

NORA AHMAD ALHADBAN

PERSONAL INFORMATION

- Gender: Female
- Nationality: Saudi

QUALIFICATIONS

- (2021) Ph.D. Philosophy in Business Administration – Marketing major, King Saud University _ Riyadh.
- (2012) Master Business Administration (MBA), King Saud University_ Riyadh.
- (2006) Bachelor Degree in Business Administration with honor, King Saud University_ Riyadh.

EXPERIENCE

- Assistant Professor at marketing department at Business Administration collage, King Saud University (2021- present).
- Lecturer at marketing department at Business Administration collage, King Saud University (2015-2021).
- Head of the cultural, social and sports activities Unit at Business Administration collage, King Saud University (2013-2014)
- Head of the classrooms and laboratories Unit at Business Administration collage, King Saud University (2012-2013).
- Teaching Assistant at marketing department at Business Administration collage, King Saud University (2007-2012).
- lecturer in business administration, at the Technical College that follows the General Organization for Technical Education and Vocational Training (2007-2008).

MEMBERSHIP AND PARTICIPATIONS

- Member of the unified exams committee at marketing department-KSU (2010- Present).

- Member of the registration committee at marketing department-KSU (2010- Present).
- Member of the academic advising committee at marketing department-KSU (2010- Present).
- Member of quality and development committee at marketing department-KSU (2010- Present).
- Member of statistics and information committee at marketing department-KSU (2010- Present).
- Member of cultural, social and sports activities at marketing department-KSU (2010- Present).
- member of the observation committee at marketing department-KSU (2010- Present).

CONFERENCES, SEMINARS, TRAINING COURSES AND WORKSHOPS

- Speaker about the “Impact of web quality on customer loyalty in e-commerce” at the 12th Annual London Business Research Conference on International Review of Business Research Papers, hosted by Imperial College, London, July 2017.
- Speaker about “relationship between brand personality and loyalty: the mediating role of advertisement” at the 12th Annual London Business Research Conference on International Review of Business Research Papers, hosted by Imperial College, London, July 2017.
- Preparation and implementation of workshop at the Chamber of Commerce for digital Marketing (2017).
- Participation in the organization of "Business Women" Conference at the Chamber of Commerce – Riyadh (2015).
- Participate in the organization of the Riyadh Economic Forum “towards sustainable economic” (2012).
- Attending the second administrative forum (management and the new global changes).
- International License of Computers (ICDL), Al-Manahel Center, Riyadh .2007).
- Attending workshop “the use of the smart blackboard”, King Saud University (2018).
- Attending workshop “the basics of learning management system” (LMS), King Saud University (2018).

FIELDS OF INTEREST

- Social media Marketing.
- Consumer behavior.
- Branding.

PUBLICATIONS

- Al-Hadban, N., AlGhamdi, H. (2014). The Effectiveness of Facebook as a Marketing Tool (Saudi Arabia case study). International Journal of Management & Information Technology. Vol.10, Nom.2, pp- 2278-56
- Alhadban, N. (2017). The relationship between brand personality and loyalty: the mediating role of advertisement. The 12th Annual London Business Research Conference on

International Review of Business Research Papers, hosted by Imperial Collage, London, 10-11 July 2017.

- Alhadban, N. (2017). Impact of web quality on customer loyalty in e-commerce. The 12th Annual London Business Research Conference on International Review of Business Research Papers, hosted by Imperial College, London, 10-11 July 2017.
- Al-Hadban, N., & Almotairi, M. (2020). The impact of social media attributes on purchase intention in the Saudi foodservice. International Review of Management and Marketing, 10(3), 29-34.

HONORS & AWARDS:

- First place in Riyadh region in high school degree with GPA 100%.
- Honored for bachelor degree.
- Best teacher award by student choice (2015).
- Best research award in the 12th Annual London Business Research Conference (2017).

SKILLS:

Languages:

- Native language: Arabic.
- English written and spoken.

Computer Skills:

- Microsoft Office.
- Lms Lab.
- Educational Blackboard.

Professional Skills:

- Research
- Knowledge sharing
- Critical thinking
- Complex problem solving
- Creativity
- Decision making
- Teamwork