

Amro A. Maher
Qatar University
Management & Marketing Department
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Education

PhD, Old Dominion University, 2008.
Major: Business Administration (Marketing)

MBA, University of Massachusetts at Dartmouth, 2001.

BC, Alexandria University, 2000.

Academic, Government, Military and Professional Positions

Academic - Higher Education

Associate Professor, Qatar University. (2014 - Present).

Assistant Professor, Qatar University. (2008 - 2014).

Assistant Professor, Indiana State University. (2008 - 2010).

Licensures and Certifications

Teaching Using the Case Study Teaching Method, Harvard Business Publishing. (2010 - Present).

Professional Memberships

Academy of Marketing Science. (2008 - Present).

Society of Marketing Advances. (2008 - Present).

Development Activities Attended

Training, "Teaching Using the Case Study Teaching Method," Harvard Business Publishing, United States. (2010 - Present).

Online Training Programs, "Digital Content Marketing eLearning Module," American Marketing Association. (November 19, 2015).

Online Training Programs, "Email Marketing eLearning Module," American Marketing Association. (November 19, 2015).

Online Training Programs, "Web & Digital Analytics eLearning Module," American Marketing Association. (November 19, 2015).

Online Training Programs, "Social Media eLearning Module," American Marketing Association. (November 15, 2015).

Training, "SAP HANA Introduction," SAP, Magdeburg, Germany. (September 11, 2014 - September 12, 2014).

Symposium, "AMS Sheth Foundation Emerging Scholars Consortium," Academy of Marketing Science, Lima, Peru. (August 2014).

Workshop, "Improving Student Interaction in Class using Clickers Technology through Mobile/ Tablet Devices," Qatar University, Doha, Qatar. (December 12, 2013).

Workshop, Qatar University, Doha, Qatar. (June 13, 2013).

Awards and Honors

CBE teaching award, College of Business and Economics, Qatar university. (2012).

TEACHING

Teaching Experience

Qatar University

MAKT 101, Principles of Marketing, 1 course.

MAKT 401, Marketing Research, 2 courses.

MAKT 404, Services Marketing, 2 courses.

MAKT 600, Consumer Behavior, 1 course.

Directed Student Learning

"Factors Effecting Parents Decision in Selecting Private School Education in the State of Qatar." (2012).

"Subscribers' Perception toward Pay TV Call Center Service in the MENA region using SERVQUAL tool." (2011).

"Knowledge Sharing in Organizations and Role of Trust to Effectively Facilitate Sharing Mechanisms." (2011).

"The Effect of Communication and Personalization Services on Customer Satisfaction and Loyalty in a Retail Store Setting." (2011).

"Customer Satisfaction with QTEL in Qatar." (2011).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Maher, A. A., Sobh, R. (2014). The Role of Collective Angst During and After Service Failure,. *Journal of Services Marketing*, 28(3), 223-232.

Maher, A. A. (2014). Assessing Consumers' Willingness to Buy Foreign Goods: An Integrative Modeling Approach. *International Journal of Marketing Studies*, 6(3), 23.

- Maher, A. A. (2014). Modeling the Impact of an International Crises on Brand Equity. *Journal of Global Marketing*, 27(2), 74-84.
- Maher, A. A. (2012). Marketing's Accountability and Internal Legitimacy: Implications for Firm Performance,. *Journal of Business Research*, 65(11), 1576–1582.
- Maher, A. A. (2011). The Affective and Cognitive Components of Country Image: Perceptions of American Products in Kuwait,. *International Marketing Review*, 28(6), 559-580.
- Maher, A. A. (2010). Animosity, Subjective Norms and Anticipated Emotions during an International Crises. *International Marketing Review*, 27(6), 630-651.
- Maher, A. A. (2010). International consumer admiration and the persistence of animosity. *Journal of Consumer Marketing*, 27(6), 414-424.
- Maher, A. A. (2010). The Impact of Collective Guilt on the Preference for Japanese Products. *Journal of the Global Academy of Marketing Science*, 20(2), 135-148.

Conference Proceedings

- Elsharnouby, T. H., Maher, A. A. (in press). *Consumer acculturation of indigenous minority community to a multicultural expatriate population*. Academy of Marketing Science.
- Maher, A. A., Elsharnouby, T. H. S. Z. (in press). *Service Ethnocentrism: A Conceptual Model*. Academy of Marketing Science.
- Maher, A. A. (2015). *Anxiety about cultural dilution and adoption of a global lifestyle*. World Marketing Congress.
- Maher, A. A. (2015). *The Impact of Positive Emotions on Products from a Country Inflicted with a Natural Disaster*. Australia and New Zealand Marketing Academy.
- Maher, A. A., Benarfa, O. (2014). *The perceived threats from Immigrants and their effects on Government Services Equality* (pp. 52). Academy of International Business. https://aib.msu.edu/events/2014/pdfs/AIB2014_Proceedings.pdf
- Maher, A. A. (2013). *Consumer Reactions in Cross-Cultural Service Failure*. Society of Marketing Advances.
- Maher, A. A. (in press). *Readings of Global Appeal Ads by Young Women in The Arabian Gulf*. NA: European Marketing Academy 42nd Annual Conference.
- Sobh, R., Maher, A. A., Soltan, K. (2012). *Readings of Global Appeal Ads By Young Women in The Arabian Gulf*. European Marketing Academy Conference Proceedings.
- Maher, A. A. (2012). *The effect of a Muslim Endorsement on Non-Muslim's Attitudes and Purchase Intentions (published as abstract)*. Academy of Marketing Science Annual conference.
- Maher, A. A. (in press). *The Impact of Moral Identity on Country of Origin Perceptions*. USA: Society of Marketing Advances 2012 Proceedings.
- Maher, A. A. (2011). *How do consumers react to service failure when they are a minority in their own country (published as summary brief)*. United States: Society of Marketing Advances Annual Conference.

Presentations Given

Maher, A. A. (Speaker), "Interactive Learning Using a Team Based Approach: Experiences From the CBE," Qatar University. (January 15, 2013).

Maher, A. A. (Speaker), "Improving Students' Presentation Skills, on the 19th and 21st," College of Business and Economics, Qatar University. (November 19, 2012).

Contracts, Grants and Sponsored Research

Grant

Maher, A. A., "The Development and Validation of a Scale Measuring Consumption Environment Ethnocentrism," Qatar University, \$63,141.00. (December 2017).

Maher, A. (Co-Lead Principal Investigator), Elsharnouby, T. (Principal Investigator), "Consumer acculturation of a local minority population to a multicultural expatriate population", " Local, \$187,705.00. (2016 - Present).

Other

"Cross Cultural Service Failures (UREP grant)," \$8,600.00.

"The Impact of Collective Guilt on the Preference for Japanese Products," \$2,000.00.

"The Longitudinal Effect of an International Crises," \$4,000.00.

"The Perceived Threat from Expatriates, Collective Angst and the Adoption of a Global Consumption Orientation," \$14,800.00.

Maher, A. A. (Lead Principal Investigator), "The perceived threat from expatriates, collective angst and the adoption of a global consumption orientation," \$54,000.00. (April 1, 2013 - March 31, 2014).

Maher, A. A. (Principal Investigator), "Cross Cultural Service Failures Undergraduate Research Experience Project," \$8,600.00. (February 2, 2012 - January 2, 2013).

Research Currently in Progress

"Consumer Acculturation" (On-Going).

SERVICE

Department Service

Committee Member, Recruitment Committee. (September 2014 - Present).

Member, Assessment Committee. (September 2011 - August 2014).

Member, Academic Program Review Committee. (September 15, 2012 - May 25, 2013).

College Service

Member, Innovative Teaching Task Force. (January 2015 - Present).

Member, Quality Assurance Committee. (April 2013 - September 2015).

Presenter, Qualtrics Training Workshop. (April 8, 2015).

Member, College Curriculum Committee. (September 15, 2012 - May 25, 2013).

Member, Strategic Planning Committee. (September 23, 2010 - May 14, 2012).

Technology and Library Committee. (2008 - 2010).

University Service

College representative, Committee for Administering the Faculty Evaluation Survey. (March 17, 2011 - January 15, 2012).

Professional Service

Reviewer, Journal Article, Journal of Global Marketing. (October 11, 2015).

Reviewer, Conference Paper, Australia New Zealand Marketing Conference. (July 24, 2015).

Reviewer, Journal Article, International Marketing Review. (April 18, 2015).

Reviewer, Journal Article, International Marketing Review. (April 16, 2015).

Reviewer, Journal Article, International Marketing Review. (March 5, 2015).

Reviewer, Journal Article, Journal of Service Theory and Practice. (January 30, 2015).

Reviewer, Journal Article, Journal of Global Marketing. (March 10, 2013).

Conference-Related, Academy of International Business. (February 18, 2013).

Reviewer, Journal Article, International Marketing Review. (January 21, 2013).

Reviewer, Journal Article, European International Business Association. (December 12, 2012).

Conference-Related, Academy of Marketing Science. (October 10, 2012).

Editorial Review Board Member, International Marketing Review. (March 29, 2012).

Editorial Review Board Member, Qatar University. (February 16, 2012).

Editorial Review Board Member, International Marketing Review. (July 8, 2011).

Editorial Review Board Member, Qatar University. (May 8, 2011).

Session Chair, Office of Instruction and Development. (January 19, 2011).

Public Service

Interactive Learning Using a Team Based Approach: Experiences From the CBE. , Office of Faculty and Instruction Development at Qatar University, Doha. (2013).

Guest Speaker, College of Business and Economics students at Qatar University. (2012).

Engaging Students and Instructors: Issues of Course Design, Implementation and Assessment.,
Office of Faculty and Instruction Development at Qatar University. (2011).

Death by Credit Cards, Community Seminar about use of Credit cards, Indiana State University.
(2009).