

Ahmed A. AlShumaimeri

Academic CV

Professor of Marketing and Entrepreneurship
College of Business Administration
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Academic details

1984-1997 University of Nottingham. UK
PhD – Marketing, School of Management and Finance
1990-1992 Southern Illinois University at Carbondale. USA
MBA

Career details

2015 – Now Vice-Rector – Dar AlUloom University - Riyadh
2013 – 2015 Secretary General – Riyadh Economics Forum - Riyadh
2012 – 2013 General Manager Assistance for Small Business Selector – Saudi
Credit Bank.
2007- 2011 Dean and supervisor of King Salman Entrepreneurship Institute –
King Saud University
2007- 2010 Dean of Development – King Saudi University
2007- 2008 Rector's adviser for Development and Quality. King Saud University
2004- 2008 Dean of Deanship of Graduate Studies- Qassim University
2001– 2004 Chairman of Business Administration - College of Business &
Economics - Qassim University

Work Experience

- Chairman of Saudi Entrepreneurship Association
- Consultant and co-founder of Al- Majd Trading Group.
- Member of management board for several private establishments.
- Consultant for numbers of public organizations and Ministries in Saudi Arabia.
- Member of tens of university committees and councils in the current and past time.
- Founder of several Start-up ventures in business incubator.
- Presents and leads professional development seminars and training courses

Research Profile

My research is centered on the following subjects

- 1- Direct Marketing

- 2- Marketing Orientation
- 3- Entrepreneurship
- 4- Service marketing
- 6- Human Resource Management
- 7- Consumer Behavior

Teaching

My experience on teaching in graduate level includes:

- 1- Entrepreneurship
- 2- Principle of Marketing
- 3- Marketing Management
- 4- Strategy
- 5- Finance
- 6- Research methods

Training

1. Saudi Oxford program for advanced Leadership- Oxford 2011.
2. Project Management Professional (PMP) – May 2008 – Dubai.
3. Strategic Financial Analysis for Business Evaluation. Harvard Business School. Harvard University. April 2007.
4. Corporate Restructuring, Mergers, and Acquisitions. Harvard Business School. Harvard University. April 2007.
5. Business to Business Marketing Strategy. . Harvard Business School. Harvard University. May 2007.
6. Successful Mail Order – Direct Marketing Association - Chicago - 1993
7. Direct Marketing for small Business – IDM- Birmingham- 1997
8. Building Customer Loyalty – Direct Marketing Conference- London – 1996
9. Communication and Presentation Skills –University of Nottingham – 1997

Research

Among the research paper that are published for the author in English are the following:

- Ahmed Alshumaimeri, almobaireek wafa. “Purposes, benefits, and barriers of using Mobile Marketing: An empirical evidence from Saudi Arabia”. IIER, Beijing, China July 2015.
- Ahmed Alshumaimeri . “Role of educational Institutions to support Entrepreneurship: The case of Entrepreneurship Association”. International conference for Entrepreneurship and future leaders. Abha Chamber of Commerce. April 2015. Abha. Arabic
- Ahmed Alshumaimri, and Ahmed Almohaimeed. “Financing Entrepreneurship projects in Saud Arabia; Experts perspectives. Saudi International Entrepreneurship conference. Sep 2014. Riyadh. Arabic
- Almobaireek,W, Manolova,T. Alshumaimri, “Building entrepreneurial inter-firm networks in an emerging economy: The role of cognitive legitimacy”.

International Entrepreneurship and Management Journal 2014. IEMJ-D-13-00201R1

- Almobaireek,W., Manolova, T. Alshumaimri, A. Building Interorganizational Networks in an Emerging Economy: The Role of Cognitive Legitimacy. BCERC, EMLYON Business School , France, from June 5, 2013.
- Ahmed Alshumaimri, Taylor Aldridge and David B. Audretsch. "Scientist entrepreneurship in Saudi Arabia. The Journal of Technology Transfer. July 2011
- Ahmed Alshumaimri, Taylor Aldridge and David B. Audretsch "The university technology transfer revolution in Saudi Arabia"The Journal of Technology Transfer Volume 35, Number 6, 585-596, DOI: 10.1007/s10961-010-9176-5
- Al Mobaireek, W. & Manolova, T. Alshumaimeri, A. Entrepreneurship Motivations Among Saudi Youth. The International Conference on Small Business and Entrepreneurship, Nicosia, Cyprus, 2011., Nicosia, Cyprus.
- Al Mobaireek, W., Manolova, T., & Alshumaimeri, A. Entrepreneurial Intentions among Saudi University Students The Role of Motivations and Start-Up Problems. International Academy of Management and Business Conference, Istanbul 20-22 June 2011.
- Al Mobaireek, W. Alshumaimeri, A. Entrepreneurial motivations among female university youth in Saudi Arabia. 2012 ACERE-DIANA Conference, Fremantle, Western Australia, January 31-February 2, 2012
- Ahmed Alshumaimri. M Global Higher Education Forum (GHEF) 2009.
- Ahmed Alshumaimri, A Transaction Cost Based Analysis of Direct Marketing as a channel of distribution. With C. Ennew. Academy of Marketing. V 18. July 1998.
- Ahmed Alshumaimri, " The Impact of Product/Market Factors on the use of Direct Marketing". Afag Edariah. Oct 1999.
- Ahmed Alshumaimr." Direct Marketing in Saudi Arabia and the United Kingdom: A comparative study". Academy of marketing annual conference. Aston, UK. 2003.
- Ahmed Alshumaimri , C. Ennew and M. Wright. "Factors influencing the use of Direct Marketing: Empirical Evidence from Saudi Arabia".. Academy of Marketing Conference 1998.
- Ahmed Alshumaimri. "Direct Marketing in Saudi Arabia: A descriptive study". Kuwait International Conference. London. 1998.
- Alshumaimeri, Ahmed and Almobaireek wafa. "International Direct Marketing in GCC firms. Academy of Marketing Conference 2004. Glos. UK.
- Abosag, I, and Alshumaimeri Ahmed. "Relationship Marketing in Saudi Arabia: Further investigation into Et-moone Concept. Academy of Marketing Conference 2004. Glos. UK.
- Abosag I, and Alshumaimeri Ahmed. "Conceptualizing and Measuring the Antecedents of Et-Moone. Academy of Marketing Conference 2005. London. UK

Books

I am a bilingual author and published seven books titled: "Business incubators" 2015, "Management is first" 2010 Arabic , "Entrepreneurship" Arabic 2010-2014. "THE NEW ENTREPRENEURIALISM" 2014, "Principle of Management" 2007-2014 Arabic, "Direct Marketing in Saudi Arabia" 2003 English, and "Job Ethics" 2004 Arabica and "Be an Entrepreneur: Entrepreneurship principles and practice". 2012 English

Computer Experience

In the course of my studies I have gained experience in several computer programs. Most relevant are: Microsoft Office (Words, Excel, Power point, Access) SPSS, Business Planning and other software.

Other information

- Member of Alumni Group- The British Council- Riyadh- Saudi Arabia.
- Member of Board of Directors. International Entrepreneurship Academy (INTENTAC). UK-Sweden
- Member of Saudi Committee for Small - Medium Business
- Member of Saudi incubator Network
- Member of Scientific Council. Public Administration Institute- Saudi Arabia
- Member of Several Academic Associations in Management and Marketing Field