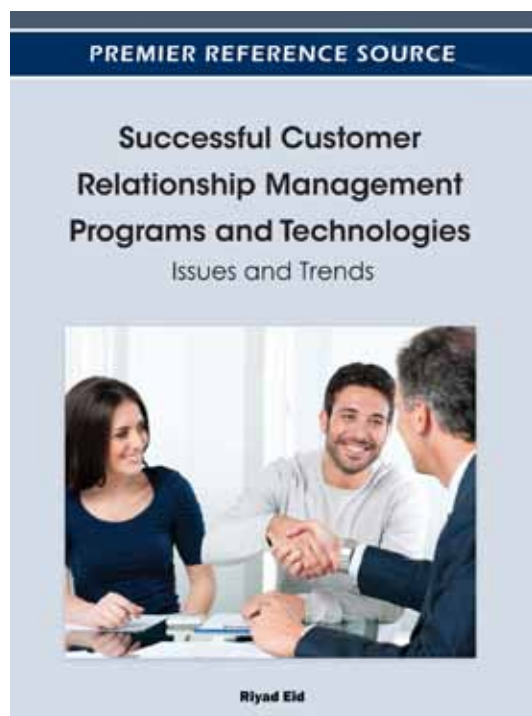


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Riyadh Eid (UAE University, UAE)

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Riyadh Eid is an Associate Professor of Marketing and a member of the Faculty of Business and Economics at the United Arab Emirates University. Dr. Eid received a BSc (Hons) in Business administration from Tanta University (Egypt), an MSc in business administration from Tanta University (Egypt), PGDip (2002), and a PhD in marketing from Bradford University (UK). Dr. Eid's main area of marketing expertise and interest is in the domain of Internet marketing and customer relationship management. He has acted as a consultant to a number of organizations in Egypt, Saudi Arabia, United Arab Emirates, and the UK. Dr. Eid has published in several international refereed journals such as the *Journal of International Marketing*, the *Service Industries Journal*, the *Journal of Euro-Marketing*, the *Journal of Marketing Intelligence and Planning*, the *Journal of Industrial Management and Data Systems*, the *Benchmarking International Journal*, the *Journal of Internet Research*, the *International Journal of E-Business Research*, and the *Journal of Manufacturing Technology Management*. He also has attended numerous international refereed conferences worldwide. He is a subject matter expert (marketing) for the E-TQM College in (Dubai, United Arab Emirates) and Umm Al-Qura University (Saudi Arabia). Dr. Eid was presented with Emerald Best Paper Award for one of his publications. He is also a member of editorial review boards for a number of international journals.



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