

Dr. Rana Sobh

Assistant Professor of Marketing
Department of Management & Marketing
College of Business & Economics
Qatar University

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PERSONAL PROFILE

Nationality: New Zealander

Marital Status: Married

EDUCATION

1. Ph.D degree in marketing: Department of Marketing,
(2006) University of Auckland, New Zealand

Dissertation Title: Approach and avoidance self-regulation systems: impact on consumer goal-directed behavior and underlying processes

Advisor: Dr. Christian lee and professor Graham Vaughan **Major:** Marketing

2. Master's degree in management: Faculty of Economics and Management,
(1993) University of Tunis, Tunisia

Thesis Title: Compétitivité et maîtrise technologique

Advisor: Dr. Mohamad Kilani **Major:** Management

3. Bachelor's degree in Commerce: Higher Institute of
Commercial Studies (HEC) (1990), Tunis.

AWARDS & HONORS

2008 Professor of the Year Award, awarded by the college of Business and Economics, Qatar University, Qatar.

2007 The National Priorities Research Program (NPRP) grant awarded to fund a research project about gendered home spaces in Qatari households (with Professor Russell Belk from York University)

2005 Paper nominated by the reviewers to the award of the best paper, ANZMAC Perth, Australia

- 2005 The Graduate Research Fund, University of Auckland
- 2005 The University of Auckland Business School PhD research grant
- 2004 The Hope Foundation scholarship for doing research into aging (awarded for the second time)
- 2003 The Hope Foundation scholarship for doing research into aging
- 2002 Award of “the PhD proposal with the greatest potential contribution to marketing knowledge”, ANZMAC, Melbourne, Australia

RESEARCH INTERESTS

1. Consumer motivation and goal-directed behavior
2. Consumption of spaces and places in households
3. The study of aging and its impact on consumption trends in different cultural contexts
4. Preserving local identities in increasingly consumer global cultures

TEACHING INTERESTS

Dr. Rana Sobh has taught consumer behavior and marketing management courses at the undergraduate and graduate levels at the University of Auckland (New Zealand). She is currently teaching a variety of marketing and management courses to undergraduate and MBA students at Qatar University.

Courses taught in Qatar University since Fall 2007:

Graduate level—MBA: Market Research, Marketing management, Introduction to Management

Undergraduate level: Consumer Behavior, Principles of Marketing, Organization Theory, Principles of Management

ACADEMIC EXPERIENCE

- 2007– current Qatar University, Department of Management and Marketing – Assistant Professor
- 2006 University of Auckland, Department of Marketing – Research Fellow
- 2003-2005 University of Auckland, Department of Marketing – Lecturer
- 2002 University of Auckland – Teaching Assistant

	1998-1999	University of sciences, Tunis – Teaching Assistant
PROFESSIONAL EMPLOYMENT	1992-1998	Impact media, Tunis – Marketing Manager

PUBLICATIONS

(List your publication for the past five years- since January 1, 2001)

Conference Proceedings:

SOBH R. BELK R AND GRESSEL J. “Conflicting notions of vanity and modesty amongst Qatari and Emirati girls,” Asia Pacific Advances in Consumer Research, forthcoming

SOBH R. “Mirror, Mirror: Youth Quest By Middle Aged-Women,” In C. Acevedo, J. Hernandez, and T. Lowery editors. Advances in Latin American Consumer Research. MN: Association for Consumer Research, Forthcoming.

SOBH. R AND R. BELK. Consuming Gendered Space in Islam, Advances in Consumer Research. MN: Association for Consumer Research, Forthcoming

BELK R AND SOBH R. Behind the Closed Doors: Gendered Home Spaces in a Gulf Arab State, (abstract), Latin American Advances in Consumer Research, MN: Association for Consumer Research, Forthcoming

SOBH R AND MARTIN BRETT. “Hoped-for selves and Feared selves: How positive and negative reference values in self-regulation moderate consumer goal-directed efforts,” In S. Borghini, M. A. MacGrath, and C.C. Otnes editors. Advances in European Consumer Research. MN: Association for Consumer Research, 2007, Vol. 8. P. 350-352.

BELK R AND SOBH R. “Is Sharing an Alternative to Private Ownership?” in Mohammad Hoque and Cedwyn Fernandes, eds., Proceedings of the Fifth International Business Research Conference, 2007, 188-194.

SOBH R., VAUGHAN G, AND LEE C. “Feedback Valence and Consumer motivation: The Moderating Effects of Positive and Negative Reference Values in Self-regulation,” In: G. Gregory, T. Davis and M.Craig-Lees editors, Asia-

Pacific Advances in Consumer Research. Duluth MN: Association for Consumer Research, 2006, Vol. 7.

SOBH R, VAUGHAN G., AND BRODIE, R. The impact of positive and negative self-regulatory systems on consumer motivation: Conceptual framework and preliminary findings. European Marketing Academy Conference proceedings, 2005, Milan.

SOBH R AND LEE C. Approach and Avoidance self-regulatory systems: Is what we hope for fulfilled differently from what we fear? Society of Consumer Psychology Winter Conference proceedings, 2005, Florida.

SOBH R., JURIC B., AND LEE, C. Self-regulation and consumer goal-directed behavior: The role of the feared self in motivating behavior and moderating persuasion. Australia and New Zealand Marketing Academy Conference proceedings, 2003, Adelaide.

Peer Reviewed Journals:

BELK R AND SOBH R. "Is sharing an alternative to private ownership?" *International Review of Business Research Papers* 2007, Vol.3, p. 78-87.

SOBH R AND PERRY C. "Research design and data analysis in realism research", *European Journal of Marketing*, 2006, Vol. 40 (11/12), p. 1194-1209.

Under Second Review in Peer Reviewed Journals

SOBH R AND BRETT M. "Hoped-for selves and feared selves: How positive and negative Reference values in self-regulation moderates consumer goal-directed efforts", *European Journal of Marketing*

Videos presented/accepted to film festivals in Consumer Research Conferences (LA-ACR2008, ACR2008, ASIA Pacific ACR2009)

BELK R AND SOBH R. Behind the Closed Doors: Gendered Home Spaces in a Gulf Arab State, Toronto, UT: Odyssey films, 20:25.

Seminars

2006 "Approach and avoidance self-regulation systems: Impact on consumer behavior and underlying processes", Department of marketing, the department of marketing seminar series, Auckland University of

SEMINARS

Technology.

2006 “Feedback Valence and Consumer motivation: The Moderating Effects of Positive and Negative Reference Values in Self-regulation”, Department of Marketing, the department of marketing seminar series, The University of Auckland.

2006 “From in-depth interviews to Structural equation modelling: the realism paradigm in consumer research”, The Qualitative Research Group (QRG), School of Business, The University of Auckland.

2004 “Is what we hope for fulfilled differently from avoiding what we hope for”, Department of Marketing, The department of marketing seminar series, The University of Auckland.

2003 “How to write a PhD proposal?”, The PhD students’ Group, Department of marketing, The University of Auckland

REVIWING ACTIVITIES

Conferences

2008 *Reviewed three papers for ANZMAC conference*

2008 *Reviewed three papers for the Latin American Association for Consumer Research Conference (LAACR)*

2006 Reviewed three papers for The European Association for Consumer Research (ACR conference)

2002 Reviewed a paper for ACR-Asia Pacific Conference

2003 Reviewed three papers for ANZMAC (Australia and New Zealand Marketing Academy Conference).

Journal papers

2007 Reviewed a paper for Studies in Business and Economics

2006 Reviewed a paper for Journal of Advertising on subject of specialization

2006 Reviewed a paper for Journal of Business Research

MEMBERSHIPS**🔑 Professional Organizations:**

Australasian Society of Social Psychologists (AUSSP)
Australia & New Zealand Marketing Academy (ANZMAC)
Society for Consumer Psychologists (SCP)
International Centre for Anti-consumption Research (ICAR)
Association for Consumer Research (ACR)

Committees (current):

The University Website Committee
The College of Business and Economics Research Committee
Department of Management and Marketing Search Committee
Department Advisory Council Planning Committee (Ad Hoc)

TECHNOLOGY SKILLS

Statistical : SPSS, AMOS
Operating system : WINDOWS
Others : Microsoft Word, Excel, Power point.

LANGUAGES

- Fluency in English, French and Arabic
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