Short Curriculum Vitae

PERSONAL INFORMATION

Name:	Obaid Mobarak Al-Shuridah
Marital Status:	Married with children
Mailing Address:	KFUPM
	Personal POBox 775, Dhahran 31261, Saudi Arabia.
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EDUCATION:

♦ Ph.D. in Business Administration from Southern Illinois University at Carbondale, USA.

- Marketing Department
- Degree Earned in August 2005 (completed in June 05)
- GPA 3.92 /4

♦ Master of Business Administration from Colorado State University, USA.

- Concentration: Marketing
- GPA 3.75 /4 (the actual GPA is 3.82 /4)
- Degree earned in August 1994
- Professional Paper titled "Sales Forecasting Practice in Saudi Arabian Firms: A Comparison with The United States Firms"

♦ Bachelor of Art in Business Administration from Imam Mohammed bin Saud Islamic University, South Branch, Saudi Arabia

- Concentration: Business Administration
- GPA 92.68% (roughly equals to 3.71 /4)
- Degree earned in June 1989

TEACHING EXPERIENCE:

♦ Since July 2005 to Present:

Assistant Professor in the Management and Marketing Department, College of Industrial Management at KFUPM, Dhahran, Saudi Arabia

- From August 1999 to July 2000:

  A lecture at the Management and Marketing Department, College of Industrial Management at KFUPM, Dhahran, Saudi Arabia

- From October 1994 to August 21,1999:

  A lecture at the College of Technology at Abha, Saudi Arabia

- From Nov. 1989 to July 1991:

  A graduate assistant (called demonstrator & teaching assistant) in the College of Technology at Abha

RESEARCH

- Dissertation title " Customer Intention as the Key to Successful CRM Implementations: Insights from an SEM Application"

Conference Attendances & Papers:

- Attended the American Marketing Association 2004 Winter Educators' Conferences at Stockdale, Arizona.

- Al-Shuridah, Obaid and Siva Balasubramanian (2005), "Customer Intention As Key to Successful CRM Implementation" Marketing Science Conference-Informs, Goizueta Business School, Emory University, Atlanta.

- Siva K. Balasubramanian, Obaid Al-Shuridah, "Antecedent and Consequences of Attitudes Against Spam". Marketing Science Conference- Informs, Katz Graduate School of Business, Pittsburgh, Pennsylvania, June 8–10, 2006.

- Songpol Kulviwat, Gordon C. Bruner II, and Obaid Al-Shuridah, " The Role of Social Influence on Adoption of High Tech Innovations: The Moderating Effect of Public/Private Consumption". The American Marketing Association (AMA) Summer Educators Conference, Chicago, Illinois, August 4-7, 2006.

Working in Progress:

- Al-Shuridah, Obaid and Siva K. Balasubramanian. "Evolving Attitudes toward Online Purchases: Evidence from Multiple Surveys,".

- Al-Shuridah, Obaid and Siva K. Balasubramanian. "Determinants of Customers' Intention to Engage in CRM Programs: The Case of Online Banking,"

- Al-Shuridah, Obaid. "Factors Influencing Attitude and Intention to Use Internet Banking in Saudi Arabia," An ongoing project

ADMINISTRATIVE POSITIONS

- Chairman, Department of Management & Marketing, KFUPM (August 2007 to present).
- Head of The Department of Management Technology in The College of Technology at Abha for the academic year 1998-1999.

HONORS & OTHER ACTIVITIES (Brief)

- BA with honor certificate from Prince Khalid Al Faisal the governor of Assir, in 1989, for the outstanding student of the year.
- Member of many standing and ad hoc committees during my career that started in 1989.
- Delivered many training sessions for my colleagues at the Department of Management Technology, The College of Technology at Abha. about how to use many different computer software including (MS Windows 95&98, MS Word, MS Excel, MS Access).
- Member of many standing and ad hoc committees, this includes:

Committee & Year	Level	Type	Position
Academic Development Committee (2005-2006 & 2006-2007)	University	Standing	Member
Academic Textbook Committee (2006- 2007)	University	Standing	Member
MBA Committee (2005- 2006)	College	Standing	Member and then a chairman
30 years anniversary of CIM Committee (2005-2006)	College	Ad hoc	Member and chairman of the social subcommittee
Faculty Screening Committee (2005-2006)	Department	Standing	Member
Marketing Program Curriculum Affairs Committee (2005- 2006) (2006 -2007)	Department	Standing	Member in 2006 them chairman in 2007
MKT Textbook Committee (2005- 2006)	Department	Standing	Member
The Teaching Excellence Award Committee (2005- 2006)	Department and College	Ad hoc	Chairman and a member

♦ Participated in many workshops held at KFUPM under the supervision of the Deanship of

Academic Development, these include:

1. Workshop, "Blended Learning", organized by Deanship of Academic Development, King Fahd University of Petroleum and Minerals, January 06 and 08, 2008.

2. Workshop, "Good Teaching and Effective Lecturing", organized by Deanship of Academic Development, King Fahd University of Petroleum and Minerals, November 14, 2007.

3. Workshop, "Effective Leadership Skills for Interacting with Students", organized by Deanship of Academic Development, Teaching and Learning Center, King Fahd University of Petroleum and Minerals, September 05, 2006.

4. Workshop, "Evaluating Student Learning", organized by Deanship of Academic Development, Teaching and Learning Center, King Fahd University of Petroleum and Minerals, September 05, 2006.

5. Workshop, "Good Learning and Good Teaching: How do we Promote more of it?", organized by Deanship of Academic Development, Teaching and Learning Center, King Fahd University of Petroleum and Minerals, September 04, 2006.

6. Workshop, "Using Course Design to Create more Significant Learning Experiences for Students", organized by Deanship of Academic Development, Teaching and Learning Center, King Fahd University of Petroleum and Minerals, September 03-04, 2006.

7. Workshop, "Publishing Content and Quizzes in WebCT", organized by Deanship of Academic Development, King Fahd University of Petroleum and Minerals, July 23-25, 2006.

8. Symposium, "The Role of Teaching and Learning Centers", organized by Deanship of Academic Development, Teaching and Learning Center, King Fahd University of Petroleum and Minerals, May 16-17, 2006.

9. Workshop on e-Learning in Higher Education-2006, "Design, Development and Delivery of Web-Based Material", organized by Deanship of Academic Development, King Fahd University of Petroleum and Minerals, March 12, 2006.

10. Workshop on e-Learning in Higher Education-2006, "Online Collaboration, Moderation, Teaching and Learning, Interactive and Communication Tools", organized by Deanship of Academic Development, King Fahd University of Petroleum and Minerals, March 11, 2006.

11. Workshop, "Principles and Practice of University Teaching and Learning", Institute for Teaching and Learning , University of Sydney, September 06, 2005.

12. Workshop, "Graduates for Tomorrow's World: Developing University Curricula and Teaching for Generic Attributes", organized by Deanship of Academic

Development, King Fahd University of Petroleum and Minerals, September 04, 2005.

13. Workshop, "Evaluating the Quality of Teaching: An Institutional Framework", organized by Deanship of Academic Development, King Fahd University of Petroleum and Minerals, September 03, 2005.

¨ Participated in a workshop held in Australia (February 2007) in the domain of e-learning

¨ **Have been serving as a member in two strategic projects at KFUPM:**

- AAFAQ: A Future Plan for University Education in the Kingdom. Served in several tracks in the project and participated in many workshops and related conferences.

- Strategic University Partnership and Recruitment (SUPR). Seeks establishing strategic partnerships with leading international universities as well as improving recruitment process from North America.