

## Dr. **ABDULAZIZ ELWALDA**

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Dr. Abdulaziz Elwalda is an **Associate Professor in Business Management** at Misurata University and **Chief Human Resource Officer** at **LPTIC**. Abdulaziz Elwalda received his **PhD in Business Management** from **Brunel University London (UK)** and master's degree from **Cardiff University (UK)**. His research interests include marketing, consumer behaviour, virtual community, electronic word of mouth, information processing, and, IT adoption. His research articles have been published in top peer-reviewed journals such as **Computers in Human Behavior (SRJ Q1)**, and **Journal of Enterprise Information Management (SRJ Q1)**. Besides, he has presented several papers in peer-reviewed conferences (e.g., Academy of Marketing Conference, European Marketing Conference). Dr. Elwalda received **Brunel University London Dean's Prize for Innovation and Impact** in Doctoral Research 2016.

### PUBLICATIONS

- Acikgoz, F., Elwalda, A., & De Oliveira, M. J. (2023). Curiosity on Cutting-Edge Technology via Theory of Planned Behavior and Diffusion of Innovation Theory. *International Journal of Information Management Data Insights*, 3(1), 100152.
- Elwlada, A., Erkan, I. & Rahman, M. Acikgoz, F (2022). Mobile Consumers' Continuance Intention: A Reconceptualization. *Int. J. of Technology Marketing*.
- Elwlada, A., Erkan, I. & Rahman, M. (2021). Understanding mobile users' information adoption behavior. *Journal of Enterprise Information Management*.
- Erkan, I. Acikgoz, F. Elwalda. A. Rahman, M. Akin, N. (2020). Mobile word of mouth (mWOM) in mobile messaging applications: An exploration of its antecedents and consequences. *International Journal of Business Information Systems*. DOI: 10.1504/IJBIS.2020.10019642.
- Masli A. M. & Elwalda A. (2021). Libya: Politics, Economics, Banking and Their Effects on Corporate Governance, *Economics, Business and Organization Research*, 3(1), pp. 91-116
- Benzaghta, M. A., Elwalda, A., Mousa, M. M., Erkan, I., & Rahman, M. (2021). SWOT analysis applications: An integrative literature review. *Journal of Global Business Insights*, 6(1), 54-72. <https://www.doi.org/10.5038/2640-6489.6.1.1148>
- Al-mijrab, A. Elwalda, A. (2020). An Investigation into the Barriers Affecting the Adoption of ISO 9001:2015 Certification in Arabic Countries: A Case Study of Libyan Service and Manufacturing Industries (LSMI). *Economics Business and Organization Research*. 1-19.
- Shaoufa, A. Elwalda, A. (2020). Attitudes of Faculty Members at Libyan Universities toward Employing E-learning in the Cases of Emergency and Crises. *Journal of Pure & Applied Sciences*.

- Elwalda, A., Erkan, I., Rahman, M. & Acikgoz, F. (2019). How to Win in Mobile Marketing: Social Influence Theory Perspective. *Marketing and Organization Research Conference (MOR Conference)*, 18.
- Elwada, A. Smiw, M. Alakrot, A. (2019). Towards an understanding of the acceptance of the use of e-management systems: an empirical evaluation using technology acceptance model TAM. *Economic Studies Journal (ESJ)*. 2(4), 150–171.
- Erkan, I. Elwalda. A. Rahman, M. Dogan, S. Nardali, S. (2019). Text me on WhatsApp, let's talk about brands! The power of mobile word of mouth on mobile purchase intention. *International Journal of Internet Marketing and Advertising*. 13(3), 218-234. DOI: 10.1504/IJIMA.2019.10023436.
- Erkan. I, and Elwalda. A, (2018). Your Comments are Important to me! The impact of Online Customer Reviews in shopping websites. *International Journal of Internet Marketing and advertising*. 12 (1), 1-18. DOI: 10.1504/IJIMA.2018.089200
- Elwalda, A. Olivera, M and Chawdhary, R. (2017). *Replication: What makes online review helpful in emerging markets* Academy Of Marketing Conference. Hull University. UK.
- Erkan, I, Elwalda. A. Rahman, M. Sap, S. and Dogan, S. (2017). Mobile word of mouth (MWOM) in messaging applications: An integrative framework of the impact of MWOM communication. *International Journal of Applied Business and Management Studies*. 2(1), 55- 67.
- Erkan, İ., Elwalda A., Rahman, M., Doğan, S. & Nardali, S. (2017). The Influence of Mobile Messaging Applications on Mobile Purchase 22. Pazarlama Kongresi (22nd Marketing Conference in Turkey).
- Elwalda, A. Lu, K. and Ali, M. (2016). Perceived Derived Attributes of Online Customer Reviews. *Computers in Human Behavior*. 56, 306-319. DOI: 10.1016/j.chb.2015.11.051.
- Elwalda, A, and Lu, K. (2016). The Impact of Online Customer Reviews (OCRs) on Customers' Purchase Decision: An exploration of the main dimensions of OCRs. *Journal of Customer Behaviour*. 15 (2), 123-152 DOI:10.1362/147539216X14594362873695.
- Elwalda, A, and Lu, K. (2014). *The Influence of Online Customer Reviews on Purchase Intention: the Role of Non-numerical Factors*. European Marketing Conference LCBR, Munich, Germany.
- Elwalda, A. & Lu K. (2013). *The Impact of Online Customer Review Valence on Purchase Intention: the Moderating Role of Internal Factors*. Academy Of Marketing Conference, Cardiff, UK.
- Elwalda, A. & Lu K. (2013). *The Impact of Online Customer Reviews Valence on Purchase Intention: The Moderating Role of Internal Factor*. Brunel Doctoral Symposium. London, Uk.

### Under-review

- Shamim, S. Akhtar, P. Rahman, M., Acikgoz, F. Shariq S. and Elwlada, A. (2022). Rapid innovation management capability and crisis-driven business failure: Roles of crisis-driven business model innovation' performance, short-term strategic-IT-alignment, and operational-IT-effectiveness. ([4-star Journal](#))
- Elwalda, A. Chawdhary, R. & De Oliveira, M. (2022). What makes online reviews helpful: A replication and extension.

### Currently working on:

- The Innovation of Diffusion Theory (cutting edge technology). *To be submitted to the Computers in Human Behavior* 2\* ABS list.
- MOA theory: eWOM intention.

### **\*TEACHING (AT BOTH POSTGRADUATE AND UNDERGRADUATE LEVELS):**

- Advanced Studies in Marketing Strategies ([For Ph.D](#)).
- Advanced Studies in management and Organisation ([For Ph.D](#)).
- Marketing Management.
- E-marketing.
- Integrated Marketing Communications.
- Fundamentals of Business Management.

### **\* RESEARCH:**

- Research articles have been published in top peer-reviewed journals.
- Presented several papers in peer-reviewed international conferences.
- Reviewer in top peer-reviewed journals.
- Editor of Journal Economics and Business Studies Journal.
- Head of the scientific committee - Consumer Protection Conference, Misurata University.
- Member of the Scientific Committee - Marketing and Organization Research Conference. Turkey.
- Scientific Advisory Board - Innovation and Global Issues Congress. Turkey.
- Head of the scientific committee - The Second Conference of Economics and Business Studies.
- Associate Editor - Sosyal Mucit Academic Review Journal.

### **\*MODULE LEADER:**

- Advanced Studies in Marketing Strategies model (Ph.D in Business Management program).
- Advanced Studies in Management and Organisation model (Ph.D in Business Management program).
- Marketing Management (MSc in Business Management program).
- Marketing Management (BSc in Business Management program).
- Integrated Marketing Communications (MSc in Business Management program).

### **\*DEVELOPING TEACHING PROGRAMMES:**

- Curriculum Design Committee for MSc in Business Management program.
- Curriculum Design Committee for BSc in business management program.
- Delivering workshops on program and model specifications.

### **\* DESIGN TEACHING MATERIAL:**

- Advanced Studies in Marketing Strategies model (Ph.D in Business Management program).
- Advanced Studies in Management and Organisation model (Ph.D in Business Management program).
- Marketing Management model (MSc in Business Management program).
- Business Environment model (MSc in Business Management program).
- Integrated Marketing Communications model (MSc in Business Management program).
- Marketing Management model (BSc in business management program).

### **\*TUTOR/PERSONAL TUTOR, RESEARCH SUPERVISION.**

- Tutoring undergraduate students.
- Thesis supervision. Supervising masters' students (currently 3 students).

### **\* ADMINSTRIVE WORK:**

- Head of Quality Assurance Office.
- Head of Business Management Department.
- Head of Examination Committee.
- Head of Innovation and Entrepreneurship Centre. Misurata University.
- Member of the Libyan Universities Ranking Committee. Ministry of Education - Libya.

- Head of the accreditation committee - The National Center for Quality Assurance and Accreditation of Educational and Training Institutions (NCQAA)- Libya.

## WORK EXPERIENCE

- 2021 to Present
  - Associate Professor in Business management - Misurata University.
  
- 2023 to Present
  - Chief Human Resource Officer - - Libyan Post Telecommunications & Information Technology Company LPTIC. Libya.
  
- 2021 to 01-2023
  - Head of Alternative investments Department - Libyan Post Telecommunications & Information Technology Company LPTIC. Libya.
  
- 2021
  - Senior Investment Analyst - Libyan Post Telecommunications & Information Technology Company LPTIC. Libya.
  
- 2020 to Present
  - Associate Editor - Sosyal Mucit Academic Review Journal. Turkey.
  
- 2021
  - Head of the accreditation committee - The National Center for Quality Assurance and Accreditation of Educational and Training Institutions (NCQAA)- Libya
  
- 2021
  - Head of the quality assurance committee - The National Center for Quality Assurance and Accreditation of Educational and Training Institutions (NCQAA)- Libya
  
- 2019 to 2021
  - Assistance Professor in Business management - Misurata University.
  
- 2017 to 2019
  - Lecturer in Marketing - Misurata University.
  
- 2018 to Present
  - Reviewer -Computer in Human Behavior Journal.
  
- August 2018 to July 2020
  - Head of Quality Assurance Office. Misurata University. Libya.
  
- 2019
  - Member of the Libyan Universities Ranking Committee. Ministry of Education – Libya.
  
- 2019
  - Head of the scientific committee - Consumer Protection Conference, Misurata University. Libya.

- 2019
- Member of the Scientific Committee – Marketing and Organization Research Conference. Turkey.
  
- 2019
- Curriculum Design Committee for MSc in Business Management program – Misurata University.
  
- 2019
- Member of Curriculum Design Committee. Faculty of Economics, Misurata University.
  
- 2019
- Delivering workshops on program and model specifications – Misurata University.
  
- 2018
- Scientific Advisory Board - Innovation and Global Issues Congress. Turkey.
  
- 2018
- Head of Examination Committee – Faculty of Economics and Political Science
  
- 2018
- Editor of Journal Economics and Business Studies Journal – Libya.
  
- 2017 - 2018
- Head of Innovation and Entrepreneurship Centre. Misurata University
  
- 2018
- Head of the scientific committee – The Second Conference of Economics and Business Studies – Libya.
  
- 2017
- 300 hours of directing business incubators training – Expertise France (Tunisia – France)
  
- 2017
- Head of Business Management Department – Faculty of Economics and Political Science – Misurata University.
  
- 2012 - 2016
- PhD researcher - Brunel University London- UK
  
- 2015
- Lecturer in Business - City of Westminster College – UK
  
- 2010 - 2011
- Project Coordinator - Walda Environmental Consultancy.
  
- 2011
- Azer charity organisation.

## AWARDS

- 2016 - Brunel University London Dean's Prize for Innovation and Impact in Doctoral Research 2016.
- 2008 - BP-NOC Workforce Readiness Scholarship.  
Funded by British Petroleum (BP). (2 years).
- 2012 - Libyan Government Scholarship.  
Funded by Libyan Government. (4 years).

## EDUCATION

- **September 2012 - October 2016 Brunel University London (UK).**
  - Ph.D. (Business Management)

**Thesis Title:** *Perceived Derived Attributes of Online Customer Reviews (OCRs)*

- **2013 Luton International College (UK).**
  - Diploma in Human Resource Management and Leadership
- **September 2009 - September 2010 Cardiff University (UK).**
  - MBA (Master of Business Administration).

**Dissertation title:** *An evaluation of the Link between Leadership Styles and Job Satisfaction At Misurata Free Zone Co. (Ine.)*

- **October 2008 - September 2009 University of Aberdeen (UK).**
  - Foundation Course.
- **March 2004 - January 2008 Misurata University.**  
BSc (Hons) in Business Administration

## IT SKILLS

- Proficient with Amos (Structure Equation Modelling programme) "Analysis of Moment Structures".
- Proficient with SPSS Software "Statistical Package for the Social Sciences".
- Good knowledge of SAS software for Analytics, Business Intelligence and Data Management.
- Good knowledge of NVivo Software for qualitative data analysis.
- Proficient with Word, Excel, and PowerPoint.

## KEY COMPETENCIES

- Flexibility and adaptability.
- Ability to work under pressure.
- Analytical thinking and planning.
- Self-motivated.
- Accuracy and attention to details.
- Teamwork skills and people oriented.

## LANGUAGES

- English.
- Arabic.

## INTERESTS AND PASTIMES

- Football.
- Reading.

**References are available on request.**