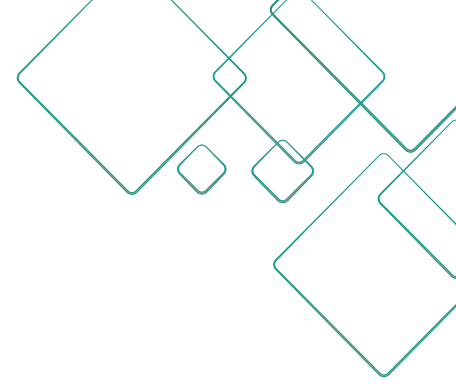




Research Relevance and Potential Impact

This research is dealing with an important issue that is not covered in the middle east region. Internal branding is relatively a new topic and the available literature is very limited. This work developed an integrated model that helps organizations to better implement internal branding in a way that will increase their employees' satisfaction and external customer satisfaction.

Relevant Publications

N/P

Career Aspirations

I am highly motivated to use my experience and skills gained during my DBA study to embrace creative solutions and explore new frontiers within the business and management context. I aspire to pursue an inspiring dynamic research-based career where I can fully utilize my acquired qualifications and extend my knowledge.