



ATTIA ABDELKADER ALI

Date of birth: 01/12/1991 | **Nationality:** Egyptian | **Phone number:** (+34) 634288325 (Mobile) | **Email:**

aaaa16@alu.ua.es | **Website:** <https://scholar.google.com/citations?user=bZAiazQAAAAJ&hl=en> | **Website:**

<https://orcid.org/0000-0003-3723-0144> | **LinkedIn:**

https://www.linkedin.com/in/attia-ali-55b801172?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

Address: C/ de Bernardo López García, 20, 03013 , Alicante , Spain (Home)

WORK EXPERIENCE

10/01/2021 – 01/10/2021 ASSIUT, Egypt

RESEARCH AND ASSISTANT LECTURER BUSINESS ADMINISTRATION DEPARTMENT, FACULTY OF COMMERCE, ASSIUT UNIVERSITY

Email commerce@aun.edu.eg | **Website** <http://www.aun.edu.eg>

05/11/2014 – 04/09/2018 ASSIUT, Egypt

TEACHING AND RESEARCH ASSISTANT BUSINESS ADMINISTRATION DEPARTMENT, FACULTY OF COMMERCE, ASSIUT UNIVERSITY,

Email commerce@aun.edu.eg | **Website** <http://www.aun.edu.eg>

EDUCATION AND TRAINING

01/10/2021 – CURRENT Iasi, Romania

PHD IN MARKETING (COTUTELLE AGREEMENT) Alexandru Ioan Cuza University of Iasi, Romania and University of Alicante, Spain

Website <https://www.uaic.ro/> <https://www.ua.es/en/> | **Field of study** Marketing

04/09/2018 – 05/12/2020 Sichuan , China

MASTER'S DEGREE IN BUSINESS ADMINISTRATION (MARKETIN) Business School, Sichuan University

Website <http://en.scu.edu.cn/> | **Field of study** Marketing

04/09/2009 – 08/07/2013 Assiut , Egypt

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION Business administration department, Faculty of Commerce, Assiut University

Website <http://en.scu.edu.cn/>

LANGUAGE SKILLS

Mother tongue(s): **ARABIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
SPANISH	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

Attia Ali

● DIGITAL SKILLS

Microsoft Office | IBM Statistical package for Sciences (SPSS) | AMOS Software | Smart PLS | Statistics and Analytics with JASP | International computer driving license (ICDL) (Arabic, English) | R packages

● CONFERENCES AND SEMINARS

Seminars and workshops

1. Workshop on AI applied to Communication Research.
2. Aims and objectives of the research.
3. How to write a scientific article.
4. Sampling Techniques.
5. Theories of development and social innovation in Latin America American advertising business and the making of Swiss luxury watches: Rolex, 1950-1980.
6. Application of neuromarketing techniques to better understand the consumer.
7. Eva Protocol: A scientific tool for the measurement of human values in communication.
8. Creative Leadership in Gener (AI) active Era: Empowering Future Leader Power Dynamics and Speculation.
9. Beyond the old normal world: an introduction to copulas.
10. Practical guidelines for using Smart PLS software.
11. Common Statistical Mistakes in Academia, and How to Avoid It?
12. How can the researchers digit their scientific identity?
13. Scientific manuscript formatting using Ms Word.
14. Zotero Program in references management.

Conference's

1. Exploring Service Recovery Efforts: Emotional Dynamics and Customer Satisfaction in Spanish Banking. ***"EU finance, regulation, and business EUFIRE 2024" 17th and 18th of May 2024, Alexandru Ioan Cuza University of Iasi, Iasi, Romania.***
2. The influence of CSR communications on customers? behavioral intentions amid COVID-19 in the banking industry. ***xxxiv international marketing congress Aemark Madrid. September 6-8, 2023, in Madrid*** and organized by Esic University and the Spanish Association of Academic and Professional Marketing AEMARK
3. Are you open to forgiveness? Investigating service recovery strategies in the banking sector. EUconomics International Conference ***"Financial and Monetary Policies for Fostering European Integration" 30 March -1 April 2023 Iasi, Romania.***
4. Service recovery efforts and customer switching intentions: Investigating the role of post-recovery satisfaction. ***STRATEGICA International Academic Conference 10th Edition October 20-21, 2022, Bucharest, Romania Sustainable Development and Strategic Growth***
5. E-service recovery on consumer behavioral intentions: Applied study on mediating effect of post-recovery satisfaction for customers of Romanians banking sector. ***"EU finance, regulation and business EUFIRE 2022" 13th and 14th of May 2022, Alexandru Ioan Cuza University of Iasi, Iasi, Romania.***
6. A Review of Intertemporal Decision Making in Neuroscience and Psychology: Time Perception, Attentional Resources, and Emotion, ***Proceedings of the Sixteenth International Conference on Management Science and Engineering Management - Volume 2. ICMSEM 2022.*** Lecture Notes on Data Engineering and Communications Technologies, vol 145. Springer, Cham. https://doi.org/10.1007/978-3-031-10385-8_46

● PUBLICATIONS

2024

[Banking on Social Responsibility: The Impact of CSR-S Communications on Customers' Behavioral Intentions during the COVID-19 Pandemic. European Journal of Management and Business Economics](#)

Attia Abdelkader Ali, Fernando Campayo Sánchez, Felipe Ruiz Moreno

2024

[Navigating the Banking Landscape: The Power of Social Media Communication. International journal of internet advertising and marketing. Accepted for publication](#)

Attia Abdelkader Ali, Ahmed A. Khalil, Gamal S. alhawbani

2024

[Emotional responses to service recovery initiatives in the banking industry. Journal of Public Administration, Finance and Law](#)

Attia Abdelkader Ali

Attia Ali

2024

Banking service recovery strategies: enhancing relationship quality and behavioral intentions, Review of Economic and Business Studies. Accepted for publication

Attia Abdelkader Ali

2024

Exploring Justice Perceptions in Online Banking Recovery: Gender Moderation and Behavioral Outcomes, Journal of business economics and management. Under review

Attia Abdelkader Ali, Felipe Ruiz-Moreno, Luigi Zingone

2022

[Khalil, A. A., Liu, Z., & Ali, A. A. \(2022\). Using an adaptive network-based fuzzy inference system model to predict the loss ratio of petroleum insurance in Egypt. Risk Management and Insurance Review, 25\(1\), 5-18.](#)

2020

[Ali, A. A. E. K. A. \(2020\). The impact of brand dimensions on customer satisfaction with the brand: An empirical study on mobile phone customers in Egypt, European Journal of Management and Marketing Studies, 5\(3\).](#)

2020

Ali, A. A. E. A., & Mohamed, A. A. E. R. A (2020). The role of perceived justice with service recovery in the relationship between empowerment of frontline employees and customer satisfaction after service failure and recovery" Customers of Internet Company's case study. International Journal of Business, Economics, and Law, Vol. 21, Issue 5 (April) ISSN 2289 1552.

2024

Transforming Sustainability: A Meta-Analysis of the Revolutionary Impact of Bio-Based Fertilizers on Crop Production in Gulf Cooperation Council (GCC) Agriculture. Trends in Food Science & Technology., Under review

Attia Abdelkader Ali, Nadia Adnan

2023

It is time to Africa Go Cashless! Embarking on a digital transformation journey with e-wallet adoption. Technology in Society journal . Under review

Attia Abdelkader Ali, Nadia Adnan

2023

Beyond the Beach: Tourist Citizenship Behaviors and Their Relationship with Destination Image in Manta, Ecuador. Journal of vacation marketing . Under review

Rauny Limontaa; Felipe Ruiz-Moreno; Attia Abdelkader Ali; Luigi Zingone

2024

Cross-country examination of the impact of intrinsic and extrinsic shopping motivations on impulse buying and negative word-of-mouth. European Journal of Marketing. (Under review).

Youngtae Choi, Junga Kim, Felipe Ruiz-Moreno, Attia Abdelkader Ali

2024

Revealing Potential of Transformative Technology. An Empirical Analysis of the Adoption of Generative Artificial intelligence by People with Disabilities. Journal of business research . Submitted

Giovanna Bagnato, Felipe Ruiz Moreno, Attia Abdelkader Ali

Attia Ali