

**Dr. Talal A. Al-maghrabi** (BSc, MBA, PhD, MCIM, AHEA)

Chartered Marketer

United Kingdom

Mobile +447981085982

+966505540480

talalalmaghrabi@yahoo.com

talal.almaghrabi@marcomacademy.co.uk

**BIOGRAPHY**



**Talal Al-Maghrabi** BSc, MBA, PhD, MCIM, AHEA (*Entrepreneur* and *Pracademic* with both an academic and an active professional practitioner) is the Chair of the Saudi-British Marketing and Management Association (SBMMA), Founder of the UK Marketing and Communication Academy (MarCom Academy) and Director of International Training and Development Academy (ITDA), UK, and consultant in Marketing, e-commerce and Management Information System. Dr. Almaghrabi is the winner of the UK Entrepreneur Alumni Award 2017. He is a Chartered Marketer and a current member of the Chartered Institute of Marketing (MCIM), Associate of the Higher Education Academy (AHEA), Member of Academy of Marketing (MAM), Member of British Academy of Management (BAM), and Member of the Saudi Journalists in UK. He is also the editor-in-chief for an Academic e-journal (IJMMA). He holds a PhD in Marketing, e-commerce from Brunel University, UK, MBA in Marketing and Information System from Kent State University, USA, and BSc in Aeronautics from Saint Louis University, USA. Additionally, he holds Certificate in Learning and Teaching in Higher Education from Brunel University. He worked with Saudi Arabian Airlines in the Marketing and Loyalty Department, Director of Career Centre in the College of Business Administration (CBA), and lecturer and guest speaker with many universities and colleges in Saudi Arabia. These experiences provided me with a vast knowledge base and global network of business contacts that he can now utilize to get into further and other successful mutually profitable working relationships. Furthermore, he realized that research and publishing in top star journals are very important, therefore, he is collaborating with various professional networks in different universities in UK, USA, and MENA. His current research interests include online shopping behaviour, retailing and e-retailing, Sport Marketing, Nation Branding, CRM, shopping mall, customer satisfaction and loyalty, loyalty programs, corporate social responsibility (CSR). Additionally, he has been engaged in many publication and conferences journeys, which many of them were a successful story and experience on its own. He has successfully published and presented many papers. During these period of working and studying in Saudi Arabia as well as abroad (USA & UK), he successfully participated and completed series of professional training programmes and conferences.

**THESIS TITLE** – The Factors Driving Continuance Intention to Online Shopping (e-Loyalty): Behaviour Differences In The Case of Saudi Arabia.

## ***ACADEMIC AND TEACHING EXPERIENCE***

1. **Part-Time Lecturer at Brunel University, UK**  
2005-2006  
(Teaching Assistant and Seminar Leader) for the following modules:
  - Management of Retailing.
  - e-Retailing and CRM.
  - Speciality Marketing.
  - Strategic Marketing.
  
2. **Lecturer at the College of Business Administration CBA in Jeddah**  
Mar 2002 – Aug 2005  
Marketing Department  
Courses:
  - Retail Management
  - Advertising and Sales Promotion
  - Consumer Behavior
  - Supervisor Skills
  
3. **Director of Career Center at the College of Business Administration**  
From 2004 –2005
  
4. **Lecturer at the Arab Open University in Jeddah (*under the supervision of Open University in the Arab World*) as part time**  
2004 - 2005  
Course Title: Management

## ***WORKING EXPERIENCE***

- Strategic Partnership with Oxford Middle East Centre, 2016
- Leading a project for Sport Digital Publication targeting the Arab World, based in Saudi Arabia.
- Founder of Footy-Digital and Footy (Sport Marketing and Consultancy), UK from Feb 2015 - Now
- Member of the Board of Trustees of the World Assembly of Muslim Youth (WAMY), London, April 2015 - Now
- Co-Founder and Member of the Board of Trustees of the Innovation and Entrepreneurship Prize for the Saudi Sponsored Students in UK, Dec 2014 - 2016
- Director of the Judging Committee for the Innovation and Entrepreneurship Prize for the Saudi Sponsored Students in UK, Dec 2014 - 2016

- Co-Founder and Consultant for the Editor-in-Chief in The Interface Magazine, at the Saudi Cultural Bureau, London, UK April 2015 - 2016
- **Founder of the Saudi British Marketing and Management Association SBMMA**, Aug 2012, Now
- **CEO and Founder of Marketing and Communication Academy (MarCom Academy)**, UK, Aug 2012, Now
  - *Research, Marketing Consultation, Academic Journal, Conferences, and Training*
  - [www.marcomacademy.co.uk](http://www.marcomacademy.co.uk)
- **Director and Founder of International Training and Development Academy, ITDA** (Business & Educational Transformation Experts), UK
  - *Research, Consultation and Training*
  - 2007 – Now
  - [www.itdacademy.co.uk](http://www.itdacademy.co.uk)
- **Event Manager** for the Innovation and Entrepreneurship Summer Program in Silicon Valley, USA for Umm Alqura University, Jan 2015 - 2016
- **Partner and Manager of Catalyst**, the leading European Sport Statistical Analysis, in the Middle East, Aug 2013 - Now
- **Representative and Partner** with Huggity Sports and Fan Engagement in Middle East
- **Representative and Partner** with MGC Sports and REFA Football Academy in Middle East
- **Representative and Partner** of ORCA Food Waste Management Solutions in Middle East
- **Independent Consultant** for Sacha Orloff Consulting Group in the UK and the GCC
  - 2012-Now
- **Event Manager** for the Innovation and Entrepreneurship Summer Program in UK for Umm Alqura University, Jan 2013 – Aug 2013
- Founder and President of the 1<sup>st</sup> Saudi Students Society at Brunel University, London, UK from 2005 - 2007.
- **King Fahad Academy, London UK** as part time
  - Sep 2005 – Nov 2009
  - Planning and Development Dept.
  - Strategy Developer
  - PR Assistant
- **Saudi Arabian Airlines**
  - **Marketing Division** - Advertising and Promotion Programs (Loyalty Programs)
  - **Title** – Head of Marketing, Promotion and System Support Analysis in ALFURSAN dept (FFP).
  - From Jun. 2002 – Aug 2005
- **Saudi Arabian Airlines**
  - **Technical Division** – Maintenance Planning and Control

- **Title** –Marketing Planner and Developer Specialist
- Nov. 1992 – Jan 2002

## **EDUCATION**

- 1. Associate of the Higher Education Academy (AHEA)**  
United Kingdom
- 2. Certificate in Learning and Teaching in Higher Education**  
Brunel University, London, UK  
Sep 2010 – June 2011
- 3. PhD** (Marketing and e-commerce)  
Brunel University, London, UK  
2010
- 4. Master of Business Administration (MBA)**  
Kent State University, Kent, Ohio, USA  
**Major:** \* Marketing.  
\* Management Information System  
Dec. 2001  
MIS GPA 4.0, Marketing GPA 3.33, Overall GPA 3.491
- 5. Bachelor of Science in Aeronautics**  
Saint Louis University, St. Louis, MO, USA  
**Major:** \* Aircraft Maintenance Management  
Aug. 1996  
Overall GPA 3.585
- 6. Associate of Applied Science in Aviation Technology**  
HallMark Institute of Technology, San Antonio, Texas, USA  
**Major:** \* Aviation Technology  
July, 1993  
Overall GPA 4.00
- 7. Airframe and Power-plant License from FAA**  
HallMark Institute of Technology, San Antonio, Texas, USA  
May, 1993  
Overall GPA 3.950
- 8. High School Science**  
King Fahad High School, Makkah, Saudi Arabia  
Overall GPA 4.528 or 92 %

## **JOURNAL PAPERS**

- *International Journal of Marketing and Management Academy (IJMMA)* “TTF and TAM in Online Shopping: An Integrated Model”, Vol. 1, No. 2, pp. 106-125 (Samia Al-Mehmadi and

Talal Al-Maghrabi), <http://www.marcomacademy.co.uk/wp-content/uploads/2015/12/TTF-and-TAM-in-Online-Shopping-An-Integrated-Model.pdf>

- *International Journal of Retail & Distribution Management (IJRDM)* “What Drives Consumers’ Continuance Intention to E-Shopping? Conceptual Framework and Managerial Implications in The Case off Saudi Arabia”, Vol. 39, No. 12, Authors (Talal Al-maghrabi, ITDA and Charles Dennis, University of Lincoln), [http://www.marcomacademy.co.uk/wp-content/uploads/2014/04/what\\_drives.pdf](http://www.marcomacademy.co.uk/wp-content/uploads/2014/04/what_drives.pdf)
- *Journal of Enterprise Information Management (JEIM)* “Antecedents of Continuance Intention to e-Shop: the Case of Saudi Arabia”, Vol. 24 Iss: 1, pp.85 – 111, 2011, Authors (Talal Al-maghrabi, Charles Dennis, Brunel University & Sue Vaux Halliday, University of Surrey), <http://www.marcomacademy.co.uk/wp-content/uploads/2015/01/antecedents-of-continuance-intentions-towards-e-shopping-the-case-of-saudi-arabia.pdf>
- *International Journal of Customer Relationship Marketing and Management (IJCRMM)* “The Factors Driving Online Shopping in Saudi Arabia: Regional and Behavioural Differences among Women” Vol. 1, Issue 2, 2010, Authors (Talal Al-maghrabi & Charles Dennis), <http://www.marcomacademy.co.uk/wp-content/uploads/2015/12/The-Factors-Driving-Continuance-Online-Shopping-in-Saudi-Arabia.pdf>
- *International Journal of Business Science & Applied Management (IJBSAM)* “Driving Online Shopping: Spending and Behavioural Differences among Women in Saudi Arabia” Vol. 5, Issue 1, 2010, Authors (Talal Al-maghrabi & Charles Dennis), <http://www.marcomacademy.co.uk/wp-content/uploads/2015/12/The-Factors-Driving-Online-Shopping-in-Saudi-Arabia-Regional-and-Behavioural-Differences-among-Women.pdf>
- *International Journal of Business Information Systems (IJBIS)*, Special Issue [Web Services and e Commerce] “The Driving Factors of Continuance Online Shopping: Gender Differences in Behaviour among *students* in Saudi Arabia”, Vol. 9, Issue 4, 2012, Authors (Talal Al-maghrabi & Charles Dennis), <http://www.marcomacademy.co.uk/wp-content/uploads/2015/12/driving-factors-among-student.pdf>
- *International Journal of Business Science & Applied Management (IJBSAM)* “Determinants of Customer Continuance Intention of Online Shopping”, Vol. 6, Issue 1, 2011, Authors (Talal Al-maghrabi, Charles Dennis, Abeer BinAli, Brunel University & Sue Vaux Halliday, University of Surrey), <http://www.marcomacademy.co.uk/wp-content/uploads/2015/12/Determinants-of-Customer-Continuance-Intention-of-Online-Shopping.pdf>

## ACCEPTED AND PRESENTED CONFERENCE PAPERS

- *British Academy of Management 2012 (BAM 2012) 11-13 September 2012, Cardiff University, Cardiff, UK*, “Modelling the Impact of Perceived Product Evaluation on the Online Retailers” (Dr. Raed Algarabat, Dr. Talal Almaghrabi, Prof. Charles Dennis), <http://www.marcomacademy.co.uk/wp-content/uploads/2013/02/3d-modellingbam2012.pdf>
- *1st Annual Arab Media Forum in London, 29 October 2011, at London's Brunei Gallery Lecture Theatre, at the School of Oriental and African Studies (SOAS), UK*, “From word-of-mouth to word-of-mouse: the effect of social influence on continuance intention”, *Presented as workshop*.
- *3rd International Colloquium on Place Management, Marketing and Nation Branding, 8th and 9th September 2011, at Lincoln Business School, the University of Lincoln, Lincoln, UK*, “Can the Spiritual Journey to Makkah Re-Promote the Greatest Civilizations The World has Ever Known”, (Talal Al-maghrabi and Charles Dennis, University of Lincoln.
- *British Academy of Management 2011 (BAM 2011) 13-15 September 2011, Aston Business School, Birmingham*, “Antecedents of e-loyalty: the case of airlines in Saudi Arabia”, Authors (Talal Al-maghrabi and Abeer BinAli, Brunel University; Charles Dennis, University of Lincoln, Sue V. Halliday, University of Hertfordshire), <http://www.marcomacademy.co.uk/wp-content/uploads/2014/04/bam-2011-antecedents-of-e-loyalty-the-case-of-airlines-in-saudi-arabia.pdf>
- *The Academy of Marketing (AM 2011) 5-7 July 2011 University of Liverpool Management School*, “Determinants of Continuance Intention (e-loyalty) for Online Flight Booking – The Case of Saudi Arabia”, Authors (Talal Al-maghrabi, Abdullah Alghamdi and Saleh Bukari, Brunel University; Charles Dennis, University of Lincoln), <http://www.marcomacademy.co.uk/wp-content/uploads/2015/12/Academy-of-Marketing2011.pdf>
- *European and Mediterranean Conference on Information Systems 2010 (EMCIS10), 12-13/4/2010 Abu Dhabi, United Arab Emirate*. “Adapting TAM and ECT: Continuance Intention of e-Shopping in Saudi Arabia”, <http://www.marcomacademy.co.uk/wp-content/uploads/2015/12/ADAPTING-TAM-AND-ECT-CONTINUANCE-INTENTION-OF-E-SHOPPING-IN-SAUDI-ARABIA.pdf>
- *British Academy of Management 2009 (BAM 2009) 15/9/2009 Brighton, UK*. “The Factors Driving Online Shopping in Saudi Arabia: Gender Differences and Behaviour”, *Version 3*.

- *European and Mediterranean Conference on Information Systems 2009 (EMCIS09)*, 13-14/7/2009 Izmer, Turkey. “The Factors Driving Online Shopping in Saudi Arabia: Gender Differences and Behaviour”, *Version 2*.
- *4th Saudi International Conference 2010 (SIC2010) 30-31/7/2010 Manchester University, UK*. “The Factors Driving Continuance Intention (e-loyalty) of e-Shopping for Flight Booking in Saudi Arabia”.
- *3rd Saudi International Conference 2009 (SIC2009) 5-6/6/2009 Surrey University, UK*. “The Factors Driving Online Shopping in Saudi Arabia: Gender Differences and Behaviour”, *Version 1*.

### **REVIEWER (REFEREE) CONFERENCE AND JOURNAL**

- Editor-in-Chief for International Journal of Marketing and Management Academy (IJMMA) [www.ijmma.org.uk](http://www.ijmma.org.uk)
- International Journal of Retail & Distribution Management (IJRDM) 2011-2012, 2013
- British Academy of management (BAM) 2011, 2012
- International Journal of Business Science & Applied Management (IJBSAM) 2010-2011
- Telecommunications Policy 2010
- European and Mediterranean Conference on Information Systems (EMCIS) 2010
- British Academy of management (BAM) 2009
- European and Mediterranean Conference on Information Systems (EMCIS) 2009

### **PROFESSIONAL MEMBERSHIP AND ADDITIONAL WORKING EXPERIENCE**

- Associate Member of the **Institute of Directors** (IoD) since 2014.
- Participated, by invitation, in a high-level roundtable discussion on “Risk and vulnerability in the global food system and implications for Saudi Arabia” at **Chatham House** in London on Monday 29th April 2013, with United Nation, International Banks, regional banks, private sector actors and government policy leads and GCC policy experts.
- Certified Trainer from King Abdul-Aziz Center for Dialog
- Chartered Marketer by Chartered Institute of Marketing 2012.
- Founder and President of the Saudi Science Association in UK, 2012
- Member of the Saudi Journalists in UK, 2011 - Now
- Member of the Science Committee of the Saudi International Conference in UK, 2012
- Member of the Chartered Institute of Marketing (MCIM)
- Associate of the Higher Education Academy (AHEA)
- Member of Academy of Marketing (MAM)
- Member of British Academy of Management (BAM)
- Member of International Training and Development Academy (ITDA)
- Member of American Marketing Association (AMA)
- Member of Marketing Group at Brunel University (CREAM)
- Member in the MBA Program executive committee in the College of Business Admin., CBA.
- Member of the Marketing Communication Committee in Saudia Airlines, 2004.
- Member in the CRM committee in Saudia Airlines, 2003-2005.



- Member in the Researches and studies committee for the Service and Sales conference, 2004 in Saudia Airlines.
- Member in the Special Needs committee, 2004 in Saudia Airlines.
- Member in the Sales conference committee, 2004 in Saudia Airlines.
- Member of the Trustees Board of the Youth Business Club at the College of Business Administration, CBA, Jeddah Saudi Arabia.

### **HONORS AND AWARDS**

- Winner of the UK Entrepreneur Alumni Awards 2017 presented by UK Embassy in Saudi Arabia, 1<sup>st</sup> March 2017.
- Finalist in the UK Ambassador Education Alumni Awards for Entrepreneurship in Saudi Arabia 2017
- Certificate of appreciation from HRH Prince Mohammed Bin Nawaf, Ambassador of Saudi Arabia in UK, for organizing the Anti-Violence Conference and Saudi Exhibition in London, UK 2010 and 2006 respectively.
- Prestigious award by Emerald Literati Network, 2012 Award for Excellence, **Highly Commended Award Winner** as one of the most impressive pieces of work the team has seen throughout 2011, was for the paper “*What drives consumers’ continuance intention to e-shopping?: Conceptual framework and managerial implications in the case of Saudi Arabia*”, published in International Journal of Retail & Distribution Management.
- An award for high achievement and accomplishment by Minister of Higher Education and Saudi Cultural Bureau in London, 27/7/2010, Excel London.
- PhD Conference Prize for paper that has the potential for publication ‘*PhD Doctoral Symposium 2008*’ – “*Understanding the Driving Factors that Influence Continuance Online Shopping The Case of Saudi Arabia - Paper 65*”, Brunel Business School, Brunel University, UK
- The Honor Society For International Scholars Phi Beta Delta – 2000, USA.
- Magna Cum Laude, 1996, USA.
- Highest GPA Certificate, 1993.
- Outstanding Attendance Certificate 1993, USA.
- Professional Aviation Maintenance Association Award - FAA, 1993, USA.
- Honor Roll, 1984-1993.
- Many thanks and appreciation letters for specific tasks.

### **ACTIVITIES**

- Participated on the GCC British Economic Forum, London 2016
- Participated on the GCC British Economic Forum, London 2015
- Participated in the Saudi British Joint Business Council to link Saudi SMEs with UK SMEs, 2015
- Founder and President of the **Patient Friendship** Committee, 2009 - 2015
- Organized the Saudi exhibition “**Saudi Arabia, Kingdom of Humanity**” at Brunel University during the King visits to London Oct 25-26, 2007 with the participants of the Saudi Royal Embassy UK, Saudi Airlines, ARAMCO, SABIC, and many other Saudi Companies.
- Organized the Saudi exhibition during the **One World Week** at Brunel University 2005 – 2006 with the participants of the Saudi Royal Embassy UK, Saudi Airlines, ARAMCO, and



SABIC.

- Founder and President of the **Saudi Students Society** at Brunel University, London, UK 2005 - 2007.
- Founder of the "**Miles for Smiles**" program in Saudi Arabian Airlines 2003.
- Founder and President of the **Friendship of the Society** Committee in the College of Business Administration 2002 - 2005.
- Volunteer and member of the Disable Children Association, Jeddah.
- Member of the Prisoners and their Families Committee in Jeddah
- Head of the Saudi Students' committee to help the Bosnian and Albanian refugees in Kent State, Ohio, USA 1999 - 2002.
- Developed few business plans for small firms.

### ***TRAINING AND CONFERENCES***

- Provided a training (improving communication and dialog skills – London 9/12/2012) by King Abdulaziz Center for Dialog.
- Strategic Leadership, 6 July 2012
- Turning Ideas into Entrepreneurial Opportunities, 30 June 2012, UK
- Knowledge Economy and Patents Forum, 9 June, 2012, UK
- Enterprise School (building and Implementing Business Model), Brunel University, academic session 2010-2011, UK
- Business Model Generation, 3 December 2011, UK
- Personal Effective Management by LMI, London 31 March 2012.
- Teamwork and Leadership Development, by Quality Side Training, UK, 31<sup>st</sup> July 2010.
- Negotiation and Influencing Skills, by Quality Side Training, UK, 29<sup>th</sup> July 2010.
- Leadership through Effective Personal Productivity, by Leadership Management International, 18<sup>th</sup> March 2009.
- Gartner CRM Conference, London UK, 2005
- Jeddah Economic Forum “Capacity Building”, Saudi Arabia, 2005
- IATA Conference in “Building on that Competitive Edge Called Loyalty”, Geneva, 2004.
- Ad vista Conference, Jeddah 2004
- Successful Marketing in the Technology Age, Riyadh 2004
- Developing Successful Brand Strategies in Saudi Arabia, Jeddah 2003
- Certificate in “Competencies Development Program”, 2004, CBA, Jeddah.
- Certificate in Digital Marketing Age, Institute of International Research (IIR), Dubai 2004
- Certificate in Loyalty Programs, Jeddah 2003
- Certificate in Customer Relationship Management CRM, Jeddah 2003

### ***DELIVERED TRAINING PROGRAMS***

- Services Marketing
- Segmentation and Targeting, Positioning
- Marketing Strategy, Planning & Implementation
- Marketing Communications

- Enhancing the Learning and Teaching Experience in Higher Education
- Your Road to PhD
- Getting ready to Publish
- Effective Communication Skills
- Interpersonal Skills for Managers
- Customer Service
- CV writing and career development

### *ARTICLES*

- Wrote some articles, which related to marketing.
  - The Value of the Saudi Super Cup in London UK, 2016 (Alnadi Newspaper)
  - Ettihad Airlines and the Sport Sponsorship in Saudi Arabia.
  - Branding and Marketing Saudi Arabia as Scientific and Research Destination (Ahlan Wasahlan onboard Flight Magazine, Saudi Airlines, Nov Issue 2011)
  - Are we ready for E-commerce.
  - Price! No, product Differentiation.
  - 10 Traits for success.

### *COMPUTER SKILLS*

- Highly computer literate with good working knowledge of many specialist applications.

### *LANGUAGES*

- Arabic (Native)
- English (Fluent)

### *REFERENCES*

- Available upon request
- [www.almaghrabi.co.uk](http://www.almaghrabi.co.uk)
- [www.linkedin.com/in/talalalmaghrabi](http://www.linkedin.com/in/talalalmaghrabi)
- [www.youtube.com/user/alahlisa](http://www.youtube.com/user/alahlisa)
- [twitter.com/talalalmaghrabi](https://twitter.com/talalalmaghrabi)
- [www.facebook.com/Dr.Talal.Almaghrabi](https://www.facebook.com/Dr.Talal.Almaghrabi)
- [scholar.google.co.uk/citations?user=U4IY4S0AAAAJ&hl=en](https://scholar.google.co.uk/citations?user=U4IY4S0AAAAJ&hl=en)
- [www.researchgate.net/profile/Talal\\_Almaghrabi](https://www.researchgate.net/profile/Talal_Almaghrabi)