

# Sultan Salim Alkhuzam

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## EDUCATION

Ph.D., Marketing (August 2015)  
Dissertation Topic: Consumer Animosity  
Minor Field: Business Statistics  
University of Texas at Arlington

M.S., Marketing (2010)  
University of Wisconsin-Milwaukee

B.S., Business Administration  
Concentrating in Marketing (2005)  
King Saud University

## ACADEMIC EMPLOYMENT

Department of Marketing  
King Saud University  
Department Chair (2016 – present)

Department of Marketing  
King Saud University  
Assistant professor of Marketing (2015 – present)

Department of Marketing  
University of Texas at Arlington, Arlington, TX  
Doctoral Candidate (2013 – 2015)  
Adjunct Instructor of Marketing (2015 – 2015)

Department of Marketing  
King Saud University  
Lecturer (2012 – 2015)

Department of Marketing  
King Saud University  
Teaching Assistant (2005 – 2012)

## DISSERTATION

*Title: "Three Essays on Consumer Animosity: from Consumers to Managers"*

*Chair: Dr. Lawrence Chonko*

*Committee: Dr. Traci Freling, Dr. Mary Whiteside, and Dr. Adwait Khare,*

## RESEARCH INTERESTS

Country of Origin, Cross Cultural Marketing, Consumer Animosity, Corporate Social Responsibility, Hedonic consumption, Consumer decision making process

## UNDER REVIEW

*"Brands' Love-Hate Relationship with Hedonic Preference: A Meta-Analysis and an Experiment," with Dr. Adwait Khare and Mehdi Tanzeeb Hossain and Traci Freling (1<sup>st</sup> round review at Journal of Marketing Research)*

## WORKING PAPERS

*The Moderating Roles of Self- and Other-Construal" with Dr. Adwait Khare (all studies complete; developing manuscript for the Journal of Consumer Research)*

*"The Impact of Ethical Climate and firms' orientation on salespeople's' Stress and Performance" (Data analysis is done, working on the write up)*

*"A meta- Analysis on Consumer Animosity: what is known and beyond" with Dr. Traci Freling (Data is collected and analyzed, in the phase of developing hypotheses. Targeted Journal of International Marketing)*

## HONORS

- Recipient of the second honorary degree (2005)
- King Saud University scholarship to pursue Master and Ph.D. in marketing

**TEACHING  
EXPERIENCE**

***King Saud University***

Operation Management:

- Fall 2005 (assisted Dr. Suleiman Alhodiaf)

Management Information System:

- Spring 2006 (assisted Dr. Ahmed Alasdair)

Consumer Behavior:

- Spring 2016

Strategic Marketing (Master level):

- Spring 2016

***University of Texas at Arlington***

Principles of Marketing:

- Spring 2015 (evaluations: 4.6/5)

**PROFESSIONAL  
DEVELOPMENT**

- SAS Predictive Modeling (2014)
- Funding Small Projects (2006)
- Effective Product Management (2005)
- Brain storming skills (2004)

**SERVICE**

***Academic Community***

Reviewer for The UTA Marketing Research Conference: TX Ph.D. Research Conference (2015)

***King Saud University***

- A member of Nafi program (faculty & employee discounts program- university level) (2015- present)
- A member of college of business administration's AACSB accreditation committee (2015- present)
- The head of college of business administration's exams committee (2015- present)

- A member of college of business administration's makeup exams committee (2015- present)
- The head of marketing department's strategic and curriculum committee (2016- present)
- A member of marketing department's co-op training committee (2016- present)
- A member of marketing department's faculty affairs committee (2016- present)
- A member of college of administrative science's exams committee (2005 – 2006)
- A member of college of administrative science's admission and registration committee (2005 – 2006)

### ***Community***

- The chairman of the Saudi Students Association at University of Texas at Arlington (2012-2014)
- A member of Saudi Students Organization at University of Wisconsin-Milwaukee (2008-2010)
- Advisor for developing small projects at Bab Rizq Jameel (2005-2006)

### **INDUSTRY EXPERIENCE**

- Saudi Aramco trainee (2004)
- Jotun paints – salesperson (2003 – 2004)
- Saudi Post office - Customer Service Representative (2001-2003)

## **PROFESSIONAL ORGANIZATIONS**

American Marketing Association  
University of Wisconsin at Milwaukee Alumni  
Association  
University of Texas at Arlington Alumni Association  
Saudi Students Association at University of Texas at  
Arlington  
University of Wisconsin- Milwaukee Muslim Students  
Association

## **REFERENCES**

Dr. Lawrence Chonko  
Thomas McMahon Professor in Business Ethics  
Department of Marketing  
College of Business  
University of Texas at Arlington  
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