

Ra'id Qustandi Shomali
Curriculum Vitae, March 2018

Beit-Sahour
Palestine

rshomali@aauj.edu

Education

Ph.D., Business Administration, May 2015
College of Business, Southern Illinois University, Carbondale, Illinois, U.S.A.
Emphasis on Marketing Strategy & Methodology

Diploma, Training of Trainers & Consultants, October 2006
Maastricht School of Management, Maastricht, Netherlands

M.B.A, e-Business & Management Information Systems, December 2003
Graduate School of Management, Lewis University, Romeoville, Illinois, U.S.A.

B.B.A, Accounting (Summa cum laude), June 2001
Faculty of Business Administration, Bethlehem University, Palestine
Minor in Computers and Information Technology

Research & Publications

Dissertation

I, sing America, too: Immigrant perceived ethnic discrimination and (dis)identification with national brands.

Dissertation Committee Chair: Terry Clark.

Conference Presentations

Shomali, R., al-Thawadi, O., Abu Farha, A. (2017, November). *Shopping mall attractiveness in Qatar: A segmentation approach*. Paper presented at the 14th Annual World Congress of the Academy for Global Business Advancement, Eldoret, Kenya

Shomali, R., Strigkas, A. (2011, April). *Competition theory and nonprofit organizations: The adaption of resource-advantage theory for nonprofits competing in mixed-form market*. Paper presented at the 2nd World Non-Profit and Social Marketing Conference, Dublin, Ireland.

Shomali, R. (2009, March). *Women Cooperatives: Applications of social entrepreneurship*. Presented at the Fulbright Enrichment Seminar, Global Challenges: Fostering Change through Social Entrepreneurship, Denver, Colorado, U.S.A.

Technical Reports

Shomali, R., Kim, Y. (2009, July). *Thriving in Times of Change: Changing Audience, Changing Channels, Changing Economy* [Conference Proceedings]. Nonprofit Marketing Conference, American Marketing Association & American Marketing Association Foundation, Chicago, Illinois, U.S.A.

Shomali, R., Hadweh, E. (2005, May) *Indications of good teaching: implications on Bethlehem University* [University Research Grant]. Bethlehem University, Bethlehem, Palestine.

Research Interests

- Migrant Consumers: Immigrants, Expatriates, Diasporas, Sojourners and their marketplace interactions.
- Internet & Social Media (ISM): Influence of ISM on marketing efforts, the new face of consumerism, use of ISM in the nonprofit context.
- Nonprofit Marketing: Interface between social marketing & social entrepreneurship, donor relationship management.

Teaching

Teaching Experience

Assistant Professor, Arab American University, Jenin, Palestine. (October 2015-present)

Chair, Department of Marketing, Arab American University, Jenin, Palestine. (August 2016- August 2017)

Visiting Lecturer, Indiana State University, Terre Haute, Indiana, U.S.A. (2013-2014)

Instructor/Teaching Assistant, Southern Illinois University, Carbondale, Illinois, U.S.A. (2008-2012)

Faculty Member, Business Administration, Bethlehem University, Bethlehem, Palestine (2004-2008)

Courses Taught

Principles of Marketing (Undergraduate)

Consumer Behavior (Undergraduate)

Marketing Channels (Undergraduate) Retail

Management (Undergraduate) Advertising
(Undergraduate)

Integrated Marketing Communications (Undergraduate) Market
Research (Undergraduate)

Marketing Strategy (Undergraduate)

Brand Management (Undergraduate)

Marketing Applications Recreation & Sport (Undergraduate)

Marketing & Communication Skills for Occupational Therapists (Undergraduate)

Financial Aspects of Sport (Undergraduate)

Principles of Finance (Undergraduate)

Microeconomics (Undergraduate) Basic

Economics (Undergraduate)

Principles of Management (Undergraduate] Health

Services Management (Undergraduate)

Social Media Marketing (Undergraduate and Graduate)

Marketing Management (Undergraduate & Graduate)

Promotional Strategy & Management (Graduate)

Foundations of Sport Management (Graduate)

Strategic Risk Management (Graduate)

Measuring Customer Satisfaction (Graduate)
Ethical Issues in Fundraising and Proposal Writing (Graduate)
Multivariate Data Analysis (Doctoral Seminar)

Teaching Interests

Internet & Social Media Marketing
Market Research
Marketing for Nonprofit Organizations / Social Marketing
Principles of Marketing
Sport Marketing
International Marketing

Service

Speaker, Towards a National Strategy for the Development of Palestinian Sport: Reality and Ambition (Workshop), Palestinian Olympic Committee, Ramallah, Palestine (October 1-13, 2017)
Prepared proceedings for the Nonprofit Marketing Conference, American Marketing Association, Chicago, Illinois, U.S.A. (July 15-17, 2009)
Consumer Behavior Projects Judge, Regional High School Science Fair, Southern Illinois University, Carbondale, Illinois, U.S.A., Fall 2011.

Professional Affiliations

American Marketing Association, U.S.A.
Society for Marketing Advances, U.S.A.
Institute of Certified e-Commerce Consultants, U.S.A. & Global
Internet Society, Palestine & Global
The Fund for American Studies, U.S.A.
Greek Association for Atlantic and European Cooperation, Greece