



## **Fawaz BADDAR**

**Ph.D. in Strategic Sales and Account Management**

**Assistant Professor, International Negotiation**

**Academic Director**

**f.baddar@ieseg.fr**

### **EDUCATION**

- 2012** Ph.D. in Strategic Sales and Account Management, Cranfield University, United Kingdom
- 2008** MSc Research Methods in Business and Management, Middlesex University, United Kingdom
- 2008** Postgraduate Certificate in Higher Education, Middlesex University, United Kingdom
- 2006** BSc Business Administration, Eastern Mediterranean University, Cyprus

### **RESEARCH INTERESTS**

International Negotiation, Management, Marketing

### **EMPLOYMENT EXPERIENCE**

#### **ACADEMIC:**

- 2008 - 2011** Associate Lecturer, Middlesex University, LONDON, United Kingdom
- 2006 - 2008** Lecturer, Middlesex University, LONDON, United Kingdom

#### **PROFESSIONAL:**

- 1995 - 2002** Sales Manager, BADDAR Jewellery -ZIYAD BADDAR & SONS, AMMAN, Jordan

### **COURSES TAUGHT**

- Cross-cultural relationship marketing and negotiations, Grande ecole
- Intercultural and diversity management, Executive mba
- Internal selling, Grande ecole
- Negotiating in new markets countries, Msc in negotiation for organisations
- Sales techniques, Msc in negotiation for organisations
- Strategic purchasing, Grande ecole

## **INTELLECTUAL CONTRIBUTIONS**

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### **Papers in refereed journals**

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#### **Published**

Baddar F., Baddar S. F., Alhasan L., (2017), The Role of Senior Executives in Managing Key Customers in Arab Context, *Journal of Business and Industrial Marketing*, 32(6), pp. 825-835

Baddar F., Fletcher-Chen C., Batt P., (2017), [Guest editorial] Networks: Relationships and Innovation, *Journal of Business & Industrial Marketing*, 32(6), pp. 773-776

Fletcher-Chen C., AL-Husan S. F., Baddar F., (2017), Relational Resources for Emerging Markets' Non-Technological Innovation: Insights from China and Taiwan, *Journal of Business & Industrial Marketing*, 32(6), pp. 876-888

AL-Husan S. F., Baddar AlHussan F., Perkins S., (2014), Multilevel HRM systems and intermediating variables in MNCs: longitudinal case study research in Middle Eastern settings, *International Journal of Human Resource Management*, 25(2), pp. 234-251

AlHussan F., AL-Husan S. F., Fletcher-Chen C., (2014), Environmental factors influencing the management of key accounts in an Arab Middle Eastern context, *Industrial Marketing Management*, 43(3), pp. 592-602

### **Papers in non-refereed journals**

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#### **Published**

Rod M., Baddar F., Beal T., (2015), Conventional and Islamic Banking: Perspectives from Malaysian Islamic Bank Managers, *International Journal of Islamic Marketing and Branding*, 1(1), pp. 36-54

### **Communications in refereed conferences**

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#### **International**

ALHussan F., AL-Husan S. F., (2016), *Multinationals and the Changing HR Roles within an Arab Middle Eastern Context* International Human Resource Management Conference, Victoria, Canada

Baddar F., Al-Husan F. B., (2016), *Antecedents of relational capabilities in an Arab context: The case of Jordan* Industrial Marketing and Purchasing Conference (IMP), Cape Town, South Africa

Baddar F., Al-Husan F. B., (2016), *Key Account Managers' Competencies Critical for Effective Performance in an Arab Context* Academy of International Business (AIB), New Orleans, USA

Baddar F., AL-Husan F. B., (2016), *The bright side of wasta* Academy of International Business (AIB), New Orleans, USA

AL-Husan S. F., ALHussan F., Awawdeh A., Alhasan L., (2014), *Changing HR Roles in Three Privatised Public Sector Organisations: The MENA Region* European Academy of Management, Valencia, Spain

ALHussan F., AL-Husan S. F., (2014), *The role of senior executives in managing key customers in Arab context* Industrial Marketing and Purchasing Group - IMP ASIA, Bali, Indonesia

ALHussan F., AL-Husan S. F., Alhasan L., (2014), *The Role of Top Management in Managing Key Accounts: An Arab Middle Eastern Context* Academy of Marketing, Bournemouth, United Kingdom

Chen-Fletcher C., Jackson P., AlHussan Baddar F., (2014), *MNCs in Emerging Chinese Market: The Impacts of Language and Communication Media on New Product Performance through Knowledge Integration* Academy of International Business(AIB), Vancouver, Canada

Fletcher-Chen C., Baddar F., (2014), *Social capital employment in emerging market MNEs for innovativeness* Industrial Marketing and Purchasing Group - IMP ASIA, Bali, Indonesia

Newlands D. J., Baddar F., (2014), *Manufacturing Location Impact on Risk to Profit* Industrial Marketing and Purchasing Group - IMP Asia , Bali, Indonesia

Rod M., ALHussan F., (2014), *Conventional and Islamic Banking: Perspectives from Malaysian Islamic Bank Managers* Global Islamic Marketing Conference, Kuala Lumpur , Malaysia

AL-Husan F. B., Baddar F., Awawdeh A., (2013), *Multinational HRM and the Challenges of the Middle East Academy of Management (AOM): Symposium on The HR function in the Arab Middle East: How to facilitate global integration in turbulent times?*, Orlando, USA

AL-Husan S. F., ALHussan F., Awawdeh A., (2013), *Multinational HRM and the Challenges of the Middle East Academy of Management*, Orlando, USA

Baddar AlHussan F., AlHusan F. B., Chen C., (2012), *Key factors influencing the management of key accounts in B2B markets in an Arab context* IMP Conference, Goa, India

Baddar AlHussan F., AlHusan S. F., (2012), *Working Effectively in Arab Context: An Examination of the Key Account Managers' Capabilities and Attributes* 2012 World Congress of the International Federation of Scholarly Associations of Management, Limerick, Ireland

Baddar F., AL-Husan F. B., (2012), *Working effectively in an Arab context: An examination of key account managers capabilities and attributes* International Federation of Scholarly Associations of Management (IFSAM), Limerick, Ireland

Baddar F., AL-Husan F. B., Fletcher-Chen C., (2012), *Key factors influencing the management of key accounts in B-2-B markets in an Arab context* Industrial Marketing and Purchasing Conference (IMP): Developing Networks in International Marketing and Purchasing, Goa, India

Chen C., Jackson P., ALHussan F., (2012), *Conflict management in multilingual communities: The emerged behavioral actions from languages* European International Business Academy (EIBA), Brighton, United Kingdom

## **Chapters in books**

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### **Published**

Baddar AlHussan F., AlHusan F. B., (2013), The nature of Arab business environment and its implications for industrial marketing and business relationships , in: Ogunmokun G., Gabbay, R.(Eds.), *Marketing, Management and International Business Theory and Practice: Contemporary Issues and Research in Selected Countries* , 978-0987600639, Global Publishing House, chapter 4, pp. 41-60

## **Case studies**

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Baddar F., Davies I., Ryals L., (2011), *KAM in Arab contexts*, Oxford University Press

## **PROFESSIONAL MEMBERSHIPS**

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- |             |   |
|-------------|---|
| <b>2013</b> | Industrial Marketing and Purchasing Group |
| <b>2009</b> | Higher Education Academy, United Kingdom  |
| <b>2007</b> | Academy of Marketing, United Kingdom      |
|             | Association of Key Account Management     |

## **EDITORIAL ACTIVITY**

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### **Guest editor of an a academic journal**

**2015 - 2017** Journal of Business & Industrial Marketing, United Kingdom

### **Reviewer in an academic journal**

**2014** Industrial Marketing Management

## **PROFESSIONAL SERVICE**

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### **Keynote address**

Zuyd University of Applied Sciences

### **Reviewer for an academic conference**

European Academy of Management

Academy of International Business

Academy of Management

Industrial Marketing and Purchasing Group - IMP

### **Session chair in an academic conference**

7th IMP Asia Conference

31st IMP Conference

## **INSTITUTIONAL SERVICE**

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### **Supervision of Ph.D. Thesis:**

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|-------------|--|
| <b>2016</b> | Director, How Key Account Management is implemented in an Arab context<br>, IÉSEG School of Management |
| <b>2010</b> | Director, Programme leadership   |