ABADA MOHAMED

*Curriculum Vitae*

*july 2015*

Date and place of birth: 15-09-1981, Bordj Bou Arreridj - Algeria

Marital Status: Married

Tel: +213.661.576.902 Email: med.abada@gmail.com

**Academic Degree**

 Magister in management

**Employment**

 Assistant Professor Class A, University of Bordj Bou Arreridj - Algeria.

**EDUCATION:**

 6th year PhD student registered at the university of M'sila - Algeria

 2009: Magister in management, (Marketing Option) University of Ouargla - Algeria

 2006: High School degree, University of M'sila - Algeria

**Professional Experience**

 2009-present: Assistant Professor, University of Bordj Bou Arreridj - Algeria.

 2008-2009: Marketing Manager at Arcodym the exclusive representative of Midea home appliances in Algeria.

**List of Publications**

***Books***

 *Mohamed ABADA: "Strategic management of the brand", Arabic edition, 2014.*

***Conferences***

 *Chamber of Trade And Industry, Bordj Bou Arreridj, Algeria. 20/12/2010*

***Invited speaker:*** *"brand image as a tool to reduce Brandjacking"*

**THE ACTIVITIES OF SCIENTIFIC RESEARCH**

***Laboratory:***

 Member in the Research Laboratory of "*Economic Research on industrial zones and the new role of the university* "case Bordj Bou Arreridj", University of Bordj Bou Arerridj - Algeria.

***Cnepru projects:***

 Member in the Research project of "*Industrial and competitive strategies dynamics: study of Algerian companies of high plateaus east region*", University of Bordj Bou Arerridj - Algeria.

***Member of organizing committee of many scientific events:***

 **INCOSOL 2015**: *"the first international conference on solar energy*", held at Bordj Bou Arreridj - Algeria, 4-5 May 2015.

 **COSINUS2014:** "*the fourth international conference on Innovation Systems and the New role of Universities*", held at Bordj Bou Arreridj - Algeria, 23-25 September 2014.

**Supervision**

Supervision of Master Thesis Research in many fields: *the brand***,** *customer relationship management***,** *Geomarketing***, ...**