


## Curriculum Vitae for XMUM Official Website

	Name	<b>Adeel Khalid</b>
	Current Position	Assistant Professor
	Administrative Position (if applicable)	NA
	Room No.	A2#464
	Programme	School of Economics and Management
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### BIOGRAPHY

Dr. Adeel Khalid received his MSc in Marketing from the University of Salford Manchester, UK. After his Master, he completed his PhD in Marketing from the University of Auckland, New Zealand. He has an interest in marketing domain where he teaches courses including Applied Marketing Strategy, Contemporary issues in Marketing, Advertising and Promotion, Service Marketing, International Business Marketing, Marketing Strategy, Digital Marketing and Fundamentals of Marketing at undergraduate and post graduate level. Before joining SEM Xiamen University, he was teaching at NUST Business School Pakistan. He was part of The University of Auckland professional teaching staff. Also, he is passionate about consultancy and engaged in several projects at local and international level. As a marketing consultant, he provides strategic, innovative and practical solutions that assist companies to achieve their business objectives.

### RESEARCH INTERESTS

Marketing, Consumer Behaviour, Leadership Theories, Tourism and Hospitality, Digital Transformation, Sustainability

### EDUCATIONAL BACKGROUND

- PhD (Marketing), The University of Auckland, New Zealand (2021)
- MSc (Marketing), Salford University Manchester, UK (2015)
- BSBA (Business Administration), COMSATS University Islamabad (2013)

### WORKING EXPERIENCE

- Assistant Professor, NUST University, Pakistan (March 2021 to August 2023).
- Assistant Professor, Xiamen University, Malaysia Country (September 2023 to date).

### REPRESENTATIVE PUBLICATIONS

- **Khalid, A.**, Singh, S. K., Usman, M., Waqas, M., & Ishizaka, A. (2024). Managerial latitude and adaptive selling: Important roles of salesperson perceived control and work centrality. *Journal of Business Research*, 172, 114441.

- Khan, M. A. S., Jianguo, D., Jin, S., Saeed, M., & **Khalid, A.** (2023). Participative leadership and service recovery performance: a moderated mediation model. *Journal of Service Theory and Practice*, 33(4), 537-555.
- Peng, M. Y. P., **Khalid, A.**, Usman, M., Khan, M. A. S., & Ali, M. (2022). Fear of covid-19 and hotel frontline employees' sense of work alienation: intervening and interactional analysis. *Journal of Hospitality & Tourism Research*, 10963480221112054.

## HONORS/AWARDS

- Awarded Scholarship for M.Sc. and PhD
  - Awarded best teacher award in 2023
  - Graduated from QS top 100 university
  - Awarded best conference paper
  - Organised university conference
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