



AAYED QASEM HASAN SALEH

4th Sep 1978, Yemen

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Management Assistant Professor with over 4 years of University academic experience. Academic member in the faculty of Administrative Sciences at Taiz University, Yemen since 2006. Engage in teaching “as Senior Lecturer” for several business courses in Yemen Universities (*i.e.*, UST, LIU); as well as in Malaysia (*i.e.*, UTM). Participate in various international and national journals, conferences, seminars and workshops. Areas of teaching and research interests include; business and marketing courses.

ACADEMIC BACKGROUND

PhD Degree in Management	UTM, Malaysia	2013, Best Postgraduate Student Award
Master Degree in Management	UTM, Malaysia	2010, Excellent Grade, (3.83 /4)
Bachelor Degree of Business Administration	Taiz University, Yemen	2004, Very Good Grade, (87.41%)

EXPERIENCE

Responsible of Quality Assurance and Accreditation Department; University of Science and Technology, Hadhramout, Yemen.	Sep, 2017- so far
Senior Lecturer, Faculty of Administrative Sciences, University of Science and Technology, Hadhramout, Yemen.	Mar, 2015 - so far
Senior Lecturer, Faculty of Administrative Sciences, Taiz University, Yemen.	Jan, 2014 - so far
Senior Lecturer, School of Business, Lebanese International University, Taiz, Yemen.	Dec, 2013 - so far
Teaching Assistant, Faculty of Management, Universiti Teknologi Malaysia.	2012
Teaching Assistant, Faculty of Administrative Sciences, Taiz University, Yemen.	2005 - 2013
Lecturer, Continuing Education Center, Taiz University, Yemen.	2007- 2008
Marketing Research Specialist, Yemen Company for Ghee and Soap Industry (YCGSI), Taiz, Yemen.	2004 - 2005

PUBLICATION

- The Role of Extrinsic Product Cues in Consumers' Preferences and Purchase Intentions: Mediating and Moderating Effects. Web of Science [v5221], TEM JOURNAL- Technology Education Management Informatics. Vol. 5, Issue (1): 85- 96, 2016.
- An Analysis of the Use of Marketing Strategies by Private Universities in Less Developed World: the Case of Yemen. International Journal of Marketing Principles and practices. Vol. 5, Issue1 (5): 47- 55, November, 2014, Canada (Indexed by EBSCO host).
- The Role of Extrinsic Product Cues in Consumers' Preferences and Purchase Intentions in Automobile Marketing Strategy. ICBSSS 2014: International Conference on Business Strategy and Social Science, 16-17 August, Kuala Lumpur, Malaysia.
- Buying Pattern of High-Involvement Products among Yemeni Customers: A Structural Equation Modeling Analysis. ICCMI 2014 2nd International Conference on Contemporary Marketing Issues. 18-20 June, Athens, Greece.
- The Role of Country Image in Automotive Brands Preferences. Technic Technology Education Management. Vol. 7, Issue (3): 1404- 1410, 2012 (ISI, Impact Factor: 0.414).
- The Role of Country Image in Automotive Brands Preferences. The International Engineering & Management Conference (EMC 2012). International online knowledge services provider (IOKSP).
- International and Local Students' Satisfaction of Healthcare Services. Journal of Business Management and Accounting. Vol. 1, Issue (2): 49-70, 2011. Kedah, Malaysia.
- A Synthesis Model of Consumer's Perceived for Brand Quality and Preferences: A Theoretical Perspective. The 5th Asian Academy of Applied Business. 9-10th June, Phnom Penh, Cambodia 2011.
- Toward Integrative Model of Consumers Perceived for Brand Quality and Preferences: A Theoretical Perspective, International Journal of Marketing and Management Research. Vol. 2, Issue (7): 1-17, 2011. (Indexed by Ulrich's Periodicals Directory, ProQuest, U.S.A).

SKILLS

- Conducting researches and surveys according to a scientific and practical method.
- Senior lecturer in business and marketing courses.
- Using SPSS and AMOS programs in analyzing a data.