- ❖ A presenter of student activity training course (Excel), College of Business Administration, Oct 2015
- ❖ iThenticate Program, Deanship of Scientific Research, Feb 2016
- ❖ Practices of the Internal Audit, The Institute of Internal Auditors (IIA), December 2015
- ❖ Debate Workshop سجال Participated in the first debate workshop organized by Alwajehah, University of Hull, UK June 2015

Summary of Business Projects

Task Force:

Participated in the Task Force team to enhance the Al Rajhi Bank Exports volume. "SABIC, TASNEE, etc...)

IDB\ITFC:

Finalized the agreement with ITFC to handle their trade volume (Export\Import) SFD
Visited Yemen to Participate in SFD Forum (Marketing Al Rajhi Bank's P & S to Yemeni Banks)

SIEC\SEDC:

Propose to handle their exports "merchant exporter" with the support of SFD

SABIC:

Member of SABIC exports team to facilitate SABIC business related issues within Al Rajhi Bank

GCC:

Visited 20 banks in GCC countries to promote Al Rajhi Bank's P & S in June 08. PD Responsible for the Product Development from all aspects (Structures, Approvals, Agreements, Syndications and Club Deal, Non Bank FI & Marketing to Banks) Systems Coordinate with IT Dept. to develop Trade System within the Bank

Training, Lectures and Workshops (I presented)

- ❖ Effective Learning Methods, 2017
- ❖ Buyers and Sellers Right, Student Affairs, 2017
- ❖ Marketing Initiatives, talent house, Islamic University, Madinah Monawarh 2017
- ❖ Marketing SMEs in light of the current challenges, Youth Business Council, Chamber of Commerce 2017
- ❖ Deceptive Commercial Advertising, Consumer Protection Association, Riyadh Sport Club, 2017
- ❖ Sales Enhancement in SMEs Workshop, Madinah Chamber of Commerce Sponsored by STC 2016
- ❖ Entrepreneurial Marketing Seminar, Souk Okaz, King Salman Centre for Youth, 2016
- ❖ Learning Outcomes Matrices for Curriculum and Academic Programme Workshop, PSAU, 2016
- ❖ Introducing Colleges of Business Administration for High School Students, 2016
- ❖ Quality in Academic Researches, Online Course, 2016
- ❖ Systematic Literature Review, Online Course, 2016
- ❖ Theoretical Contribution, Online Course, 2016
- ❖ Qualitative Research Journey, Online Course, 2016
- ❖ Research Philosophy, Online Course, 2015
- ❖ Qualitative Research Symposium, University of Hull ,2014
- ❖ What is Marketing, University of Hull 2013
- ❖

Training & Courses (I Attended)

- ❖ Training of Trainers (Certified Trainer), King Abdulaziz University
- ❖ Presentation Skills, LJI Seminars
- ❖ Accelerated Learning, MENA
- ❖ Essential Academic Leadership Skills, ALC
- ❖ Advance English course,
- ❖ UoS Professional Skills & Team Building,
- ❖ TN Basel II (Bazel II) by Al-Mujaz Financial
- ❖ Analysis for Banks by SHRD
- ❖ Islamic Banking by SHRD
- ❖ Bourse Game "Treasury and Foreign Exchange"
- ❖ "Trade Finance Training Program" by JP Morgan Chase
- ❖ "Financing & Guarantee Mechanism Forum" Yemen, Sana'a
- ❖ "CPU 600- Documentary Credit 2007 by Deutsche Bank
- ❖ "CPU 600-Documentary Credit 2007 by CommerzBank
- ❖ "JP Morgan Risk Analysis Seminar" UK, London
- ❖ Basics of Banking (IOB) Selling Skills (IOB)
- ❖ Advance Credit Risk Analysis (IOB) Corporate Finance (IOB)
- ❖ Bourse Game & Basic Treasury
- ❖ Principles of Banking (Arab Academe- Jordan), Riyadh Trade Finance
- ❖ (Arab Academe- Jordan), Riyadh
- ❖ Dealing Room Foundation (Arab Academe- Jordan), Riyadh
- ❖ Marketing & Selling Financial Services (Arab Academe- Jordan), Riyadh
- ❖ Analyzing Bank's Financial Statement (Arab Academe- Jordan), Riyadh

- ❖ Negotiation Skills (Arab Academe- Jordan), Riyadh
- ❖ Anti-Money Laundry AML (Al Rajhi Internal) Personal
- ❖ Leadership by Procter & Gamble
- ❖ SoftTools (Advanced Project Management Software) Goal Centrex
- ❖ (Project Management Software) Trained by BankScope
- ❖ Artificial Persuading

Specialties

- ❖ Islamic Banking
- ❖ Total Relationship with the correspondent banks (CRM)
- ❖ Marketing Trade Products to foreign banks
- ❖ Analyzing Exports Volume of Saudi and Reporting
- ❖ Explore the opportunities in the Emerging Markets
- ❖ Designing and Developing new Products
- ❖ Negotiating and arranging deals\agreements with banks
- ❖ Pricing of the confirmation charges of inward business
- ❖ Selling\Buying the Risk from international banks
- ❖ Coordinating with TPCs in Riyadh, Jeddah & Dammam
- ❖ Ensuring the Quality of Service

Workshops

- ❖ Sharing Strategy with Stakeholders
- ❖ Practical Experiences in CSR
- ❖ Creativity in CSR programs
- ❖ Entrepreneur Culture

Skills & Expertise

- ❖ Islamic Finance
- ❖ Banking
- ❖ Corporate Finance
- ❖ Financial Analysis Credit
- ❖ Marketing Communications
- ❖ Market Research
- ❖ Marketing Strategy
- ❖ Risk Management

Organizations and Memberships

Chartered Institute of Marketing - CIM

Member

June 2011 to 2014

British Academy of Management - BAM

Member

June 2011 to 2014

Academy for Marketing - AFM

Member

June 2011 to 2014

International and Training Development Academy – ITDA

Member
May 2012 to 2014

Business and Economics Association

Member
May 2012 to 2014

Honors and Awards

First Saudi Graduation Honoring Ceremony

Saudi Arabia Cultural Bureau - UK
October 2010

Awarded in the first Saudi Graduation honouring ceremony in the UK 2010.

A letter of Thanks and Appreciation

Saudi Ambassador in the UK HRH Mohammed Bin Nawwaf.
September 2010

A letter of thanks and appreciation

From the Saudi Ambassador in the UK HRH Mohammed Bin Nawwaf.
2011

Interests

Reading, Sports

Ahmed Suhail Ajina

(PhD Marketing, Dual MSc Marketing, CIM, CAM, SMM, PGRDip, KPIA)

Email: aajina@gmail.com Mobile: 0555993353