



## **Sauda Salim Hamdun Al Marhoobi**

Curriculum Vitae

P.O. Box 27

Postal Code 101,

City Center Muscat

Phone: 95469866

Email: [saudaalmarhoobi@gmail.com](mailto:saudaalmarhoobi@gmail.com)

### **PROFILE**

A very hard-working person with the ability to perform above expectations and friendly individual with a modern working ethics; team player who can work with heterogeneous teams regardless of their gender, racial or religious backgrounds. During my college days I have been able to lead and work with teams for the success of many different projects.

I am very flexible and adaptability to respond change to preempt change and ultimately lead to change.

### **CAREER SUMMARY**

2012 - Present - Lecturer, Business and Economics Department, Modern College of Business and Science.

- Undergraduate courses: Introduction to Business, Basic Marketing, Operations Management, Business Ethics, Supply chain Management, Management and Organizational Behavior.
- BTEC Level 3 Extended Diploma Courses: Introduction to Marketing, Business Environment, Business Resources, Human Resources in Business, The Impact of Communication Technology in Business, Recruitment and Selection in Business, Business Markets and the Economy.

### **EDUCATION**

2022-Present; **PhD in Management** from University Kebangsaan Malaysia (UKM -National University)

2007-2009; **Master of Business Administration (MBA) in Marketing** from University of Ballarat Australia. (Completed and pass all the modules).

2005-2007; **BA (Hons) Business Management in Logistics Pathway** from Northumbria University, Graduated with Second Class Honors.

2003-2005; **Diploma in International Business** from Limkokwing University affiliated with Teesside university of UK.

1997-1999; **Advanced School certificate** From Al-Haramain Islamic Secondary School, Dar-es-salaam, Tanzania.

1993-1996; **Ordinary School Certificate** from Al-Muntanzir Islamic Seminary School. Dar- es-salaam Tanzania.

## **SERVICE**

2015 - 2017 – Acting Head of Marketing and Industry outreach. Modern College of Business and Science

My responsibilities are to Plan, prepare, organize managing and control the implementation of services that MCBS offers, advertising and media plan and enhance relationship with publishers, advertising agencies. I managed and organize events

**2010 to 2015:** Marketing executive., Modern College of Business and Science

providing support to implement the marketing strategy and reporting to the Marketing Manager on all marketing tasks. As well as drafting promotional material and liaise with the designer and printers for production. Research suitable media outlets, editors and present as required (e.g. printed and online press, and social media)

### **Committees Involved**

#### **Curriculum Committee.**

Worked with Curriculum committee. Assigned to the CC task to develop new program “Management of Design, Innovation and Entrepreneurship”

#### **Examination committee**

An Active member since Fall 2019 worked with examinational Committee involve in Preparing Proctoring schedule, Printing of Students ‘list and cover pages, Room Allocation, Seating arrangement, Collection and securing of Final Exam papers and printing the final Exam papers.

#### **Marketing and Admission Committee**

An active member of the Marketing and Admission committee involved in writing articles for press releases and so invited the media for all events which took place at MCBS and so as all graduation ceremonies.

## **PUBLICATIONS**

[Sauda Salim Hamdun Al Marhoobi](#), [Zafir Khan Mohamed Makhbul](#) and [Suguna Sinnah](#) (2025) The Role of Digital Leadership Capability and Organizational Culture on Innovation

Ecosystems in Omani E-Commerce Stores: Mediating Roles of Digital Literacy and Innovative Work Behavior. Humanizing the Hyperconnected Workplace (IGI)

[Sauda Salim Hamdun Al Marhoobi](#), [Zafir Khan Mohamed Makhbul](#) and [Suguna Sinnah](#) (2024) Selected Targets of Social Development Goals: Quality Education in The Context of Oman. Achiveving Sustainable Development Goals Through Equitable Education (Penerbit UKM)

Sauda Al Marhoobi, Umar Ahmed, Bashir Fida and Venkat Thumiki (2024). Electric Vehicle adoption challenges in Oman: a comprehensive assessment and future prospect for sustainable cities. Front. Sustainable cities6.

Sauda Al Marhoobi (2023) Impact of High-Performance Work Practice on Organizational Performance, a mediated model for restaurants in Oman. International e-conference on Business Excellence and Quality Management in Digital Era, (ICBEQM-2023)

Sauda Al Marhoobi, Luka Latinovic, Ana Juric (2022) Preliminary Techno-Economic Analysis of Small-Scale -End-Of Life tire Recycling Method by Means of Batch Pyrolysis. The Fourth International Scientific Conference on Circular and Bioeconomy “CIBEK 2022”

Al Marhoobi S (2021). The COVID-19 and its impact on Global Employment. International Journal of Economics, Business and Human Behavior, 2(2), 22-34. DOI: 10.5281/zenodo.5036007

## **NEWS PAPER ARTICLES PUBLICATIONS**

Modern College of Business and Science hosts Roundtable Conference published in Times of Oman on 27.8.2014

Modern College of Business and Science receive awards for successful Omanisation drive published in Times of Oman on 31.12.2014

Modern College of Business and Science hold 22<sup>nd</sup> Graduation Ceremony published in Muscat Daily on 2.5.2017

Modern College of Business and Science Accredited as Premier College by Accreditation Service for International Colleges (ASIC) published in Oman Observer on 11.5.2017 and in Muscat Daily on 14.5.2017.

Modern College of Business and Science holds 23<sup>rd</sup> graduation ceremony published in Oman Observer on 23.10. 2017.

Modern College of Business and Science organises discussion on community services published in Oman Observer on 2.7.2017

Summer Camp Organized by Modern college of Business and Science published in Times of Oman on 18.9.2017 and Oman Observer on 13.8. 2017

Summer Camp Graduation Ceremony held at MCBS published in Muscat Daily on 24.8.2017

ITA signs deal with MCBS for statistical research published in Oman Observer on 25.12.2018

### **WORKSHOPS ATTENDED**

Leverage GenAI in your Research: Explore Scopus AI (2024)

Innovative Pedagogy Tools and Techniques for Effective Teaching and Learning (2024)

Mastering Mendeley: A Workshop for Research Efficiency (2023)

Strategic Planning Using Balanced Scorecard (Bsc) in Higher Education Institutions (2023)

Research-Teaching Nexus: A case study (2023)

“Pivot Business Strategies to Attain the Sustainable Development Goals (SDGs)” (2023)

Writing a systematic review workshop (2022)

Developing and framing a conceptual framework workshop (2022)

International Conferences and research workshop (2021)

Business and Entrepreneurship International Conference (2021)

How to prepare your article for high ranked journals (2021)

### **COMMUNITY SERVICE**

Article review in international journal: International Journal of Economics, Business and Human Behavior. Article: Chinese management style, influence on Zimbabwean native employee performance (2021)

### **PROFESSIONAL CERTIFICATIONS**

Leverage GenAI in your research: Explore Scopus AI (2024)

Online International Faculty Development Program on Innovative Pedagogy Tools and Techniques for Effective Teaching and Learning (2024)

Mastering Mendeley: A workshop for research Efficiency (2023)

CUA'S International e-Conference on “Business Excellence and Quality Management Era (2023)” ICBEQM 2023

Writing a systematic review workshop (2022)

Developing and framing a conceptual framework workshop (2022)

Teaching, Learning, Professional and Development Events on the Delivering remote and Online learning + International BTEC Level 3 training by Pearson (October 2020)

e-Learning Ecologies: Innovative Approaches to Teaching and Learning for the Digital Age by University of Illinois offered through Coursera (June 2020).

Digital Marketing: Customer Engagement, Social Media, Planning & Analytics by Columbia Business School (September 2017)

Relationship Marketing and Its Challenges by Waljat College of Applied Science (February 2017)

Innovating Oman organised by industrial innovation Center (2013)

Institutional Quality Enhancement and Effectiveness Organised by Quality Assurance Committee Modern College of Business and Science (2012)

## **RELEVANT SKILLS**

**Computer skills:** outstanding PC and software skills which include Microsoft Word, Microsoft Excel, Microsoft Power Point.

Excellent innovative, marketing, communication, organizing and leadership skill

## **Thesis**

“The Relationship between Transformational Leadership and Self-Efficacy on Firm Performance of E-Commerce Stores in Oman; A Moderated Mediation Model”

“An Analysis of Proton Sdn Bhd Supply Chain Management through its Major Malaysia Distributor (Dealership)”