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EDUCATION:

- PhD University of Texas at Arlington, Texas, USA, 2007
Major: Marketing
Minor: International Business
Dissertation Title: Consumer Perceptions of Rebranding: The Case of Logo Changes
- MBA University of Texas at Arlington, Texas, USA, 2002
Major: Business Admin with Marketing Concentration (Dean's List)
- B.Sc. King Fahd University of Petroleum & Minerals, Saudi Arabia, 1996
Major: Chemical Engineering (Highest Honors)

EXPERIENCE:

Assistant Professor of Marketing (September 2007- Current)
King Fahd University of Petroleum & Minerals, Saudi Arabia.

Graduate Assistant (April 1999 – August 2000)
King Fahd University of Petroleum & Minerals, Saudi Arabia

Planning/Operations Engineer (May 1996 – April 1999)
Saudi Aramco, Saudi Arabia.

Coop Training Engineer (February 1995 – August 1995)
Gulf Petrochemical Industries Company, Bahrain.

PUBLICATIONS

AlShebil, Saleh, Abdul Rasheed, and Hussam Al-Shammari (2007), "Battling Boycotts," *The Wall Street Journal*^{*}, April 28-29, R1, R6 & R11.

^{*}The Wall Street Journal research article was part of The Journal Report: Business Insight section in collaboration with MIT Sloan Management Review. The article also includes 2 podcasts (audio interviews) with Saleh AlShebil that can be accessed through the article from the WSJ or MIT's websites.

http://online.wsj.com/public/article_print/SB117735403956379332.html

CONFERENCE PAPERS:

AlShebil, Saleh, Abdul Rasheed, and Husam Al-Shammari (2005) "Coping with Boycotts: An Analysis and Framework" *Academy of International Business* Conference, July 2005, Quebec City, Canada.

AlShebil, Saleh, (2006) "Are 'Paradigms Lost' in Marketing?...Some Twenty Years Later: A Content Analysis," *Association for Consumer Research* Conference, September 2006, Orlando, Florida.

COURSES TAUGHT

Sales Management (2007)
Advertising & Sales Promotion (Current)

RESEARCH INTERESTS

Consumer Behavior
Branding/Rebranding
International Marketing
Online Marketing
Globalization

UNIVERSITY ACTIVITIES & COMMITTEES

The Staff Affairs University Committee, 2007
Coop Committee Member, 2007, 2008
VIP Reception Committee, 2008
Distinguished Teaching Award Committee, 2008
CIM-Saudi Aramco Finance Chair Partnership Team

WORKSHOPS ATTENDED

5th Annual Doctoral Workshop on International Entrepreneurship, Atlanta, Georgia USA, May 2004.

Effective Teaching Workshop, KFUPM, Dhahran, Saudi Arabia. November 2007.

Blended Learning Workshop, KFUPM, Dhahran, Saudi Arabia. January 2008.

OTHER ACTIVITIES

Member of [Toastmasters International](#) (1997-2003)

- Achieved Competent Toastmaster (CTM), Arlington, TX, USA.
- [Arlington Nooners](#), Arlington, TX, USA (2000-2004)
- Dhahran Toastmasters Club, Saudi Arabia. (1997-1999)
 - Worked as a treasurer for the club
- Participated in the 8th Gulf Toastmasters Annual Convention (GTAC) in November 1997 in Bahrain, as a member of the reception committee. Represented the Club as a finalist in the Table Topics contest in the 9th GTAC in October 1998 in Doha, Qatar.

Selected by Saudi TV (Channel 2) to be an English reporter for the Intercontinental World Cup Championship (for Handball) of HRH Prince Faisal Bin Fahd Bin AbdulAziz (3 -9 June 2000).

Successfully completed the “Achievers Leadership & Personality Development Program” offered by the Advance Institute of Management (of Dubai) in Bahrain, April 1998.