

Moaiad Almousa

College of Business and Innovation, University of Toledo
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EDUCATION

College of Business and Innovation, University of Toledo

4th Year ABD Student

Ph.D., Manufacturing and Technology Management

Expect. Grad. 2015

The Akron University

Masters of Business Administration, e-Business and Strategic Marketing

December 2008

University of UG Degree

Management Information System

March 2003

RESEARCH

Research Interests

Social Customer Relationship Management, Knowledge Management, and Brand Leveraging Strategies

Work in Progress Publications

“Absorptive Capacity, a Compleitive Advantage Enabler Through Knowledge Exploration and Knowledge Exploitation”, Almousa, Moaiad. (Manuscript development in progress and under 2nd review by Management Research Review).

“Linking Absorptive Capacity, Marketing Strategy Creativity and Improvisation: Strategy Performance Effects”, Almousa, Moaiad. (Manuscript development in progress and under review by Academy of International Business).

Conference Participation

Almousa, Moaiad. “Exploring the Impact of Institutional Enablers of Learning Culture and Collective Efficacy on Absorptive Capacity”, Midwest Regional Decision Sciences Institute Conference, Grand Rapids, MI, April 2012.

TEACHING

Teaching Interests

Marketing Management, Information Technology Management, Brand Management, CRM, ERP, Business Driven Information Systems, and International Business.

Teaching Experience

College of Business, University of Toledo

Instructor, BUAD 3050, Spring 2013 (Evaluation: 4.6/5; Enrollment 38 students)

Teaching Assistant, BUAD 1020, Fall 2011

PROFESSIONAL EXPERIENCE

Founding President and Managing Director: American Learning Advant-edge. – Toledo, Ohio, USA; July, 2014 – Present

VP of Marketing & Technology: ShopAdvantEdge, Inc. - Khobar, Saudi Arabia; March 2009 – March 2010

Information Technology Voluntary Instructor: Education Department, The International Institute of Akron – Akron, Ohio, United States; February – May 2008

Strategic Planning and Modeling Consultant: Corporate Banking – Riyadh Head Office and Jeddah Regional Office, Samba Financial Group, Saudi Arabia; July 2006 – June 2007

Quantitative Risk Analyst: Credit Risk Management Department – Khobar Regional Office, Samba Financial Group, Saudi Arabia; March 2005 – May 2006

Business/Systems Analyst: Country Credit & Risk Control Department – Riyadh Head Office, Samba Financial Group, Saudi Arabia; March 2003 – Feb 2005

MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

Decision Sciences Institute, Production and Operations Management Society, INFORMS, and Golden Key International Honor Society.