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Dr. Mahfooz is an Assistant Professor of Marketing at the College of Business Administration, King Saud University, Riyadh, Saudi Arabia. His research interest includes issues related to ethnicity, services and strategy. Yasser was awarded the Canadian Studies Faculty Research Fellowship by ICCS (International Council for Canadian Studies) and DFAIT (Department of Foreign Affairs and International Trade), Canada (2011) for his work on ethnic marketing. He was nominated for Faculty Exchange Program to visit Mauritius during 2010; and also received the Bharat Jyoti (Light of India) Award for Academic Excellence in 2009.

Dr. Mahfooz has published a great number of research papers and cases in various academic journals and edited books. He is a member of Knowledge Management Professional Society (KMPro), USA, Indian Commerce Association (ICA), All India Management Association (AIMA), and Association of Indian Management Scholars (AIMS).



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