



Osman Saad Shidwan Ahmed

Assistant Professor

Personal Data

Nationality | Sudanese

Date of Birth | 20-2-1970

Department | Business Administration

Official UoD Email | osahmed@uod.edu.sa

Office Phone No. |

Language Proficiency

Language	Read	Write	Speak
Arabic	√	√	√
English	√	√	√

Academic Qualifications (Beginning with the most recent)

Date	Academic Degree	Place of Issue	Address
2009	PhD	University of Khartoum	SUDAN
2000	MSc	University of Khartoum	SUDAN
1996	BSc (honors)	University of Khartoum	SUDAN

PhD, Master or Fellowship Research Title: (Academic Honors or Distinctions)

PhD	Customer Relationship Management in Banking Sector, Applied to Sudanese Banks
Master	Marketing Policies of Cotton, Applied to The Sudan Cotton Co. Ltd.
Fellowship	

Professional Record: (Beginning with the most recent)

Job Rank	Place and Address of Work	Date
Assistant Professor	Dammam University - Kingdom of Saudi Arabia	2016 – up to date
Assistant Professor	University of Khartoum - Sudan	2009 -2016
Visiting Professor	Ahmed bin Mohammed Military College - Qatar	August 2013- June 2014
Lecturer	University of Khartoum - Sudan	2003 -2009
Teaching Assistant	University of Khartoum - Sudan	1998 -2003



Scientific Achievements

Scientific Research Papers Presented to Refereed Specialized Scientific Conferences

#	Name of Investigator(s)	Research Title	Conference and Publication Date
	Osman Saad, Dalia Diab, ILham Hesham	Investigation of Dineserv dimensions on customer satisfaction & loyalty: EVIDENCES FROM THE RESTAURANT INDUSTRY IN SUDAN	Presented at the 3rd International Conference on New Challenges in Management and Business Dubai, UAE, 2 May, 2016

Completed Research Projects

#	Name of Investigator(s) (Supported by)	Research Title	Report Date
	Dr. Osman Shidwan & Prof. A. Abdallah	The role of E-Bank in Customer Satisfaction	2009

Current Researches

#	Research Title	Name of Investigator(s)
	The impact of service quality on customer satisfaction and loyalty in the airline industry Applied to Sudan Airways Company	

Contribution to Scientific Conferences and Symposia

#	Conference Title	Place and Date of the Conference	Extent of Contribution
1	Post –Graduate Program Evaluation	Brunel University – London UK - 2013	MBA Co -ordination
2	COMFAR III Expert	UNIDO – VIENNA Austria 2004 & 2006	

Teaching Activities

Undergraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1	Marketing Channels	MRKT210	15 Lectures
2	Change and Development Management	MGMT388	15 Lectures
3	Principles of Business Administration	MGMT101	15 Lectures



Brief Description of Undergraduate Courses Taught: (Course Title – Code: Description)

1	<p>Marketing Channels - MRKT210 This course discusses the theories, principles, systems, and practices that are related to the movement of goods and services from producing companies to final users. It explains the processes of designing and managing distribution channels in industrial, consumer, and service markets. The course examines the economic and behavioral problems emanating between producers and middlemen. It also studies the methods and techniques of the physical distribution of goods.</p>
2	<p>Change and Development Management - MGMT388 This course introduces the basic concepts of change management and organizational development in terms of its importance, dimensions and components. The course introduces the change and the development in organizations and the factors that determine strategies challenges and obstacles that face this process. Also, this course explains the organizational development and its applications in business organization theories and its role in improving organizational performance. It deals with the internal and external factors that influence the change in organizations in light of the recent contemporary business environment.</p>
3	<p>Principles of Business Administration - MGMT101 This course addresses the most important principles of management and its evolution throughout the ages. The definition of management and its schools are to be introduced firstly. Secondly, management functions. Thirdly, organization's roles and human resources management.</p>

Administrative Responsibilities, Committee and Community Service
(Beginning with the most recent)

Scientific Consultations

#	From	To	Institute	Full-time or Part-time
	2014	2016	Leader Technology Group	Part - time

Personal Key Competencies and Skills: (Computer, Information technology, technical, etc.)

1	MS- Office	
2	COMFAR III (Financial Analysis Software)	

Last Update

15/11/2016