



BASEM QAID ABDO MOHAMMED
PhD in Business Administration and Marketing
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PERSONAL DATA

Date of Birth : October 15th, 1973
Marital Status : Married
Number of Children : Two
Permanent Residence : Taiz, Republic of Yemen
Current Residence : Taiz, Republic of Yemen

ACADEMIC QUALIFICATIONS

Oct 2003-July 2008 **PhD in Business Administration and Marketing - Customer Knowledge**
Ain Shams University, Egypt , GPA 5
Oct 1999-July 2002 **MSc/MA in Business Administration.**
Kufa University, Iraq, GPA 3
Sept 1992-June 1996 **BSc/BA in Business Administration**
Sana'a University, Yemen, GPA 4

WORK HISTORY

Sep2014 -Present **Associate Professor of Business Administration and Marketing**
Sep 2014 – Present Deputy Dean of the Faculty of Administrative Sciences Affairs Quality.
Aug 2008-Sep 2014 **Assistant Professor of Business Administration and Marketing**
March 2013-Sep 2014 Head of Marketing previously- Faculty of Administrative Sciences, Taiz
University, Taiz, Yemen
Aug 2013-Present Head of professional development Unit for faculty members and their
assistants in the Circle of Evaluation and development of academic
performance at the University of Taiz.
April 2012 - Present **Member of the Executive Board** of the Arab Trainers Union;
Representative of the Union in Yemen.
July 2012- Present **Member of the Jordanian Trainers Society.**
July 2012 **Certified Trainer.**
Sep 2009-Present **Trainer** - Taiz, Republic of Yemen
Training of employees in industrial companies in the areas of Business
Administration and Marketing Administration
Aug 1996-Sept 1998 **Marketing Researcher** - Hayel Saeed Anam & Co. LTD, Taiz, Yemen
Duties: Plan and implement marketing research related to products and
services and customer group companies.



• **SKILLS:**

- Practical experience in university education.
- Scientific researcher in the field of specialization Business Administration and Marketing.
- Work experience in the field of marketing and sales.
- Experience in the development, management training, marketing and sales in particular.
- Training expert and a certified instructor of the International Society for Training and Trainers Association Jordanians and the International Labour Organization.
- An advisory agency for small and smaller projects of the Social Development Fund for Development.
- Development of academic programs accredited by the Council of Academic Accreditation and quality assurance of the Ministry of Higher Education and the Yemeni expert.
- Member of the self-assessment programs for the College of Engineering and Information Systems Group (Faculty of Engineering Happy) - Taiz University.

CONFERENCES AND WORKSHOPS

Date	Conference/Seminar Theme	Venue
May 10-12, 1998` 2003	Seminar on "Marketing in the Republic of Yemen" Workshop on "Revising Curricula at Taiz University Faculty of Applied Science	Aden University Taiz University
2009	Workshop on "Revising Curricula at Taiz University Faculty of Applied Science	Taiz University
April 14-15, 2009	Conference on "Emerging Economies in Modern Business Environments"	Jordanian University
April 14-15, 2012	Workshop on "Linking Scientific Research to Community Needs and Problems"	Taiz University
July 14-18, 2012	Conference on "Sixth Conference of the human resources and training-talent management -	Amman -Holiday Inn Hotel
Dec 16 -18, 2012.	Conference on Sustainable Development in , the province of Taiz, Yemen – Taiz.	Al-Saeed Foundation for Science and Culture
Feb 15-16,2014	Conference on Civil Society's Vision on the New Constitution	AL Saeed Hotel Taiz
October 1-10, 2013	(TOT) - The Ministry of Higher Education and Scientific Research, in partnership with the International Labour Organization and the Agency for the development of small and micro enterprises .	- Sana'a - Yemen - Al Bustan Hotel -
November 3-5, 2013	(Quality Week at the University of Taiz) – Council of Academic Accreditation and quality assurance of Higher Education of the Ministry of Higher Education in Yemen.	- Graduate Center Yemen- Taiz University
March 8 to 13, 2014	Training of trainers workshop for the development - of academic experts in Yemeni universities	the Council of Academic Accreditation and Quality Assurance - Sana'a

TRAINING PROGRAMS DELIVERED



Date	Theme of the Training	Beneficiary
1998 May 9-13, 2009	Marketing Research Designing Promotion Programs And Increasing Sales	Hayel Saeed Anam & Co. LTD Bagel Cement Factory, Hodeidah, Yemen
June 1999	Preparation and Implementation of Marketing Research	Hayel Saeed Anam & Co. LTD
April 17-21, 2010 July 23-28, 2011	Improving Sales Skills Modern Techniques in Sales and Marketing	Hayel Saeed Anam & Co. LTD Akhwan Thabet, Taiz, Yemen
June 9-14, 2012 November 27.2013– June 23 -2014	The art of dealing with others (Entrepreneurship - a feasibility study of small projects), Taiz University - Center for Studies and Research Feasibility – (communication skills) and professional development workshop for faculty members CNDS Academic Staff workshop for professional development - program computer networks and distributed systems.	Akhwan Thabet, Taiz, Yemen Taiz - Faculty of Engineering
March 1 to 3, 2014		Taiz University - Faculty of Engineering
May 24-29, 2014	Customer Research	Hayal Saeed Anam & Co.LTD.

PUBLICATIONS

Publication Year	Book Title	Publisher
2009	Marketing Research to Make Marketing Decisions	Al-Aqsa Publishers
2011	Sales Management	Al-Quds Publishers
2011	Customer Knowledge Management	Al-Quds Publishers
2014	Marketing Planning and Control	Al-Aqsa Publishers

COURSES AND CERTIFICATES

Year	Certificate/Course	Awarding Institution
2006	TOEFL	Ain Shams University, Egypt
2006	ICDL	Ain Shams University, Egypt
2010	SPSS	Taiz University, Yemen

LANGUAGES

Arabic	Mother Tongue
English	Working Knowledge

References Available Upon Request