Faouzi Najjar, PhD
Full Professor of Marketing
Department of Marketing
College of Business Administration,
Northern Border University, Arar. Saudi

September , 2022

1. Personal data

Name of Faculty Member	**Faouzi Laroussi NAJJAR**			**Iqama No.**	**2421033719**
College	Business Administration	**Department**	Marketing	**Employee ID**	**2749**
Date of contract	25/09/2016	**Nationality**	Tunisian	**Grade**	**Associate Professor**
Marital Status	Married	**Date of Birth**	18/06/1959	**E-mail**	**Professional:** Faouzi.Najjar@nbu.edu.sa **Personal:** faouzinaj@gmail.com
Mobile no.	0531500634	**Work phone**		**Fax**	

2. Qualifications

Qualification	Date	General Specialization	Specific Specialization	University or College
Bachelor	**1983**	**Marketing**	**Marketing**	**ISG of Tunis**
Master	**1985**	Marketing	**Marketing**	**Université Paris 9 Duauphine France**
PhD	**1991**	**Business Administration**	**Marketing**	**Université Paris 10 Nanterre France**
Habilitation in Management Sciences	**2011**	**Business Administration**	**Marketing**	**ISG of Tunis**
Full Professor	**2022**	**Business Administration**	**Marketing**	**University of Tunis**

3. Degrees

Academic Title	Date	Official Use
Lecturer	1992	
Assistant Professor	1995	
Associate Professor	2011	
Full Professor	2022	

4. Participation in Committees

No.	The name of the Committee	The functions of the Committee
1	The National Committee for the Recruitment of Assistants in Marketing – Tunisia – 2014-2015	Higher Education Committee
2	Selection Committee of the candidates to the Master's Degree in Marketing -2005 to 2016	ISG Committee
3	National Commission for Academic Accreditation and Assessment (NCAAA), College of Business Administration. Arar Northern Border University. KSA	Learning and Teaching Committee
4	Association to Advance Collegiate Schools of Business (AACSB), College of Business Administration, Northern Boarder University, Arar. KSA.	Academic and Professional Engagement Committee
5	Strategic Plan Committee	College of Business Administration, Northern Border University, Arar. KSA.
6	The Executive and Operational Plan	College of Business Administration, Northern Border University, Arar. KSA.
7	Member of the E-Commerce Program Advisory Committee	The Northern Border University
8	Member of the Committee for structuring programs and specializations of Technology and Business administration	The Northern Border University
9	President of the Committee of reviewing and updating the CBU Strategic Plan	College of Business Administration, Northern Border University, Arar. KSA

5. Posts on the University and community service

No.	The share name	Type of participation	Period
1	Marketing, International Trade and Modern Languages Department	Chair	2005 to 2014
2	Scientific Council – ISG of Tunis	Member	2005-2016
3	Doctoral Committee	Member	2011-2016

6. Scientific activities

- **Masters and PhD Thesis**

Master Thesis	Quelle formation Marketing-Management pour les cadres des Pays en voie de développement ? Paris IX-Dauphine, 1985. France
PhD Thesis	Les stratégies des firmes industrielles face aux nouvelles formes de Protectionnisme. Paris X Nanterre, 1991. France

- **Scientific production (published/accepted for publication)**

No.	Paper title	Period
1	The impact of Place Attachment and Ecological Behavior on The Consumer Resistance towards Change. International Journal of Advanced and Applied Sciences 9 (7), 42-53 https://doi.org/10.21833/ijaas.2022.07.006	2022
2	The Congruence between the Sponsor-Sponsored Unit and its Effect on Behavioral Responses. International Journal of Computer Science and Network Security 22 (3), 113-128 http://paper.ijcsns.org/07_book/202203/20220316.pdf	2022
3	Effect of fit and altruistic attributions in cause brand alliance: the mediating role of perceived brand credibility International Journal of Strategic Business Alliances 7 (1), 37-51 10.1504/IJSBA.2022.10043380	2022
4	The Market Orientation from Dual Perspectives: Customers and Managers Perceptions in Tunisian Banks International Journal of Computer Science & Network Security 21 (11), 31-42 https://doi.org/10.22937/IJCSNS.2021.21.11.5	2021
5	Effect of sales force market-oriented behaviour on relational performance: emotional commitment and relational learning roles Middle East Journal of Management 8 (5), 426-452 10.1504/MEJM.2021.10040130	2021
6	Purchase behavior of cause related product: proposal and validation of model. Gestion 2000 36 (5), 85-100	2019

7	The moderating role of religiosity on cause related advertising campaigns International Journal of Islamic Marketing and Branding 4(3/4):249 10.1504/IJIMB.2019.10029048	2019
8	Mission statement of Top Ranked International Airlines Companies : Are they really market-oriented?" The International Journal of Business & Management. Vol. 5 Issue 11, , pp. 7-15. 10.13140/RG.2.2.19380.09600	2017
9	Les antécédents de l'attitude à l'égard des alliances cause-marque : une étude qualitative Proceedings of the Marketing Spring Colloquy (URAM) 8, 57	2017
10	Les antécédents du comportement d'achat des produits de partage: Proposition d'un cadre conceptuel préliminaire Proceedings of the Marketing Spring Colloquy (MSC) Unit of Research & Applications in Marketing (URAM) Volume: 7. May, 2016. Pp : 41-55 E-ISSN: 2490-4376	2016
11	Les conséquences du bouche-à-oreille électronique dans le secteur bancaire La Revue Gestion et Organisation 7 (2), 116-124 https://doi.org/10.1016/j.rgo.2015.07.003	2015
12	Analyzing Sport Consumer Behaviour toward Sportswear Store: A Structural Equation Modelling Approach Research Journal of Applied Sciences, Engineering and Technology 7 (9), 1910-1915 DOI:10.19026/RJASET.7.481 Corpus ID: 5551486	2017
13	Le rôle pivot de l'émotion en Marketing Relationnel : Une étude dans le contexte des services Revue Marocaine de Recherche en Management et Marketing	2010

	https://doi.org/10.48376/IMIST.PRSM/remarem-v0i2-3.3409	
14	Relationship Bonding Tactics, Personality Traits, Relationship Quality and Customer Loyalty: Behavioral Sequence in Retail Environment ICFAI journal of services marketing 6 (4), 6-37	2008
15	Assessing the effects of self-congruity, attitudes and customer satisfaction on consumer behavioural intentions in the retail environment'' Marketing Intelligence and Planninng, Vol. 26 No. 2, 10.1108/02634500810860638	2008
16	A multi-dimensional approach to analyzing the effect of self-congruity on shopper's retail store behavior Innovative Marketing 3 (3), 54-68	2007

7. Courses taught by the Member

No	Course name	Level
1	• Marketing Strategies, A Marketstrat Simulation	Undergraduate Students in Marketing SUNY – NY USA
2	• Seminar in Marketing Topics	MBA in Marketing ISG of Tunis Tunisia
3	• Marketing Strategies	MBA in Marketing ISG of Tunis Tunisia
4	• New Product Management	MBA in Marketing ISG of Tunis Tunisia
4	• International Marketing	MBA in International Marketing

		ISG of Tunis Tunisia
5	• Corporate Strategies	Undergraduate Students in Marketing ISG of Tunis Tunisia
6	• Product Management	Undergraduate Students in Marketing ISG of Tunis Tunisia
7	• Distribution Channels	MBA in Marketing ISET Rades Tunisia /CBA Arar KSA
8	• Puschase Marketing	Undergraduate Students in Marketing ISG of Tunis Tunisia
9	• Principles of Marketing	Undergraduate Students in Marketing ISG of Tunis Tunisia / CBA Arar KSA
10	• Human Resources Management	Undergraduate Students in Business Administration CBA Arar KSA
11	• Marketing Communication	Undergraduate Students in Marketing ISG of Tunis Tunisia / CBA Arar KSA
12	• New Product Development	Undergraduate Students in Marketing CBA Arar KSA
13	• Marketing Strategies	Undergraduate Students in Marketing CBA Arar KSA

8. Thesis supervised: Phd

No.	Dissertation title	Defense date
1	« Impact des alliances cause marque sur le comportement des consommateurs : proposition et validation d'un modèle dans le contexte tunisien »	December,2018
2	« La résistance face aux nouveaux projets d'investissement dans certains lieux : Rôle de l'attachement »	January, 2019
3	« Les déterminants de l'attitude envers la marque du sponsor : Rôle modérateur de la congruence entre la marque du sponsor et l'unité sponsorisée » ISG.	July, 2019
4	"The impact of Mission Statement on Market Orientation and Market Performance"	January, 2021
5	« Les déterminants de la performance relationnelle de la force de vente : Une application dans le secteur bancaire Tunisie »	December, 2022 (est.)

9. Membership in scientific societies

No	Assembly name	Place	Membership type
1	Management Teachers Consortium	India	Member
2	Doctoral Management Francophone Circle	France-Switzerland	Member

10. Conferences, seminars and workshops:

No	Name of the conferences, symposia or workshops	Venue	Date
1	‘‘Les antécédents de l'attitude à l'égard des alliances cause-marque : une étude qualitative’’	Proceedings of the Marketing Spring Colloquy (MSC), Unit of Research & Applications in Marketing (URAM) Volume 8,	2017
2.	‘‘ L’importance de la congruence dans l’efficacité du sponsoring’’	15ème colloque de l’ATM, Hammamet Tunisia.	2016
3	"Impact de la culture sur la perception de la qualité de service : Cas de la compagnie aérienne Tunisair’’	3ème Colloque International sur le tourisme, Sidi-Dhrif, Tunis	2011