

CURRICULUM VITAE

CURRENT ADDRESS: DR BINTA . ABUBAKAR PhD.

Mobile: 0551600646
Office: 971 03 713 3696
Faculty of Business and Economic
United Arab Emirate University
bintaabubakar@uaeu.ac.ae

HIGHER EDUCATION:

Harvard Business School Executive Program
2006: Leading Product Development

Ph.D. Marketing
Monash University
Clayton. (2005)

Graduate Certificate in University Teaching
Charles Sturt University
Wagga Wagga (2004)

M.BA. Business Administration
Victoria University
Melbourne. (1995)

Graduate Certificate in Business Administration
Monash University
Clayton. (1994)

B.Sc. International Relations
Ahmadu Bello University
Samaru Zaria, Nigeria. (1990)

TEACHING EXPERIENCE:

Assistant Professor Marketing and Entrepreneurship
Faculty of Business and Economic
UAE University

Assistant Professor Marketing
Morgan State University
School of Business and Management
Tenure Track

Senior Lecturer Marketing,
Faculty of Business and Enterprise

Swinburne University of Technology
2004-5 June

Lecturer Marketing

Australia Graduate School of Entrepreneurship
Swinburne University of Technology
2003

Lecturer Marketing,

School of Business
Swinburne University of Technology
2001 - 2002

Lecturer International Business

Charles Sturt University
Albury NSW
2000 – 2000

Lecturer Marketing

James Cook University
Queensland
1999 – 1999 (Undergraduate and Postgraduate)

Sessional Lecturer Marketing

Swinburne University
Lillydale
1997 - 1998

Sessional Lecturer Marketing

La Trobe University
Bundoora
1997 – 1998

ONLINE ROLES

University of Maryland, Coppin State and Strayer University
2007 -2010 Adjunct Faculty

Charles Sturt University – 2000 Online Teaching in an International Contest

Training Programs:

Certificate Course in Online Teaching: Webtycho, Black Board and E-College
Blackboard 9 Training

SERVICE:

2005 - Current:

Faculty Development Committee Morgan State University

Faculty Assessment Committee Morgan State University

Accreditation Committee

Curriculum Development Committee

2005 – Current

Morgan State Faculty Institute

2005 – Baltimore Community Group for Women Leaders

Vice President Communication: The International Academy of Africa Business Development.

Track Co-Chair for Marketing 2004 – Present

Swinburne School of Business First Year Review Working Party

Swinburne School of Business Project: Off-shore Post-graduate Teaching and Learning Support Material

Member School of Business
Strategic Marketing Project Master Program
Swinburne University 2004

Member School of Business
Department of Marketing Research Committee
2002 – 2003

School of Business
Marketing and Languages Section
Monthly Meeting

Mentor of IBL Student/s
School of Business
Department of Marketing 2001 – 2004

Evaluator and Exam Setter for Monash International College

Monash University International College: I was on the review team to evaluate and set exams (2003)

COURSES DEVELOPED AND/OR TAUGHT:

Market Research Systems
Marketing Principles (Concept)
Advertising Management
Service Marketing
Consumer Behavior
Marketing Communications
E-Marketing
Product Management
Strategic Marketing (MBA)
Marketing Planning
Organization Behavior for Senior Engineering Managers (MBA)
Staff Training
International Business
International Marketing
Introduction to Entrepreneurship
Advance Entrepreneurship
Entrepreneurship for Transportation Managers (Advance Level)
Leadership Seminar
Hospitality Marketing
Hospitality and Tourism Planning
Research Methodology (MBA)
Marketing Service for Professional Organizations (MBA)
Retailing Management
Global Marketing (MBA)
Marketing Strategy (MBA)
Business Strategy (Master)
Master Integrated Projects (Master)
Strategy Management (MBA)
Mentorship

I also have experience teaching **Multivariate Analysis** in the PhD programs

List of Student Supervised:

Mr. Sorasak Jungvivanavong

Ms. Liu Fei Ling

Mr. Paison Muckarakul

In Morgan State University Graduate Supervision is in a joint committee

PROFESSIONAL & OTHER WORK EXPERIENCE / CONSULTING ACTIVITIES:
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CON-ED Inc. Business Plan Consulting 2007

Mackenzie Hydrocarbon development of their Afro-Asian Market, Re-establishment of the Nigeria Petroleum Industry, visit to MD NNPC, Shell and Other Potential Business Enterprise (1999-2003)

Distance Learning Workshop: A Workshop sponsored by Charles Sturt University for University involved in online teaching, 2000.

ANZ Banking Group (BDC) Centralization of their Business Direct Center (1998-1999)

Corporate Relationship - Continental Merchant Bank Nigeria Ltd. (1990-1992).

Advertising Sale Trainee – National Advertising Company Ltd. (1985)

PROFESSIONAL AFFILIATIONS:

American Marketing Association
Baltimore Marketing Association
Australian Marketing Association.
Association for Global Business
International Academy of African Business and Development
CRC Tourism, and CRC Rainforest
Chartered Institute of Bankers and Australian Institute of Bankers
CAUTHE
ANZMAC

RESEARCH ACTIVITIES / EDITORIAL/REVIEW EXPERIENCE:

Editorial Board: Journal of Retail Marketing Management Research
Editor: Special for the Consortium Journal of Hospitality and Tourism 2006 May
Reviewer for Journal of African Business
Reviewer for Journal for Asia Pacific Tourism Marketing
Reviewer for Global Business
Reviewer for the International Academy of African Business
Reviewer for the CAUTHE
Reviewer for the ANZMAC

DISSERTATION/THESIS:

Servicescape and Customer Satisfaction in Tourist Settings: An Empirical Evaluation of the Service Marketing Industry in Australia.
PhD Dissertation, Monash University, 2005.

M.B.A. Thesis: The Harley Davidson Story: Customer Satisfaction Issues.
Victoria University Melbourne Australia, 1995.

HONORS & AWARDS & GRANTS:

2011 UAEU Dean Summer Grant 13,000 DHS
2008-2010: WMATA Advance Diploma Award/Grant
2008: Clute Institute Research Conference Best Paper Award
2007: Final Stage for the Sustainable Energy Systems IGERT (NSF GRANT) \$3 Million
2007: Morgan State School of Business and Management Summer Grant \$5000
2007: Morgan State Professional Development Travel Grant \$1990
2007: Morgan School of Business and Management Travel Grant \$2996
2006: Management Education Alliance Scholarship Harvard program \$7500
2006: Professional Development Award and Travel Grant Morgan State University \$1953
2006: Summer Grant Morgan State University \$5450
2006 Clute Institute Research Conference Best Paper Award
Monash University Travel Grants (2002) \$2000
Philip Island Nature Park Grant (2002) (Funding for my PhD)
CRC Sustainable Tourism (1999) \$8,000 (Funding for my PhD)
CRC Rainforest (1999) \$7,000 (Funding for my PhD)
John Crawford Scholarship Scheme (1993 –1995) \$56, 000
Kano State Government Scholarship Tertiary Education (1987)

REFEREED JOURNAL PUBLICATIONS:

Abubakar, Binta, Tekla, Shanka and Muuka, Gerry (2010) Tertiary Education: An Investigation of location Selection Criteria and Preferences by International Students - The Case of Two Australian Universities. *Journal of Marketing For Higher Education*, Volume 20, Number 1, January-June, pp. 49-68.

Binta Abubakar, Darlington Richards, and Gladson Nwanna (2010) Export and the Fashion Industry in the USA: Evaluating Impact on the US Economy. Under Review *International Journal of Business Management*

Abubakar, Binta (2009) The Impact of Promotional Campaign on Consumer Travel Behavior: Case of Baltimore Maryland. *Journal of Promotion Management*, Volume 15, 1 pp. 302-320.

Abbey, A., Abubakar, B, and Boghossian, F. H. (2009). The Influence of Ethnic Instruction on Ethical Judgment of Minority Students. *Journal of Business & Economic Research* Volume 7, No.2 February

Abubakar, Binta, Abeson, F and Nathan, K., Austin, (2009), Grocery Shopping in the United States: An Explorative Study. Business Research Year Book, Volume XVI, No. 1 & 2, pp. 437.

Nathan, K., Austin, Abeson, F. Abubakar, Binta. (2009), AGOA & The Prospects for Health Tourism in Sub-Saharan Africa: A Case Study of Ghana . Business Research Year Book, Volume XVI, No. 1 & 2, pp. 691.

Abubakar, Binta and Abeson, F. (2008), Pre and Post September 11, 2001 Travel or Not to Travel Business Research Yearbook, Vol. 15:2. pp. 825-830

Abubakar, B. (2006) Model For The Promotion of Maryland As A Tourist Destination: Lesson For African Destinations. The Consortium Journal of Hospitality and Tourism Volume 10, Issue 2.

Abubakar, B. Muuka, Gerry N, Alderdice Nancy and Choongo, Nancy (2006) Africa's Tourism Landscape: What are the Mega Issues for the 21ST Century? The Consortium Journal of Hospitality and Tourism Volume 10 Issue 2.

Abubakar, B. and Nathan Austin (2006) An Exploratory Analysis for the Modelling of Effective Marketing in Sensitive Historical Sites. The Consortium Journal of Hospitality and Tourism Volume 10 Issue 1.

Abubakar, B. and Shanka, T. (2006). Tourism In Kenya: A Preliminary Examination Tourism Analysis . Tourism Analysis, Volume 10 (Number 4), pp. 411-416.

Abubakar, Binta (2005) Destination Tourism Policy: Informed Strategy or Déjà vu. Journal of Applied Economics and Management, Volume 2, No.2, December.

Abubakar, Binta and Cooper, Malcolm (2003) Eco-Tourism Development into the New Millennium on Fraser Island: Tour Operator's Perspectives. Journal of Hospitality & Tourism, Vol. 1, no. 2, pp. 1-10.

Abubakar, Binta and Winston Awadzi (2002) Tourism Development and Control of the Gains from Tourism: The Case of Kenya. The Consortium Journal of Hospitality and Tourism. Volume 6, Issue 1.

Abubakar Binta (2002) Developing A Framework For Understanding A Tourism Service Setting: An Exploratory Study. Services Marketing Quarterly, Volume 23, No. 3.

Abubakar Binta and Muuka, Gerry Nkombo (2002) The Privatization Debate Of State-Owned Enterprises In Africa: A Case of Zambia. African Insight Volume 3, 3.

Abubakar, Binta and Beugre, Constant D. (2002) An Exploratory Study of Equity and Change Management on Employees Trust in Organizations. Association for Global Business. Conference related Journal. The Journal of Current Research in Global

Business. Volume 4, No. 6.

Abubakar, Binta (2001) 'Establishing a New Eco-Tourism Business on the Great Barrier Reef: A Feasibility Study'. *Journal of Vacation Marketing* Vol. 7, No. 4, pp. 367-377.

REFEREED CONFERENCE PUBLICATION
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Japhet E. Lawrence and Binta Abubakar, (2010) *The Growth of the Internet: An Exploratory Study and Opportunities for African Managers*. International Academy of Africa Business, Accepted May.

Simon Pierre Sigué and Binta Abubakar, (2010) *Economic and Social Satisfaction in Marketing Channels: The Use and Impact of Influence Strategies in an African Country*. International Academy of Africa Business, Accepted May.

Abbey, A., Abubakar, B., and Boghossian, F. H. (2008). *Exploratory Study of Ethics Instruction On Ethical Judgment Of Students*. The Clute Institute Research Conference, ABR & TLC, Florida, January.

Abubakar, B. and Abeson, F. (2008). *Pre and Post September 11, 2001 Travel or Not to Travel*. International Academy of Business Discipline (IABD), Houston, April 3-5.

Abubakar, B. (2008). *Risk Perception and Customer Selection Of Airlines Domestic and International Travel*. The Clute Institute Research Conference ABR & TLC, Orlando, Florida, January.

Barnes, T., Hockaday, S., and Abubakar, B. (2008). *Consumer Awareness of Under Armours Women's Fitness Apparel Line*. The Clute Institute Research Conference , ABR & TLC , Florida, January.

Crane , M., Jackson, B., Wooden , M., and Abubakar, B. (2008). *Lack of Participation Among Churches in the Baltimore United In Leadership Development (B.U.I.L.D) Organization*. The Clute Institute Research Conference ABR & TLC, Florida, January.

Mair, K., Robinson , J., and Abubakar, B. (2008). *Employee Morale an Effort to Improve Customer Service in the Emergency Department at Good Samaritan Hospital*. The Clute Institute Research Conference , ABR & TLC, , Florida, January.

Abubakar, B. (2007). *Consumers Awareness and Satisfaction with Maryland as a Tourist Destination: The Impact of the Get in On It. Campaign*. International Academy of African Business and Development (IAABD), London Metropolitan University, pp. 488.

Abubakar, B. (2007) *Visitor Satisfaction with Maryland as a Tourist Destination: The Impact of the Get in On It Campaign*. International Academy of African Business and Development (IAABD) London Metropolitan University London May 29 – June 2.

Abubakar, B (2007) Student Selection of Universities: An Exploratory Services Perspective: Marketing Educator Conference April San Antonio Conference.

Abubakar, B. and Simon Pierre Sigué (2006). Implications of Long Run Effects of Promotions: African Managerial Perspective. International Academy of African Business and Development (IAABD) Accra Ghana May.

Abubakar, B. and F Boghossian (2006). The Role of Entrepreneurship In Higher Education: African American Student Perspective. The Clute Institute Research Conference Orlando Florida (ABR & TLC). January 2-6.

Binney, W., J. Hall, P.P. Oppenheim and B. Abubakar, (2005), "The Role of Motivation in Change Management: An Exploration of the Non-Profit Context", The Fifth International Conference on Knowledge, Culture and Change in Organizations, University of the Aegean, Rhodes, Greece, 19-22 July.

Abubakar, B. and Presis, K. (2005). Destination Tourism Policy: Informed Strategy or Déjà vu?: An Exploratory Study. International Academy of African Business and Development (IAABD Tanzania Dar Salem, April.

Abubakar, B. (2005). Service Experiences A Domestic And International Visitors Perspective: An Exploratory Analysis. International Academy of African Business and Development (IAABD). Tanzania Dar Salem, April.

Abubakar, Binta (2004) Service Experience in Man-Made and Natural Environment: Implications for Service Managers: Council for Australian University Tourism and Hospitality Education (CAUTHE), 2004, February, University of Queensland, Brisbane.

Abubakar, Binta (2004) Nigerian Tourism and Implications of the African Growth and Opportunity Act. Council for Australian University Tourism and Hospitality Education. February, University of Queensland.

Abubakar, Binta (2004) Tour Operator's Role in Services Experience: An Exploratory Study. International Academy of African Business Development, 6 - 8 April. Morgan State University Maryland . Atlanta USA.

Abubakar, Binta and Mavondo, Felix (2003) Natural Servicescape: Do Local and Foreigners Differ in Its Evaluation? International Academy of African Business Development (IAABD) April London University of West Minister.

Abubakar, Binta (2003)'An International Tourist Arrival: Exploratory Study of Tourist Length of Stay' International Academy of African Business Development (IAABD) April London University of West Minister.

Abubakar, Binta (2003) Servicescape and Customer Satisfaction in Tourist Settings. Council of Australian Universities Tourism and Hospitality Educators CAUTHE. February Coffs Harbor Southern Cross University.

Abubakar Binta (2000) Developing a Framework for Understanding a Tourism Service Setting: An Exploratory Research. 4th Biennial Tourism Research Conference Chiang Mai Thailand. Hosted

Abubakar Binta (2001) Servicescape and the Tourism Industry. International Academy of African Business Development (IAABD) April Washington DC.

Abubakar Binta and Muuka Gerry., N. (2001) Revisiting the Privatization Debate: Reasons for and against Privatization of Parastatals in Africa International Academy of African Business Development (IAABD) April Washington DC.

Abubakar, Binta, Mavondo, Felix and Cullow, Valerie (2001) Customer Satisfaction with Supermarket Retail Shopping (ANZMAC) Australian and New Zealand Marketing Academy Conference, Massey University Auckland.

Abubakar, Binta (2001) Tourism Servicescapes: A Conceptual Overview (ANZMAC) Australian and New Zealand Marketing Academy Conference, Massey University Auckland.

Abubakar, Binta, Cullow Valerie, Joan Grainger (2001) Service Post 11 September 2001: Options For Airline Managers to Re-Evaluate Approaches to their Servicescape. Fourth Australasian Services Research Workshop 6 - 8 February Monash University

Abubakar, Binta and Mavondo, Felix (2002) Terrorism and Airline Travellers' Evaluation of Risk Exposure: Insights and Implications For Australia and Africa. Third, International Academy of African Business Conference Port Elizabeth, South Africa. April 3-6.

Abubakar, Binta and Mavondo, Felix (2002) The Determinant of Anxiety In Air Travel: An Exploratory Study. Australian and New Zealand Marketing Academy Conference, hosted by Deakin University.

Abubakar, Binta, Muuka, Gerry Nkombo and Harrison, Dannie E. (2002) SOES and Post-Privatization In Africa: A Glimpse of the Zambian Experience IAABD, Third International Conference Port Elizabeth, South Africa. April 3 - 6.

Abubakar, Binta and Mavondo, Felix (2000) Student Satisfaction with Tertiary Institution and Recommending It to Prospective Students Australian and New Zealand Marketing Academy Conference. Griffith University Gold Coast Australia (ANZMAC).

WORKING PAPERS PRESENTATIONS

Newman, Tonnesha, Levell, Rashonda, and Abubakar, Binta (2008) Parental Involvement in Inner-City After School Programs: A Case of the U.S. Dream Academy The Clute Institute Research Conference , ABR & TLC ORLANDO.

Mason, A., Uagbor, S., Jumuah, A., and Abubakar, B. (2008). Customer Satisfaction with Cable Service. The Clute Institute Research Conference. ABR & TLC ORLANDO

Abubakar, Binta, Richards, Darlington and Nwanna, Gladston (2007) Export and the Fashion Industry in the USA: Evaluating Impact on the US Economy. International Academy of African Business and Development (IAABD) London Metropolitan University London May 29 – June 2.

Abubakar, Binta (2004) Nigerian Tourism and Implications of the African Growth and Opportunity Act. Tourism Culture. The Centre for Tourism and Cultural Change Sheffield Hallam University UK.

Abubakar, Binta and Cooper, Malcolm (2003) Visitor information. Council of Australian Universities Tourism and Hospitality Educators. CAUTHE 2003 February Coffs Harbour Southern Cross University.

Abubakar, Binta and Shanka, Tekla (2003) A Brand-Oriented Service Delivery Strategy for Australia with Implication For Africa. International Academy of African Business Development (IAABD) April London University of West Minister.

Abubakar, Binta (2000) Antecedent and Consequence of Customer Satisfaction in the Tourism Industry Australian and New Zealand Marketing Academy Conference, Griffith University Gold Coast Australia (ANZMAC)

Abubakar, Binta (1998) Tourism Forecasting at the Council of Australian Universities Tourism and Hospitality Educators CAUTHE 8TH Gold Coast Australia

Abubakar, Hall John and Oppenheim Peter (2001) Factor that influence Generation X Travel choice Australian and New Zealand Marketing Academy Conference (ANZMAC), Massey University Auckland

Abubakar, Binta (2000) A Study of Magnetic Island as a Tourist Travel Destination in North Queensland Council of Australian Universities Tourism and Hospitality Educators (CAUTHE)

Abubakar, Binta and Shanka Tekla (2001) Tourist Destination Slogans - Views from Industry and Education Council of Australian Universities Tourism and Hospitality Educators (CAUTHE)

Abubakar, Binta and Shanka Tekla (2001) Nigeria Tourism a Reassessment. Council of Australian Universities Tourism and Hospitality Educators (CAUTHE)

Abubakar, Binta and Cooper, Malcolm (2001) Eco-Tourism Development into the New Millennium on Fraser Island: Tour Operator's Perspectives. Council of Australian Universities Tourism and Hospitality Educators (CAUTHE)

Abubakar, Binta and Beugre, Constant D. (2002) An Exploratory Study of Equity and Change Management on Employees Trust in Organizations. Associate of Global Business Conference, Las Vegas USA. November 21 – 23.

Oppenheim, Peter Hall, John and Abubakar, Binta (2002). Analyzing the Factors Influencing Airline Choice - A Choice Based Conjoint Approach. Academy of Marketing Conference 2, 3 and 4 July, Nottingham University Business School.

Abubakar, Binta and Shanka Tekla (2001) Cohort Perceptions of African Tourism Slogans - An Exploratory Investigation. Council for Australian University Tourism and Hospitality Educators 12TH international Research conference (CAUTHE) Fremantle Hosted by Edith Cowan University.

OTHER WORKS IN PROGRESS

The Servicescape: Relationship with Customer Satisfaction and Positive Word of Mouth. Journal of Tourism Management Submitted. Abubakar, B. and Mavondo, F.

Customer Retention Plays a Major Role in the Service Industry in Today's Economy. What is the Impact of Customer Retention on the Banking Sector? Binta Abubakar

Travel and Tourism USA: Who is Travelling? The Impact of Terrorism on Marylanders Travel Behavior. Binta Abubakar

What is Customer Service? There is No Such Thing in Today's Market Place? A Study of Small and Medium Size Businesses in Maryland. Binta Abubakar

Chinese Businesses: Low-Wage. Energy Security and Branding Strategies for Competitiveness Abubakar, B., and Boghossian, F. H.

SPECIAL INTERESTS

Research methods with specific interests in

- a. Research Design
- b. Psychometric issues
- c. Multivariate Data Analysis