

Hadi Eslami | Curriculum Vitae

Assistant Professor of Marketing

Sobey School of Business – Saint Mary's University

Cell: (+1) 289-689-1405 Office: (+1) 902-496-8109 Email: hadi.eslami@smu.ca

Canadian Citizen

Academic Experience

Tenure-Track Positions

- | | |
|--|-----------------------------|
| Assistant Professor of Marketing – Tenure Track | Halifax, CAN |
| • <i>Sobey School of Business, Saint Mary's University</i> | <i>Jan. 2023 – present</i> |
| Assistant Professor of Marketing – Tenure Track | Saint John, CAN |
| • <i>Faculty of Business, University of New Brunswick</i> | <i>Jun. 2018 – Dec.2022</i> |

Other Academic Positions

- | | |
|---|------------------------------|
| Adjunct Professor | Saint John, CAN |
| • <i>IDST Graduate Academic Unit, University of New Brunswick</i> | <i>Jun. 2023 – present</i> |
| University Lecturer | Saint John, CAN |
| • <i>Faculty of Business, University of New Brunswick</i> | <i>Jul. 2017 – May 2018</i> |
| University Lecturer [Sessional] | Hamilton, CAN |
| • <i>DeGroot School of Business, McMaster University</i> | <i>Apr. 2015 – Jun. 2015</i> |

Brief Summary

Research Articles, Grants, and Supervising Services:

- 2 A*, 2 A, and 1B articles
- 11 different refereed conference articles
- 4 Completed/Under review.
- 5 Working Papers as of July 2024
- External Grants (\$214,109)
 - SSHRC IG 2023 (two years, 2024, 2026)
 - SSHRC IG 2021 (four years, 2022 – 2026)
 - NBIF COVID-19 Research Fund – Provincial (2020-2021)
 - MITACS Entrepreneurship Grant (PI) – Federal (2018-2020)
- Internal Grants (\$25,425)
 - David Sobey Centre (DSC) Grant for proposed research in Buy Now Pay Later (BNPL) (2024 -2026)
 - Harrison McCain Foundation Young Scholars Awards (2022-2023)
 - UNB University Research Fund (*URF Explorer*) (2020-2021)
- Supervising Services
 - 1 IDST PhD thesis [Sarah Yaghoobi Karizi] (2022 – present)
 - 1 IDST Master's student [Lauren Purdy] (2021-2022)

- 1 MBA thesis [Linh Hoang] (2020-2021)
- 1 PhD student MITAC project [Milad Pira] (2018-2020)
- Multiple RAs and TAs (2018 – present))

Experiential Learning, Course Development & Teaching Recognitions:

- Courses:
 - **Taught:** *Digital Marketing; Entrepreneurial Marketing in Master of Technology Entrepreneurial & Innovation (MTEI) Program; International Marketing (both UG and MBA levels); Marketing Management; Consumer Behaviour; Services Marketing; Principles of Marketing (UG level)*
 - **Developed:** *Digital Marketing*
 - **Revamped:** *International Marketing; Marketing Management; Principles of Marketing*
 - **Developing:** *Marketing Analytics*
- Experiential Learning Funds (\$8,900)
 - \$5,400 from Office of Experiential Education
 - \$3,500 from CEWIL (Co-operative Education and Work-Integrated Learning) Canada
- Recognitions
 - 2023 Allan P. Stuart Award Nomination for Excellence in Teaching
 - 2022 Allan P. Stuart Award Nomination for Excellence in Teaching
 - 2021 Allan P. Stuart Award Nomination for Excellence in Teaching
 - 2021 UNB SRC Nomination for Excellence in Teaching Award

Service, Committee & Community Work:

- SSHRC IG Assessment Committee [since 2022; federal level service]
- BComm Committee Rep [since 2023; school level service]
- Faculty Mentoring Committee [since 2024; school level service]
- 2024 SSHRC IG Workshop [speaker; school level service]
- 2024 ‘Major Expansion’ Program [department rep]
- 2024 Community Engagement Program [department rep]
- 2023 Advanced Placement (AP) conference [department rep]
- 2024 Atlantic Marketing Symposium [co-chair; research community service]
- 2023 Community Leadership Program [panelist; community service]
- Ad hoc Reviewer (e.g., R&D Management, Technovation, ASAC, AMA, etc.) [research/professional community service]
- Area Coordinator [Marketing, 2019 – 2021]
- Curriculum Committee [2018-2021]

- Undergraduate Scholarship Committee [2018-2022]
- Fellow, Urban and Community Studies Institute [2020 -2022]
- Annual FoB Undergrad Case Competition Member [2017-2022]
- University Budget Committee [FoB rep]
- Bi-Campus Research Sub-Group [FoB rep]
- High School visiting [community service]
- Supervising over 50 experiential learning projects with local businesses [community service]

Education

Ph.D. in Marketing [GPA: A]	Hamilton, CAN
<ul style="list-style-type: none"> • <i>DeGroot School of Business, McMaster University.</i> 	<i>Sep. 2012–May. 2018</i>
MBA (Major in Multimedia Marketing) [GPA: 3.81/4]	Cyberjaya, MY
<ul style="list-style-type: none"> • <i>Faculty of Management, Multimedia University</i> 	<i>Mar. 2009–Apr. 2011</i>
B.Sc. in Electrical Engineering [GPA: 16.03/20]	Yazd, IRI
<ul style="list-style-type: none"> • <i>Electrical Engineering Department, Yazd Azad University</i> 	<i>Sep. 2001–Aug. 2005</i>

Teaching Experience & Interests

Teaching portfolio	Halifax, CAN
<ul style="list-style-type: none"> • <i>Sobey School of Business, Saint Mary's University</i> <ul style="list-style-type: none"> ▪ MKTG4833: Digital Marketing – Special Topic [Fall 2024] ▪ ENTR2201: Sustainable Entrepreneurship [Fall 2024] ▪ MBA6675: Multinational Marketing ▪ MTEI5540: Entrepreneurial Marketing ▪ MKTG3375: International Marketing ▪ MKTG2270: Introduction to Marketing 	<i>Jan. 2023 - Present</i>

Teaching portfolio	Saint John, CAN
<ul style="list-style-type: none"> • <i>Faculty of Business, University of New Brunswick</i> <ul style="list-style-type: none"> ▪ BA1501: How Business Works – Team taught (marketing part) ▪ BA2303: Principles of Marketing – Revamped ▪ BA3304: Marketing Management – Redesigned & Revamped ▪ BA3305: Marketing on the Internet – Redesigned & Revamped ▪ BA3328: Consumer Behaviour ▪ BA3371: Marketing of Services ▪ MBA7305: International Marketing ▪ IDST6203: Independent Study I ▪ IDST6205: Independent Study II 	<i>Jul. 2018 – Dec. 2023</i>

Other Teaching Interests

- Marketing Analytics
- Innovation and New Product Development (NPD)
- Sustainable Entrepreneurship

Teaching Recognition

Allan P. Stuart Award for Excellence in Teaching	Saint John, CAN
• <i>UNB Saint John, Senates Teaching Awards Committee</i>	<i>Sep. 2023</i>
Allan P. Stuart Award for Excellence in Teaching	Saint John, CAN
• <i>UNB Saint John, Senates Teaching Awards Committee</i>	<i>Feb. 2022</i>
Allan P. Stuart Award for Excellence in Teaching (Nominee)	Saint John, CAN
• <i>UNB Saint John, Senates Teaching Awards Committee</i>	<i>Jul. 2021</i>
Excellence in Teaching (Nominee)	Saint John, CAN
• <i>UNB Saint John SRC Excellence in Teaching Award</i>	<i>Apr. 2021</i>
Graduate Excellence (Nominee)	Hamilton, CAN
• <i>McMaster University Excellence in Teaching Assistance</i>	<i>Aug. 2016</i>
Graduate Excellence (Winner)	Hamilton, CAN
• <i>McMaster University Excellence in Teaching Assistance</i>	<i>Aug. 2015</i>

Research Portfolio & Interests

Active B2B Marketing Strategy: *New Product Development (NPD) & Interorg. Research*

- R&D Alliance Management and Open Innovation in the Biopharmaceutical industry
- Consequences of Premature Alliance Termination
- Antecedents R&D Project Termination
- Marketing Channels Conflicts; Franchise Contract Design
- Antecedents and Consequences of Buy Now, Pay Later (BNPL) Adoption

Active B2C Research: *Marketing and Communication Strategies*

- Effective Marketing Communication
- Crowdfunding of Reward-based Projects

Other Interests: *Regional Development and CSR*

- Poverty Reduction & Regional Development
- Green Tourism

Publications and R&R – After 2018

Sadeh, F., Eshghi, K., & Eslami, H. (2024). Contract Design and Maintaining Sales Leadership: Evidence from Franchise Systems. *Industrial Marketing Management*. [ABDC list of journals: A* level]

Eslami, H., Eshghi, K., & Sadeh, F. (2023). The Impact of Premature R&D Alliance Termination on Shareholder Returns. *Journal of Product Innovation Management*. [ABDC list of journals: A* level]

Purdy, L., Eslami, H., Eshghi, K., & Rod, M. (2023). Technology Sourcing: The Dark Side of

Open Innovation. *Technovation*. [ABDC list of journals: A level]

Pira, M., **Eslami, H.**, & Fleet, G. (2021). Investigating the Effectiveness of Poverty-Reduction Projects for a Small-Sized City in Canada. *Journal of Poverty*. [ABDC equivalent: B level]

Eslami, H., Kacker, M., & Hibbard, J. (2020). Antecedents of Locus of Causality Attributions for Destructive Acts in Marketing Channels. *Journal of Business Research*, 107, 302-314. [ABDC list of journals: A level]

Eslaminosratabadi, H. (2018). *The timing and type of alliance partnerships in the new product development process* (Doctoral dissertation).

Completed Working Papers

Eslami, H., Sadeh, F., & Eshghi, K. (Completed working paper). Project Termination: Alliance Portfolio Characteristics and NPD Project Performance. [Target journal – *Journal of Product Innovation Management* | A*]

Eshghi, K., **Eslami, H.**, Sadeh, F., & Shahriari, H. (Completed working paper). Sports Sponsorship Termination and Value of the Firm. [Target journal IJRM | A*]

Eshghi, K., **Eslami, H.**, & Sadeh, F. (Completed working paper) NPD announcements and firm performance: Meta-analysis of event studies With K. Eshghi (Laurentian) [Target: JAMS | FT50]

Eslami, H., Linh, H., & Rod, M. (Completed working paper) Benefit or Barrier? Trust in Government Covid-19 Communications and Public Compliance Behavior in Canada [Target: TBD]

Working Papers – New Streams

Buy Now, Pay Later (BNPL): Antecedents and Consequences of Adopting BNPL in the Retailing Sector with Kamran Eshghi (*Recently supported by 2023 SSHRC IG and 2023 David Sobey Centre at SMU*).

Narration Changes in Crowdfunding Projects and the Success Rate of Campaigns: The Role of Wordings and Product Types – a series of research pieces with my PhD student Sarah Yaghoobi Karizi.

Simplified and Affordable IoT (SA-IoT) Adoption: A Digital Transformation of SMEs with Majid Nasirinejad.

Refereed Conference Papers & Presentations – After 2018

Yaghoobi, S., **Eslami, H.**, (2024) Crowdfunding Success: Decoding the Art of Persuasion in Hedonic and Utilitarian Ventures, *Upcoming in 31st IPDMC Conference, Dublin, Ireland, June 05 – 07, 2024*.

Eslami, H., Eshghi, K., Sadeh, F., (2024) Ups and Downs of Market Reactions to New Product Development Announcements: A Meta-Analysis *Upcoming in 31st IPDMC Conference, Dublin, Ireland, June 05 – 07, 2024*.

Eslami, H., Hoang, L. Rod, M. & Little, A. (2023) Benefit or Barrier? Trust in Government Covid-19 Communications and Public Compliance Behavior in Canada, In *ICORIA 2023 Conference, Bordeaux, France, June 29 – July 01, 2023*.

Eslami, H., Sadeh, F., Eshghi, K. (2023) Premarket Termination of Drugs: Alliance Portfolio

- Optimization and New Drug Development Performance, In *CORS Conference, Montreal, Canada, May29 – 31, 2023*.
- Sadeh, F., Eshghi, K., & **Eslami, H.** (2023). Contract Design and Maintaining Sales Leadership: Evidence from Franchise Systems, In *AMA Winter Academic Conference. Virtual, Feb 06 – 12, 2023*.
- Eshghi, K., **Eslami, H.**, Sadeh, F., & Shahriari, H. (2022). Sports Sponsorship Termination and Value of the Firm, In *AMA Winter Academic Conference. Virtual, Feb 10 – 12, 2022*.
- Sadeh, F., Eshghi, K., & **Eslami, H.** (2022). Contract Design and Maintaining Sales Leadership: Evidence from Franchise Systems, In *International Society of Franchising 2022 Annual Conference, McMaster University, Hamilton, Canada, June 2 – 4, 2022*.
- Purdy, L., & **Eslami, H.** (2021). Leveraging Familiarity Experience: Technology Sourcing and R&D Project Performance, In *PDMA JPIM Research Forum, Baltimore, November 13-16, 2022*.
- Eslami, H.**, Sadeh, F., & Eshghi, K. (2021). Project Termination: Alliance Portfolio Characteristics and NPD Project Performance, In *AMA Summer Academic Conference. Virtual, Aug 4 – 6, 2021*.
- Eslami, H.**, Eshghi, K., & Sadeh, F. (2021). Alliance Termination and Shareholder Value: Evidence from the Biopharmaceutical Industry, In *AMA Winter Academic Conference. Virtual, Feb 17 – 19, 2021*.
- Eslami, H.** (2019). The Timing and Type of Alliance Partnerships in the New Product Development, In *R&D Management Conference 2019. Ecole Polytechnique, Paris, June 19 – 21, 2019*.
- Chiu, R., Sharih, S., **Eslami, H.**, & Schat, A. (2019). Fighting for Satisfaction: Pathways to Customer Incivility in Service Encounters, In *Administrative Science Association of Canada (ASAC) 2019 Conference. St. Catharines, Ontario, March 2019*.

Publications, Conference Papers, and Presentations – Before 2018

- Eslami, H.** (2014). An Investigation on Green Attitudes and Demographics: Understanding the Intention of International Tourists in Malaysia to Pay a Premium for Green Hotels. *European Journal of Tourism Research*, 7(1), 92-108.
- Eslami, H.** (2014, May). Understanding the Readiness of Hotel Customers to Go Green: An Investigation of Green Attitudes and Intentions of Foreign Hotel Guests to Malaysia. *Administrative Science Association of Canada, Muskoka, Ontario, 9-13 May, Volume 35, No. 2, 2014 (pp. 15-56)*. **[Best Student Paper Award]**
- Eslami, H.**, Salimi, M., Ibragimov, G., Amini, M. (2013). An Evasion Game Model for Duopoly Competition. *Journal of Social Science & Humanities*, 21(3), 1083-1091.
- Eslami, H.** (2017). The Timing and Type of Alliances in the New Product Development, In *PDMA-UNH Innovation Doctoral Consortium, Durham-New Hampshire, United States*.
- Eslami, H.**, Pujari, A., & Wu, R. (2016). Locus of Innovation in Codevelopment Alliances with Large Firms: Roles of Small Firms' Internal Knowledge and Alliance Governance, In *Empirical and Theoretical Symposium in Marketing Strategy, Banff, Canada, May 19, 2016*.
- Eslami, H.**, Pujari, A., & Wu, R. (2016). R&D Alliance Portfolios and Firm Innovation: A Combined Perspective, In *Lazaridis Marketing Research Symposium, April 21, 2016*.

- Eslami, H., & Pujari, A. (2015).** Product Portfolio Management through Alliance Portfolio: A Combined Perspective, In *Empirical and Theoretical Symposium in Marketing Strategy, Rotman School of Management, Toronto, Canada, June 05, 2015.*
- Eslami, H., Kacker, M., & Hibbard, J. (2014).** Attributions of Causality for Destructive Acts in Distribution Channels. In *2014 Summer Marketing Educators' Conference: Leveraging New Technologies to Create Value for Customers and Firms, San Francisco, California, USA.*
- Eslami, H., Kacker, M., & Hibbard, J. (2014).** Attributions of Causality for Destructive Acts in Distribution Channels. In *ISBM Academic Conference 2014: Advances in Business-to-Business Marketing Conference Schedule, San Francisco, California, USA.*
- Eslami, H. (2014).** Understanding the Readiness of Hotel Customers to Go Green: An investigation of Green Attitudes and intentions of Foreign Hotel Guests to Malaysia, In *ASAC 42nd Annual Conference.*

Administrative Services

- Member, BComm Committee** **Halifax, CAN**
- *Sobey School of Business, Saint Mary's University* *Sep. 2023 – Present*
 - Reviewing BComm Programs
 - Audit curriculum flow and assess course development needs
- Member, Faculty Mentorship Program Committee** **Halifax, CAN**
- *Sobey School of Business, Saint Mary's University* *Jan. 2024 – Present*
 - Designing mentorship program
- Panelist, Community Leadership Program** **Halifax, CAN**
- *Sobey School of Business, Saint Mary's University* *May. 2023*
 - Event supported by *Fulbright Canada and the US Embassy in Ottawa*
- Department Representative, Community Engagement** **Halifax, CAN**
- *Sobey School of Business, Saint Mary's University*
 - *Open House* *Jan. 2024*
 - *'Major Expansion' month* *Mar. 2024*
 - *Advanced Placement (AP) conference* *May. 2023*
- Speaker, SSHRC Workshop** **Halifax, CAN**
- *Sobey School of Business, Saint Mary's University* *Apr. 2024*
 - Shared my experience as 2-time recipient of SSHRC IG and 2-time member of the SSHRC IG grant assessment committee.
- Cochaired, 2024 Atlantic Marketing Symposium** **Halifax, CAN**
- *Sobey School of Business, Saint Mary's University* *Jun. 2024*

Member, Annual FOB Simulation Competition **Saint John, CAN**

- *Faculty of Business, University of New Brunswick* *Mar. 2018 – Dec 2022*
 - 2019: Judge, 2020: Team Coach, 2021: Planning Committee Member
 - Coordinated and executed the annual event in virtual format,
 - Secured sponsors, vetted simulation platforms
 - Provided ongoing student and donor support on the day of the event

Fellow, Urban and Community Studies Institute – UNB **Saint John, CAN**

- *University of New Brunswick* *Jul. 2020 – Dec. 2022*
 - Meetings and liaise to build relationships with community members
 - Represent UNB Saint John and UCSI at workshops/bi-annual meetings

Area coordinator, Marketing – Faculty of Business, UNB Saint John **Saint John, CAN**

- *Faculty of Business, University of New Brunswick Saint John* *Jul. 2019 – Jun. 2021*
 - Course and external transfer credit
 - Curriculum coordination and administration,
 - Appeal management, timetabling
 - Coordinate with other area leads

Member, Senate Undergrad Scholarship Committee – UNB **Saint John, CAN**

- *Faculty of Business, University of New Brunswick* *Sep. 2019 – Apr. 2021*
 - Assessing scholarship eligibility for current/incoming students

Member, Curriculum Committee – UNB **Saint John, CAN**

- *Faculty of Business, University of New Brunswick* *Sep. 2019 – Apr. 2021*
 - Audit curriculum flow and assess course development needs

Business Faculty Representative, University Budget Committee **Saint John, CAN**

- *University of New Brunswick* *Sep. 2017 – Apr. 2021*
 - Assess and optimize yearly costs
 - Identify campus needs and allocate the budget accordingly

University Graduate Student Association (GSA). **Hamilton, CAN**

- *DeGroot School of Business* *Sep. 2012 – Apr. 2017*
 - Guided first-year business students as an advisor
 - Faculty Representative, McMaster University Graduate Student Association (GSA)

Refereeing Service

- *Committee member on Committee 14A for the 2022-23 and 2023-24 SSHRC Insight Grants competitions*
 - *Referring 28 SSHRC IG grant applications*

- *Ad-hoc reviewer of journals*
 - *Technovation*
 - *Research and development Management ((R&D Management)*
 - *Journal of Business Research (JBR)*
 - *Industrial Marketing Management (IMM)*
- *Ad-hoc reviewer of conferences*
 - *Administrative Science Association of Canada (ASAC)*
 - *American Marketing Association (AMA)*
 - *International Conference on Research in Advertising (ICORIA)*
 - *Product Development and Management Association (PDMA)*

Research Grants and Awards

- | | |
|---|--------------------------------------|
| SSHRC IG 2023 (Co-Investigator) (\$81,715) | Halifax, CAN |
| • <i>[External] Social Sciences and Humanities Research Council</i> | <i>Apr. 2024–Mar. 2026</i> |
| DSC Grant (Principal Investigator - PI) (\$10,000) | Halifax, CAN |
| • <i>[Internal] David Sobey Retailing Center</i> | <i>Feb. 2024–Aug. 2025</i> |
| SSHRC IG 2021 (PI) (\$53,684) | Saint John & Halifax, CAN |
| • <i>[External] Social Sciences and Humanities Research Council</i> | <i>Jul. 2022–Jun. 2026</i> |
| Harrison McCain Foundation Young Scholars Award (PI) (\$9,380) | Saint John, CAN |
| • <i>[Internal] University of New Brunswick</i> | <i>May 2022</i> |
| COVID-19 Research Fund (PI) (\$33,710) | Saint John, CAN |
| • <i>[External] New Brunswick Innovation Foundation (NBIF).</i> | <i>Jun. 2020</i> |
| University Research Fund (NF Explore 2020) (PI) (\$6,048) | Saint John, CAN |
| • <i>[Internal] University of New Brunswick</i> | <i>May. 2020</i> |
| MITACS Entrepreneurship Grant (PI) (\$45,000) | Saint John, CAN |
| • <i>[External] Mathematics of Information Technology and Complex Systems</i> | <i>Nov. 2018</i> |

Other Recognitions and Awards

- | | |
|---|----------------------------|
| SSHRC Doctoral Fellowship | Hamilton, CAN |
| • <i>Social Sciences and Humanities Research Council (\$20,000)</i> | <i>Sep. 2016–Aug. 2017</i> |
| Ontario Graduate Scholarship (OGS) | Hamilton, CAN |
| • <i>Government of Ontario (Value: \$10,000)</i> | <i>May 2015–Apr. 2016</i> |

Graduate Student Travel Award	Banff, CAN
<ul style="list-style-type: none"> • <i>Canadian ET Symposium (Value: \$1,000)</i> 	<i>May. 2016</i>
The Pioneer Petroleums OGS [Entrepreneurial Research]	Hamilton, CAN
<ul style="list-style-type: none"> • <i>Pioneer Petroleums (Value: \$5,000)</i> 	<i>Apr. 2016</i>
International Excellence Award	Hamilton, CAN
<ul style="list-style-type: none"> • <i>McMaster University (Value: \$25,500)</i> 	<i>Sep. 2012–Sep. 2015</i>
Best Student Paper Award	Muskoka, CAN
<ul style="list-style-type: none"> • <i>Administrative Sciences Association of Canada (ASAC)</i> 	<i>Apr. 2014</i>

Other Academic Work Experience

Teaching Assistant	Hamilton, CAN
<ul style="list-style-type: none"> • <i>DeGroot School of Business, McMaster University</i> <ul style="list-style-type: none"> ▪ Applied Marketing [Tutoring students and supervising their final projects with local small businesses] ▪ Marketing Research [including statistics lab on SPSS] ▪ Sustainability and Corporate Social Responsibilities [providing feedback on MBA students' projects] ▪ Consumer Motivation [providing feedback on students' hand-in case projects] ▪ Marketing Concepts and Applications [providing input on MBA students' case solution projects] ▪ Business Marketing [including marketing and communicating with students on a regular basis] 	<i>Sep. 2012–Apr. 2017</i>
Summer Research Assistant	Hamilton, CAN
<ul style="list-style-type: none"> • <i>DeGroot School of Business, McMaster University</i> <ul style="list-style-type: none"> ▪ Ontario Research Fund-Research Excellence (ORF-RE): "Co-products from Second Generation Biofuel Industries for Production of New Industrial Bio-products" 	<i>May. 2013–Aug. 2015</i>

Selected Graduate Coursework

PhD Courses	Hamilton, CAN
<ul style="list-style-type: none"> • <i>McMaster University</i> <ul style="list-style-type: none"> ▪ Interorganizational Research in Marketing ▪ Marketing Foundations ▪ Marketing Models ▪ Special Topics in Marketing Strategy ▪ Research Methods & Design ▪ Applied Multivariate Statistics ▪ Microeconomics I & II 	<i>Sep. 2012- Aug. 2014</i>

- Econometrics I & II

MBA Courses

- *McMaster University*
 - Innovation and New Products

Hamilton, CAN
Sep. 2012-Dec. 2012

MBA Courses

- *Multimedia University*
 - Marketing Management
 - Marketing & Multimedia
 - Entrepreneurship
 - Strategic Management
 - Global Marketing
 - Quantitative Analysis
 - Research and Case Methodology

Cyberjaya, MY
Mar. 2009-Apr. 2011

References

- Available Upon Request.