

CV

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Experience

- 2022 – Now Head, the team of developing Libyan universities' websites, Ministry of Higher Education, Libya
- 2020 – Now Head, Department of International & Cultural Cooperation, Faculty of Economics, University of Benghazi, Libya
- 2019 – 2021 Head of International Ranking Affairs Committee, University of Benghazi, Libya
- 2019 – 2020 Director of Information and Documentation Centre, University of Benghazi, Libya
- 2018 - 2019 Visiting Assistant Professor in Huddersfield Business School, UK
- 2016 – Now Associate Professor in Marketing, University of Benghazi, Libya
- 2016 – 2017 Head, Investment Office, Department of Antiquities – Libyan Government
- 2014 – 2016 Visiting Assistant Professor in Tunis Business School, University of Tunisia, Tunis
- 2013 – 2018 Coordinator of Quality Assurance Unit, Faculty of Economics, University of Benghazi
- 2013 – 2015 Lecturer in Marketing, University of Benghazi, Libya
- 2011 – 2012 Lecturer in Marketing, Nottingham Business School, Nottingham Trent University, UK

Qualifications

- 2007-2010 PhD in Marketing, Nottingham Business School at NTU (thesis title; The Effect of Marketing Programmes on Buying Behaviour of Libyan Consumers)
- 2002 -2004 Master of Business Administration, Faculty of Economics – University of Benghazi (dissertation title; the influence of Foreign TV Advertising on Libyan Buyer Behaviour)

1998-2001 BA in Business Administration, Faculty of Economics – University of Benghazi

Personal & Professional Development

2021 Entrepreneurship boot camp: training of trainers program, South Mediterranean University, Tunis – Tunisia (29th Mar – 3rd Apr, 2021)

2019 Entrepreneurship Teaching Methods: Training for Trainers, Spark Organisation, Tunis (31st Oct – 3rd Nov).

2018 – 2019 Fellowship in Higher Education Administration, Humphrey Programme, School of Education, Pennsylvania State University, USA

2018 Research and Education Technologies Skills, University of Kansas, USA (June – August 2018).

2016 Universities World Rankings and the Developing Methods for Arab Universities, University of Cairo, Egypt (25th – 28th October 2016).

2011 Teaching & Learning in HE Course (11 May 2011 – 15 June 2011), Nottingham Trent University

Professional Work

2016 - Now Marketing Consulting to The Bridge Tourism Company, Turkey

2017 – 2018 Cooperating in ‘Developing Vocational Education and Training in Libya: Strategic Plan/Policy’, UNICEF

2017 – 2018 Hourly Paid Researcher in entrepreneurship at ACTED Organisation (French NGO) in Libya.

2016 - 2018 Research Director of IDEAS DRIVERS Organisation, Libya

2011 Cooperation in analyzing and reporting the students’ surveys of Nottingham Trent University International College, UK.

Training

‘Business modeling and planning for small businesses’, International Committee of the Red Cross, Tatweer Research Centre
28th February – 18th March 2021

‘How to market craft business ideas for small businesses in Benghazi’, FabLab Libya, Benghazi
23rd – 30th September 2019

‘How to Publish in Ranked Journal? For Early Researchers’, Union of Academic Staff, University of Benghazi, Libya
5th – 29th August 2019

‘Designing Promotion Campaign to Libyan Customers: for the Marketing Team’, Connect Company for Internet Services, Libya
15th – 18th July 2019

‘Establishing New Brand and Marketing Planning: for the Marketing Team’, Easy Company for Mobile Payments, Libya
25th – 28th March 2019

‘Strategic Planning for Faculties and Academic Department: for Academic Staff in Medicine School’, University of Benghazi, Libya
6th – 24th November 2017

‘Support to Libyan Youth Through the Promotion of Social Entrepreneurship’, Agency for Technical Cooperative and Development (French NGO), Libya
11th – 29th December 2017

Academic Activities

Invited Speaker ...

Speech: The Challenges of Integration of Cultural Heritage in Libyan Higher Education
Event: Arab States Regional Consultations – UNESCO, The Framework on Culture and Arts Education, Oman
7th – 8th February 2023

Speech: Ranks and Positioning of Libyan Universities.
Event: The International Conference of Quality Assurance in Higher Education, University of Benghazi, Libya
27th – 28th February 2021

Speech: ‘Research-Oriented University: To Be or Not To Be?’
Event: The 3rd Libyan Conference of Chemistry and its Applications’, University of Benghazi, Libya
7th – 8th September 2019

Speech: ‘Toward Successful SMBs: How Can We Convince the Society?’
Event: Symposium of Master Plan for SMBs in Libya, Research and Consulting Centre, University of Benghazi, Libya
31st August 2019

Speech: ‘Ethical Practices in Social Science Research’
Event: Symposium of Research Ethics in Libya, Research and Consulting Centre, University of Benghazi, Libya
28th February 2019

Speech: ‘Marketing in Higher Education: an Exploration of Marketing Strategies for Arab Universities’.
Event: Middle East Multidisciplinary Conference - MEAP 2018, Washington DC, USA.
November 7th, 2018

Speech: ‘Quality Assurance Practices and International Rankings for Libyan Universities’.
Event: The 1st Forum National of Quality Assurance Managers in Public Universities, Libyan Society for Quality and Excellence in Higher Education, Libya
27th – 28th February 2018

Speech: ‘Implementing Sport Marketing in Libyan Football Clubs: A Strategic Choice’
Event: Symposium of Sport Marketing and Investment in Libya, National Football Union and University of Benghazi, Benghazi – Libya
9th – 10th December 2017

Speech: ‘How To Invest Our Cultural Heritage?’
Event: Symposium of Libyan Cultural Heritage and National Identity, Antiquities Research Centre, Albaydha - Libya
27th – 28th December 2016

Speech: ‘Libyan Cultural Heritage: The Deactivated National Competitive Advantage’
Event: The 2nd Forum of Experts of Antiquities, Libyan Authority of Antiquities, Libyan Government, Libya
20th – 23rd September 2016

Speech: ‘Research Methods: Ethnical or Intercultural Aspects in Sampling and Market Research’
Event: Marketing, Retail, & Operations Seminar Series, Nottingham Business School, UK.
9th February 2010.

Reviewer ...

2014 - Now Journal of Management Studies and Journal of Fashion Marketing and Management

Research Interests

- Strategic planning in higher education
- Branding and corporate identity in higher education
- Nation branding on MENA countries
- Developing tourism destination in Arab countries
- Fashion marketing and branding in MENA countries
- Standardization/adaptation in global marketing

Publications

Conference proceedings ...

Busnaina, 2022, ‘It was the best of times, it was the worst of times’: Challenges and Opportunities of Arab Universities in Post-pandemic Time. Research in Education Knowledge Exchange International Conference, University of BATH, 2022 – Cairo, Egypt

Busnaina, I and Albzar, M 2021, Academic Staff’s Attitudes towards International Academic Development Strategies, The Second National Conference for Developing Higher Education institutions in Libya, Bani Walid University, Libya, October 7th, 2021 (in Arabic).

Busnaina, I and Albzar, M 2020, ‘The Challenges and Possibilities of Implementing E-learning in Higher Education: Evidence from a Field Study on Business Schools in Libya’, 1st International Conference of Digital Transformation, Al Zawia University, Libya, 17th July 2020 (in Arabic).

Busnaina, I 2018, 'The Strategic Management Scene in Arab Higher Education: What Do Universities Do?', Middle East Multidisciplinary Conference- MEAP 2018, November 7th, 2018, Washington DC, USA.

Busnaina, I and Al Jhani, H 2015, 'Possibilities and Challenges of Branding Arab Nations: Empirical Evidence From Libya', 8th Inter Conference on Management and Business Research, Conference Proceeding p17, 30-31 Dec 2015, Dubai, UAE

Busnaina, I 2014, 'Is Cultural Context Really Relevant to Consumer Buying Behavior? Evidence From Libya', 2nd International Conference on Business, Economics, Marketing & Management Research, 23-25 December 2014, Monastir, Tunisia

Busnaina, I 2014, 'The Influences on Consumer Buying Behavior in Libya' 3rd International Conference on Economics Marketing and Management (ICEMM 2014), Toronto, Canada, January 13-14, 2014.

Busnaina, I., Rawaz, B and Watson, L 2013, 'The Fashion Marketing Scene in Saudi Arabia: Standardisation vs. Adaptation' [Full paper published on CD, abstract (no. 0379) published in hard-copy volume of abstracts], Academy of Marketing Conference, Cardiff, 8-11 July 2013.

Busnaina, I and el-Jahani 2012, 'Branding New Libya: What Can Libyans Do? The role of Nation Image in the Economic Development', Conference of Development Management in Libya, Benghazi, 18th-20th December 2012 (in Arabic)

Busnaina, I and Hyasat, A 2011, "Doing Research in an Arab Context", the 1st Conference of Research Development in the Arab World, Arab Administrative Development Organization, Yarmouk University, Jordan, 28-30 March 2011.

Busnaina, I., Youssef, J and Woodall, T 2010, "What does the Consumer Subculture Connote? An Islamic perspective" [full paper published on CD, abstract (Track no. 03) published in hard-copy volume of abstracts], the 1st International Conference on Islamic Marketing and Branding, in Malaysia, 29-30 November 2010.

Busnaina, I and Woodall, T 2010, Standardisation vs. Adaptation in Libya: What do Suppliers do? [Full paper published on CD, abstract (no. 0141) published in hard-copy volume of abstracts]. In: *Academy of Marketing 2010 Conference, Transformational Marketing*, Coventry University, Coventry, UK, 6-8 July 2010.

Busnaina, I 2010, "Doing Research in MENA Countries", Research Methods Symposium: Ethnical or Intercultural Aspects in Sampling and Market Research" in Nottingham Business School, NTU on 9th February 2010.

Published journal articles ...

Busnaina, I., Almgatif, F and Sdiri, I 2021. 'Targeting Arab Markets: Is Cultural Context Irrelevant to Marketing in Libya?', *Management Studies*, vol. 9, no. 3, pp.153-176.

Busnaina, I and Albzar, M 2021, 'The Impact of COVID-19 Pandemic on Universities' Academic Performance: Empirical Evidence from Libya', *Commerce and Finance Journal*, University of Tanta – Egypt, vol.41, no.2, pp.1-21 (in Arabic)

Busnaina, I and Woodall, T 2015, 'Doing business in Libya: assessing the nature and effectiveness of international marketing programs in an evolving economy', *International Business Review*, vol.24, no.5, pp.781-797

Busnaina, I 2015, 'Towards Understanding Arab Consumer's Response to Foreign Marketing', *International Journal of Economics and Management Engineering*, vol.9, no.6

Busnaina, I 2014, 'Fashion Marketing in Arab World: Brand Identity vs. Adaptation', *Journal of Textile and Apparel, Technology and Management*, vol.9, no.1, Fall 2014.

Busnaina, I 2006, "TV Advertising Influence on Buying Behavior of Libyan Consumers", *Review of King Abdul Aziz University: Economics*, vol.20, no.1, pp.53-77 (in Arabic).

Research currently in preparation ...

"Fashion branding vs. COO effect on buyer behavior in MENA countries", target journal: *Journal of Fashion Marketing and Management*

"Nation branding of North African/Arab Countries: possibilities, challenges and feasibility", target journal; *Brand Management*, (with Dr Tony Woodall).

"The marketing research Scene in MENA countries context: what are the barriers?", target journal; *International Journal of Research in Marketing*.

Reports

'Exploring Growth Opportunities for Small Business in Different Libyan Market's Sectors' (August 2017), for the reports of IDEAS DRIVER Organisation.

'Developing Vocational Education and Training in Libya' (December 2017), for the reports of IDEAS DRIVER Organisation.

Other skills:

Languages: Arabic and English. Currently in learning basic French

Good knowledge of Microsoft Word, Excel, Focusky, SPSS (univariate and multivariate analysis) and AMOS (CFA/SEM) and Zotero.

Online learning: Google Suite, Moodle and other online conference systems.

Research skills: research designs, quantitative/qualitative approach and consumer survey

Referees available upon request

Up to 6 references from Libya, UK, France and Tunisia