

EDUCATION

- 2016-2020 PhD in Marketing**
Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), Kuching, Malaysia
- Research theme: Exploring Brand Management of Emerging-Markets Small and Medium Enterprises Operating in the B2B Industry.*
- Supervisors:**
- Dr. Mahani Mohammad Abdu Shakur.
 - Dr. Norazirah bt Hj. Ayob.
- Jury Members:**
- External Examiner 1: Prof Dr Rohaizat Baharun (Universiti Teknologi Malaysia, Malaysia).
 - External Examiner 2: Associate Prof Dr Fiona Ellis-Chadwick (Loughborough University, UK)
 - Internal Examiner: Dr Sharizal Hashim (UNIMAS, Malaysia).
 - Chairperson: Prof Dr Mohamad Jais (UNIMAS, Malaysia).
- 2007-2009 Master in Accounting, Control and Auditing**
Rennes I University, Rennes, France.
- 2001-2003 Bachelor's Degree in Computerized Methods Applied to Management.**
Paris XII University, Paris, France.
- 1997- 2000 High School Diploma in Economics**
Lycee Alkhansaa, Casablanca, Morocco.

MAIN PROFESIONAL EXPERIENCE

- 2020 - Now Assistant Professor**, EMAA BUSINESS SCHOOL, Agadir, Morocco
- Subjects taught in English: services marketing, marketing research, strategic management, global economy, and design thinking.
 - Subjects taught in French: research methodology and FYP writing.
 - Supervision of students and examination of students' internship reports, FYPs, and thesis.
 - Audit of marketing curriculum.
- 2011-2016 Founder and Manager**, CABINET RAKIA, Agadir, Morocco
- Prospect and manage the customer relationship.
 - Manage and audit customers' accounts.



Dr. Samira RAKI

Assistant Professor

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Residence Bayti C, Hay Mohammadi, Agadir- Morocco

MAIN RESEARCH INTEREST

- Consumer and Industrial Marketing.
- Branding.
- Small and Medium Enterprises (SMEs).
- Entrepreneurship.
- Innovation.

TEACHING SKILLS

- Trilingual: Arabic, French, and English.
- Good mastery of the taught subjects.
- Creativity in teaching methods.

PUBLICATIONS

- **Raki, S., & Shakur, M. M. A.** (2018). Brand Orientation in Small and Medium Enterprises (SMEs) from Malaysian Government Perspective. *International Journal of Academic Research in Business and Social Sciences*, 8(7), 377-391.
- **Raki, S., & Shakur, M. M. A.** (2018). Brand management in Small and Medium Enterprises (SMEs) from Stakeholder Theory Perspective. *International Journal of Academic Research in Business and Social Sciences*, 8(7), 392-409.
- Rahim, R. A., Shah, S. M., & **Raki, S.** (2018). Impacts of NGOs Microfinance on Women Empowerment in Northern Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(12), 1-13.

CONFERENCES, COLLOQUIUM AND WORKSHOPS

- Moderator of plenary and parallel sessions at the 2nd International Colloquium ICDIP, 24th & 25th of June 2021, Agadir, Morocco.
- Participation at 3 Minutes Thesis at 5th Borneo Business Research Colloquium (BBRC), Kuching, Malaysia, 26th May 2021.
- Presentation of Research Paper at 8th International Borneo Business Conference (IBBC), Kuching, Malaysia, 2018.
- Presentation of Research Poster at 3rd BBRC, Kuching, Malaysia, 2018.
- Presentation of Research Abstract at 2nd BBRC, Kuching, Malaysia, 2017.
- Presentation of Research Paper at 1st BBRC, Kuching, Malaysia, 2016.
- Research Methodology Workshop, Universiti Malaysia Sarawak, Kuching, Malaysia, 2016.
- Observer at 6th Asia Pacific Marketing and Management Conference (APMMC Conference), Kuching, Malaysia, 2016.

ACADEMIC AWARDS

- Winner of "Academic Excellence 2020" from Faculty of Business and Economics, UNIMAS.
- Winner of "Best Researcher Award" in Organizational dynamics, Knowledge and Business Strategies, and "Best Researcher (Overall) Award" at BBRC, 2018.
- Winner of "Best Paper Award" at BBRC, 2016.

ACADEMIC SCHOLARSHIP

- ZAMALAH Scholarship, Universiti Malaysia Sarawak (UNIMAS), February 2016 – January 2019.

MEMBERSHIP

- Member of EMAA Business School Research Center (ERC).
- Member of the Editorial-Board of the Moroccan Journal of Business Studies (MJBS: ISSN 2665-8976).
- Member of the organizing committee of the 2nd International Colloquium ICDIP, 24th & 25th of June 2021, Agadir, Morocco.

REFERENCES

Available on request