

SHAHID NAKIB BHUIAN
Humana Foundation/McCallister #2 Endowed Professor
in Management & Marketing
Associate Professor

Department of Marketing & management
College of Administration and Business
Office 128 - B
E-mail: sbhuian@cab.latech.edu

EDUCATION & PROFESSIONAL CERTIFICATION

Doctor of Philosophy, Texas Tech University, 1992.

- Major: Marketing
- Minor: Statistics

Dissertation title: *"Market Orientation and Successful Not-for-Profit Marketing: Direct Relationships and the Influence of Professionalism, Entrepreneurship, Competition, and Demand"*

Master of Sciences in Business Administration, University of Illinois at Urbana Champaign, 1988.

- Major: Marketing

Master of Business Administration, Dhaka University, 1984.

- Major: Finance

Bachelor of Arts, Dhaka University, 1981.

- Major: General Arts

TEACHING EXPERIENCE

Louisiana Tech University – 6+ years.

Prior Institution – 10 years.

PROFESSIONAL ACTIVITIES

Professional Experience

- Louisiana Tech University, Associate Professor of Marketing, 2000-present

- Northern State University, Associate Professor of Marketing, 1997-2000
- North South University, Visiting Professor, Summers of 1998 and 1999
- Instituto Tecnológico Y De Estudios Superiores De Monterrey (ITESM), Hermosillo, Mexico, Visiting Professor, March 1999
- King Fahd University of Petroleum & Minerals, Assistant Professor of Marketing, 1993-1997
- University of Scranton, Assistant Professor of Marketing, 1992-1993
- Dhaka University, Institute of Business Administration, Lecturer of Finance, 1986-87
- American Express Bank, Bangladesh, Department Head-Loans, 1984-1986

Courses Taught

- Research Method - Structural Equation Modeling (Doctoral level)
- Marketing Research (Graduate/Undergraduate levels)
- Marketing Management (Graduate/Undergraduate levels)
- International Marketing (Graduate/Undergraduate levels)
- Retail Management (Undergraduate level)
- Sales Management (Undergraduate level)

Public Service

- Guest speaker at the discussion forum of the Department of Political Science and Public Administration at Grambling State University, November 2001
- Guest speaker at the Entrepreneurship for Single Parents & Minorities Seminar, Aberdeen, South Dakota, 1999
- Guest speaker at Business Association of Hermosillo, Mexico, 1999

- Guest speaker on Business Prospects in Mexico, EL IMPARCIAL, Mexico, 1999.
- Articles contributor to the business magazine of 'Saudi Commerce & Economic Review, 1997 (February, May), 1996 (January, March, May, July, September, November), 1995 (November)
- Guest speaker at the Pakistan Businessmen and Professional Forum, Dhahran, October 12, 1995.

Professional Service

- Ad-hoc Reviewer, Journal of Marketing, 2006-present.
- Reviewer, Consumer Behavior Track, ACME Conference, 2005.
- Reviewer, Journal of Management
- Reviewer, Journal of Business Research
- Editorial Board, International Journal of Commerce and Management, 1998-present
- Reviewer/discussant, Academy of Marketing Science Conference, Washington D.C., 2003
- Reviewer, Marketing Management Association, 2003
- Reviewer, Academy of Marketing Science Conference, Fort Myers, 2002
- Reviewer, Southwest Marketing Association Conference, New Orleans, 2001.
- Reviewer, Global/International Track of the 1999 Atlantic Marketing Association Conference.
- Reviewer, The Academy of Marketing Science Conference, May 24-27, 2000.
- Reviewer, The 2000 ACR Conference, Australia, March, 2000.

- Track Chair and Reviewer, Eight Annual World Business Congress, International Management Development Association, San Francisco, June 30-July 3, 1999.
- Track Chair and Discussant, Reviewer, International Society for Competitiveness Conference, Northern Cyprus, November 19-21, 1998.
- Discussant and Reviewer, Fifth Annual South Dakota International Business Conference, Rapid City, October 1-3, 1998.
- Reviewer, 1998 Multicultural Marketing Conference, Montreal, Academy of Marketing Science, September 17-20, 1998.
- Track Chair and Reviewer, Seventh Annual World Business Congress of International Management Development Association, Dominican Republic, June 3-7, 1998.

Dissertation Assignments

- Committee Member, Iman Akour, completed 2005
- Committee Member, Barbara Allison, completed 2005
- Committee Member, Laurent Josien
- Committee Member, Dheeraj Sharma, completed 2005
- Committee Member, Lou Xeming, completed, 2004
- Chair, Kishwar Joonas, completed, 2004
- Chair, Lisa Toms, completed, 2004
- Chair, Musa Dwairi, completed, 2004

Organizations

- Academy of Marketing Science

Self-development activities

- Training courses on Data Mining, SPSS, Dallas, September 15-19, 2003
- Training courses on SPSS (Statistical Analysis and Advanced Statistical Analysis) by SPSS, Dallas, July 2003

- Training courses on Survey Methodology and Survey Analysis by SPSS, Atlanta, July 2003
- Training courses on SPSS (Basics and Intermediate) for Windows, Dallas, June 2003
- Workshop on AMOS (Structural Equations Modeling) by SPSS, Chicago, May 2003
- Grantsmanship Training Workshop, University of Louisiana at Monroe Office of Graduate Studies and Research, April 2002
- Scientific Software Inc. (SSI) Spring 2001 Structural Equation Modeling Workshop, Chicago, May 2001

Academic Committees- University Service

- Committee Member, Iman Akour
- Committee Member, Barbara Allison
- Committee Member, Laurent Josien
- Committee Member, Lou Xeming, completed, 2004
- Chair, Kishwar Joonas, completed, 2004
- Chair, Lisa Toms, completed, 2004
- Chair, Musa Dwairi, completed, 2004
- Graduate Policy and Admissions Committee (GPAC)

HONORS AND RECOGNITION

- Humana Foundation/ McAllister endowed professor of Marketing, 2006
- Louisiana Tech University Summer Research Grant, 2005.
- Texas A&M Prairie View Summer Research Grant, 2005.
- Northern State University Summer Research Scholarship, 1998, 1999
- Certificate of Appreciation, Entrepreneurship for Single Parents & Minorities, South Dakota, December 1999
- Certificate of Recognition, King Fahd University of Petroleum & Minerals, 1997

- Distinguished faculty, King Fahd University of Petroleum & Minerals, 1997
- King Fahd University of Petroleum & Minerals Research Grant, 1997
- Texas Tech University Summer Research Grant, 1992
- Texas Tech University Summer Research Grant, 1990
- Fellowship, MUCIA/BMET, University of Illinois at Urbana-Champaign, 1987-88

RESEARCH AND INTELLECTUAL CONTRIBUTIONS

I. Disciplined-Based Scholarship

A. Peer Reviewed Journal Articles

Category I

- Menguc, Bulent and Shahid N. Bhuian. 2004. Career Stage Effects on Job Characteristics-Job Satisfaction Relationships Among Guest Worker Salespersons: A Research Note. *Journal of Personal Selling & Sales Management*, xxiv, 3, 215-227.
- Bhuian, Shahid N. and Bulent Menguc. 2005. Stressors and Job Outcomes in Sales: A Triphasic Model Versus A Linear-Quadratic-Interactive Model. *Journal of Business Research*, 58, 141-150.
- Bruce Walters and Shahid N. Bhuian. 2004. Complexity absorption and performance: A structural analysis of acute-care hospitals. *Journal of Management*, 30, 1, 97-121.
- Bhuian, Shahid N., Bulent Menguc and Simon Bell. 2005. Just Entrepreneurial Enough: The Moderating Effect of Entrepreneurship on the Relationship Between Market Orientation and Performance. *Journal of Business*, 58, 9-17. *Research*.
- Bhuian, Shahid N. and Bulent Menguc. 2002. An Extension and Evaluation of Job Characteristics, Organizational

Commitment and Job Satisfaction in an Expatriate, Guest Worker, Sales Setting. *Journal of Personal Selling & Sales Management*, 22, 1(Winter), 1-11.

- Bhuian, Shahid N., Alhassan Abdul-Muhmin and David Kim. 2002. The Relationship Between Ethical Practices, Government Regulations, and Consumer Rights: An Examination in Saudi Arabia. *Business & Professional Ethics Journal*, 21, 1(Spring), 47-64. (This was Category I at the time it was in the review process).
- Van R. Wood, Shahid N. Bhuain and Pamela Kiecker. 2002. Market Orientation and Organizational Performance in Not-for-Profit Hospitals. *Journal of Business Research*, 48, 213-226.
- "Business Education and its Influences on Attitudes Toward Business, Consumerism, and Government in Saudi Arabia," (Alhassan G. Abdul-Muhmin and David Kim), *Journal of Education for Business*, Mar/Apr, 76, 4, 226-230, 2001. (Category I in Business Communication).
- Bhuian, Shahid N. 1998. An Empirical Examination of Market Orientation in Saudi Arabian Manufacturing Companies. *Journal of Business Research*, 43(1), 13-25.

Category II

- Dwairi, Musa, Shahid N. Bhuian, and Anthony Jurkas. Revisiting the pioneering market orientation model in an emerging economy: A research note. *European Journal of Marketing*.
- Bhuian, Shahid N. and Mohsin Habib. 2004. The Relationship Between Entrepreneurship, Market Orientation and Performance: A Test in Saudi Arabia. *Journal of Transnational Management*, 10, 1, 79-98.
- Bhuian, Shahid N. 2001. Factors Determining Consumer Interest in Catalogs: An Examination in an Emerging Market. *Journal of Marketing Channels*, 8, ¾, 65-83.

- Bhuian, Shahid N., Eid S. Al-Shammari and Omar A. Jefri. 2001. Work-Related Attitudes and Job Characteristics of Expatriates in Saudi Arabia. *Thunderbird International Business Review*, 43(1), 21-32.
- "Saudi Consumer Preference of Fast Food Outlets: The Influence of Restaurant Attributes," *Journal of Food Products Marketing*, 6(1), 39-52, 2000.
- "Consumer Attitudes Toward Marketing Mix Elements Pertaining to Foreign Products in an Emerging International Market," (Bhuian and Kim), *International Journal of Commerce and Management*, 9, 3&4, 116-137, 1999.
- "Developing Country Consumer Preference of Fast Food Outlets: An Empirical Examination in Saudi Arabia," (Bhuian), *Journal of Agribusiness and Food Marketing*, 10, 1, 1-13, 1998.
- "Saudi Firms' Attitudes Toward ISO 9000 Quality Standards: An Empirical Examination," (Bhuian), *International Journal of Commerce & Management*, Vol. 8, No. 1, 28-42, 1998.
- Bhuian, Shahid N. 1997. Saudi Consumers' Attitudes Toward European, U.S. and Japanese Products and Marketing Practices," *European Journal of Marketing*, 31(7), 467-485.
- Bhuian, Shahid N. 1997. Marketing Cues and Perceived Quality: Perceptions of Saudi Consumers Toward Products of the U.S., Japan, Germany, Italy, U.K. and France," *Journal of Quality Management*, 2, 2, 217-234.
- Bhuian, Shahid N. 1997. Exploring Market Orientation in Banks: An Empirical Examination in Saudi Arabia," *Journal of Services Marketing*, 11, 5, 317-328.
- Bhuian, Shahid N. and Abdallah Abdul-Gader. 1997. Market Orientation in the Hospital Industry: The Development of a Scale. *Marketing Health Services*, Winter, 37-45.
- Bhuian, Shahid N. and Alhassan G. Abdul-Muhmin. 1997. Job Satisfaction and Organizational Commitment Among "Guest-Worker" Salesforces: The case of Saudi Arabia. *Journal of Global Marketing*, 10, 3, 27-43, 1997.

- "Do Environmental Factors Moderate the Market Orientation-Performance Relationship in Saudi Arabia," (Bhuiyan & Alzamil), *Journal of East-West Business*, 3, 3, 27-44, 1997.
- "The Influence of Market Orientation and External Factors on Business Performance in Saudi Arabia," (Bhuiyan), *Middle East Business Review*, 2, 2, 20-34, 1997.
- "A Cross Cultural Investigation of Market Orientation-Performance Relationship: A Replication in Saudi Arabia," (Bhuiyan), *Arab Journal of Administrative Sciences*, 4, 2, 313-330, 1997.
- "Organizational Commitment, Job Satisfaction and Job Characteristics: An Empirical Study of Expatriates in Saudi Arabia," (Bhuiyan, Al-Shammari, & Jefri), *International Journal of Commerce and Management*, 6, 3&4, 57-79, 1996.
- Bhuiyan, Shahid N. and Ibrahim M. Al-Jabri, 1996. Expatriate Turnover Tendency in Saudi Arabia: An Empirical Examination. *The International Journal of Organizational Analysis*, 4, 4, 393-407.
- "Continuance Commitment and Extrinsic Job Satisfaction of a Novel Expatriate Population," (Bhuiyan & Islam), *The Mid-Atlantic Journal of Business*, 32, 1(March), 35-46, 1996.
- "Exploring Organizational Commitment and Job Satisfaction of Expatriate Salespersonnel in the Arab Gulf Region," (Otaibi & Bhuiyan), *International Journal of Business Disciplines*, 5, (2), 58-69, 1995.
- Van R. Wood and Shahid N. Bhuiyan. 1993. Market Orientation and Nonprofit Organizations: Performance Associations and Research Propositions. Wood, *Journal of Nonprofit and Public Sector Marketing*, Vol. 1, (1), 7-32.

- The Market Competitiveness of Major Industrialized Countries: A Longitudinal Examination of "Western European, the Pacific Rim, and North American Consumer Product Rivalries," (Wood, Darling, & Bhuian), *The Finnish Journal of Business Economics*, Special Edition (3), 202-232, 1993.

B. Other Intellectual Contributions

Referred Proceedings

- "Market Orientation and Firm Performance in a Developing Country: The Role of Institutional Capital," Academy of Management 2006 Annual Meeting, Atlanta, August 2006 (with Bruce Walters)
- "Job Performance and Actual Turnover in an Expatriate (Guest Worker) Sales Setting: The Moderating Role of Expatriate Adjustment," Proceedings of the Annual Conference of the Academy of Marketing Science, Fort Myers, May 29-June 1, 2002 (with Bulent Menguc)
- "Supervisor Feedback and Salesperson Motivation: The Role of Salesperson Attributions," The 2001 Association of Collegiate Marketing Educators Conference, St. Louis, Missouri, March 2002 (with David Kim)
- "Market Competitiveness Among Major Industrialized Countries in Saudi Arabia: The Country of Origin Effect on Foreign Product Evaluation," Proceedings of the 2001 Academy of Collegiate Marketing Educators, New Orleans, Louisiana, February-March, 2001.
- "A Cross Cultural Investigation of Market Orientation-Performance Relationship: A Replication in Saudi Arabia," (Bhuiyan), Proceedings of *The 2000 Southwestern Marketing Association Conference*, San Antonio, Texas, March 15-18, 2000, p. 21-22, 2000.
- "Saudi Consumer Preference of Fast Food Outlets: The Influence of Restaurant Attributes," (Bhuiyan), Proceedings of *The Third International Symposium on Multinational Business Management--The 21st Century Global Corporation*, Nanjing, China, December 10-12, p.1507-1518, 1999.
- "Consumer Interests in Mail Order Catalogs: Antecedents and Moderating Effects in an International Market," (Bhuiyan), Proceedings of the *Sixth Annual South Dakota International Business Conference*, Rapid City, South Dakota, October 14-16, p. 10-24, 1999.

- "Business and Marketing Practices, Consumerism and Government Regulations and Their Interrelationships in Saudi Arabia," (Bhuiyan, Abdul-Muhmin, & Kim), *Proceedings of the Eighth World Business Congress, International Management Development Association*, June 30-July 3, p. 497-505, 1999.
- "Consumerism in the Arab Middle East: The Case of Saudi Arabia," (Bhuiyan, Abdul-Muhmin, & Kim), *Proceedings of The Ninth Biennial World Marketing Congress Proceedings, Academy of Marketing Science*, Malta, June 23-26, 93-95, 1999.
- "Attributes Influencing Fast Food Outlet Preference in Saudi Arabia," (Bhuiyan), *Proceedings of the Western Decision Sciences Institute's Twenty-Eight Annual Meeting Proceedings*, Puerto Vallarta, Mexico, April 6-10, 410-412, 1999.
- "Attitudes of Saudi Arabian Consumers Toward Marketing Practices, Consumerism, and Government Regulations," (Bhuiyan & Abdul-Muhmin), *Proceedings of the Globalization of Business conference, International Society for Competitiveness*, Northern Cyprus, 29-36, November 19-21, 1998.
- "Consumerism and its correlates: An empirical examination in Saudi Arabia," (Bhuiyan & Abdul-Muhmin), *Proceedings of the Fifth Annual South Dakota International Business Conference*, Rapid City, 1-13, October 1-3, 1998.
- "Consumer Attitudes Toward Marketing Mix Elements Pertaining to Foreign Products in an Emerging International Market," (Bhuiyan & Kim), *Proceedings of the Seventh Annual World Business Congress, International Management Development Association*, Santo Domingo, Dominican Republic, June 3-7, 122-128, 1998.
- "A Cross National Comparison of Consumer Environmental Attitudes Representing Five Major Regions of the World," (Bhuiyan), *Proceedings of the 1998 Academy of Marketing Science Annual Conference and Faculty Consortium*, Norfolk, Virginia, May 27-30, 475, 1998.

- "Consumer Attitudes toward Mail-Order Catalogs in an Emerging International Market," (Bhuiian), *Proceedings of the 25th Annual Conference UK Chapter Academy of International Business*, London, April 3-4, 30-42, 1998.
- "Consumer Environmental Beliefs and Attitudes in Saudi Arabia," (Bhuiian), *Proceedings of the Fourth Annual International Business Conference*, Rapid City, South Dakota, October 3-4, 2-9, 1997.
- "Examining Market Orientation, Its Antecedents and Consequences Among Saudi Manufacturing Companies," (Bhuiian), *Proceedings of the 1996 American Marketing Association (AMA) Summer Marketing Educators' Conference*, San Diego, August 3-6, 370-371, 1996.
- "The Competitive Marketplace in Saudi Arabia: A Comparative Study," (Bhuiian), *Proceedings of the International Conference on Globalization and the Market Economy: The Challenges of Change*, New Delhi, December 28-30, 1995, 473-483, 1995.
- "Exploring the Job Satisfaction and Commitment of Expatriate Marketers in Saudi Arabia," (Bhuiian & Abdul-Muhmin), *Proceedings of the 1995 AMA Summer Marketing Educator's Conference*, Washington, D.C., August 12-15, 475-476, 1995.
- "Job Satisfaction and Organizational Commitment of Expatriate Sales personnel in the Arab Gulf Region," (Bhuiian & Otaibi), *Proceedings of the Fourth Annual World Business Congress of International Management Development Association (IMDA)*, Istanbul, Turkey, 422-427, 1995.
- "Pride Appeals in Advertising," (Bhuiian), *Proceedings of the Southwest Marketing Association, Advances in Marketing*, Joseph F. Hair, Jr. et. al., eds., San Antonio, March, 239-243, 1992.

Professional Program Presentations

- "Job Performance and Actual Turnover in an Expatriate (Guest Worker) Sales Setting: The Moderating Role of Expatriate Adjustment," with Bulent Menguc, Academy of Marketing Science Conference, Fort Myers, 2002.
- "Islam, the Middle East and the US Foreign Policy," *Discussion Forum of the Department of Public Administration & Political Science*, Nov 1, 2001, Grambling State University.
- "Market Competitiveness Among Major Industrialized Countries in Saudi Arabia: The Country of Origin Effect on Foreign Product Evaluation," *Proceedings of the 2001 Academy of Collegiate Marketing Educators*, New Orleans, Louisiana, February-March, 2001.
- "A Cross Cultural Investigation of Market Orientation-Performance Relationship: A Replication in Saudi Arabia," *The 2000 Southwestern Marketing Association Conference*, San Antonio, Texas, March 15-18, 2000.
- "Saudi Consumer Preference of Fast Food Outlets: The Influence of Restaurant Attributes," *The Third International Symposium on Multinational Business Management--The 21st Century Global Corporation*, Nanjing, China, December 10-12, 1999.
- "Consumer Interests in Mail Order Catalogs: Antecedents and Moderating Effects in an International Market," *The Sixth Annual South Dakota International Business Conference*, Rapid City, South Dakota, October 14-16, 1999.
- "Work Related Attitudes and Job Characteristics of Expatriates in Saudi Arabia," *The EIASM Workshop on Expatriation*, Universidad Carlos III, Madrid, Spain, September 24-25, 1999.
- "Consumerism in the Arab Middle East: The Case of Saudi Arabia," *The Ninth Biennial World Marketing Congress*, Academy of Marketing Science, Malta, June 23-26, 1999.

- "Attributes Influencing Fast Food Outlet Preference in Saudi Arabia," *The Western Decision Sciences Institute's Twenty-Eight Annual Meeting*, Puerto Vallarta, Mexico, April 6-10, 1999.
- "Attitudes of Saudi Arabian Consumers Toward Marketing Practices, Consumerism, and Government Regulations," *The Globalization of Business conference, International Society for Competitiveness*, Northern Cyprus, 29-36, November 19-21, 1998.
- "Consumerism and its correlates: An empirical examination in Saudi Arabia," *The Fifth Annual South Dakota International Business Conference*, Rapid City, 1-13, October 1-3, 1998.
- "Consumer Attitudes Toward Marketing Mix Elements Pertaining to Foreign Products in an Emerging International Market," *The Seventh Annual World Business Congress, International Management Development Association*, Santo Domingo, Dominican Republic, June 3-7, 1998.
- "A Cross National Comparison of Consumer Environmental Attitudes Representing Five Major Regions of the World," *The 1998 Academy of Marketing Science Annual Conference and Faculty Consortium*, Norfolk, Virginia, May 27-30, 1998.
- "Consumer Attitudes toward Mail-Order Catalogs in an Emerging International Market," *The 25th Annual Conference UK Chapter Academy of International Business*, London, April 3-4, 1998.
- "Consumer Environmental Beliefs and Attitudes in Saudi Arabia," *The 23rd Annual European International Business Academy Conference*, Stuttgart, Germany, December 14-16, 1997.
- "Market Orientation, Top Management Characteristics, Interdepartmental Conflict, Centralization, Market-Based Reward System, and Performance in Saudi Factories," *The 23rd Annual European International Business Academy Conference*, Stuttgart, Germany, December 14-16, 1997.

- "Examining Market Orientation, Its Antecedents and Consequences Among Saudi Manufacturing Companies," *The 1996 American Marketing Association (AMA) Summer Marketing Educators' Conference*, San Diego, August 5, 1996.
- "Exploring the Job Satisfaction and Commitment of Expatriate Marketers in Saudi Arabia," *The 1995 AMA Summer Marketing Educator's Conference*, Washington, D.C., August 15, 1995.
- "The Competitive Marketplace in Saudi Arabia: A Comparative Study," *The International Conference on Globalization and the Market Economy: The Challenges of Change*, New Delhi, December 29, 1995.
- "Evolution of Strategic Marketing Thinking," *Pakistan Business-men and Professionals Forum*, Dhahran, Saudi Arabia, October 12, 1995.
- "Market Orientation: A Structural Equations Analysis," *Management and Marketing Seminars and Symposia*, King Fahd University of Petroleum and Minerals, December 21, 1993.
- "Pride Appeals in Advertising," *The 1992 Southwest Marketing Association Conference*, San Antonio, March 4, 1992.
- "Competitiveness Among Major Industrialized Countries for Consumer Responsiveness," *School of Management (SOM) Research Seminar, Fall 1992*, University of Scranton, September 30, 1992.

Trade Journal Publications

- Trade magazine article contributor, "Mail-Order Catalog Services in Saudi Arabia," (1997), with Fuad Chapra, Rehan Rafeeq, Mohammed A. Qatari, and Mohammed Al-Jamia, *Saudi Commerce & Economic Review*, (May), 17-20.

- Trade magazine article contributor, "Consumer environmental awareness: A survey in the Eastern Province of Saudi Arabia," (1997), *Saudi Commerce & Economic Review*, 34, (February), 7-11.
- Trade magazine article contributor, "Saudi Firm Perception of ISO 9000 Quality Standards," (1996), with Ibrahim Alzamil, *Saudi Commerce & Economic Review*, 31, (November), 13-16.
- Trade magazine article contributor, "A Marketing Survey of Fast Food Restaurants in the Eastern Province," (1996), *Saudi Commerce & Economic Review*, 29, (September), 11-14.
- Trade magazine article contributor, "Market Orientation: a survey of Dammam industrial cities," (1996), *Saudi Commerce & Economic Review*, 27(July), 32-36.
- Trade magazine article contributor, "An Examination of Market Orientation of Banks in Saudi Arabia," (1996), with Mohammed A. Al-Qatari, *Saudi Commerce & Economic Review*, 25(May), 19-23.
- Trade magazine article contributor, "Saudi Consumers' Attitudes toward Marketing Practices associated with Foreign Products," (1996), *Saudi Commerce & Economic Review*, 23, (March), 12-14.
- Trade magazine article contributor, "Attitudes of Consumers in Saudi Arabia Toward Foreign Products," (1996), *Saudi Commerce & Economic Review*, 21, (January), 22-23.
- Guest speaker, "Evolution of Strategic Marketing Thinking," *Pakistan Businessmen and Professional Forum*, Dhahran, October 12, 1995.
- Trade magazine article contributor, "It is Time to Focus on Market Orientation in Saudi Firms," (1995), *Saudi Commerce & Economic Review*, 19, (November), 15-17.

II. Unpublished Papers

- "General Environmental Orientation and Environmental Behavior" with Doug Amyx.
- "Market Orientation and Perceived Country Institutional Environment" with Bruce Walters and Musa Dwairi.