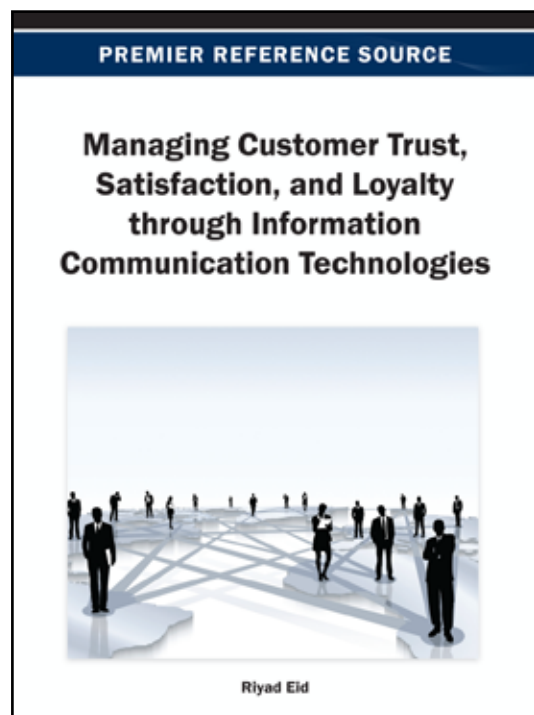


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Riyadh Eid
(United Arab Emirates University, UAE)

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Riyadh Eid is an Associate Professor of Marketing 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). Prior to the UAEU appointment, he was an Assistant Professor at the Marketing Department, Bradford University, UK, and an Associate Professor at the Marketing Department, Wolverhampton University, UK. Dr. Eid's main area of marketing expertise and interest is in the domain of International Internet Marketing. Dr. Eid has published in several internationally recognized journals such as *Journal of International Marketing*, *The Service Industries Journal*, *Journal of Euro-Marketing*, *Journal of Marketing Intelligence and Planning*, *Journal of Industrial Management & Data Systems*, *Benchmarking International Journal*, *The International Journal of E-Business Research* and *[Journal of] Internet Research*. He has also attended numerous numbers of International Refereed Conferences worldwide. Dr. Eid acted as consultant to a number of organizations in Egypt, UAE, and UK. He is a subject Matter Expert (Marketing) for the E-TQM collage in Dubai (UAE) and Umm AL-Qura University in Saudi Arabia. Dr. Eid was presented with Emerald Best Paper Award for one of his publications. He is also the Editor-in-Chief of the *International Journal of Customer Relationship Marketing and Management* and a member of the Editorial Review Board for a number of international journals.

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