

Dr. Ali Haj Khalifa

Curriculum Vitae

Personal Details

Name: Ali Haj Khalifa

Nationality: Tunisian

Status (Married/Single): Married

Address: University of Khorfakkan, Khorfakkan, UAE

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Academic Qualifications

BSc (Hon): Management Sciences, University of Sousse, Tunisia (1999)

MSc: Management Sciences (Major in Marketing), University of Sfax, Tunisia (2001)

PhD: Management Sciences (Major in Marketing), University of Sfax, Tunisia (2010)

Post Doctorate (Habilitation to Supervise Research): University of Sfax, Tunisia (2014)

Employment History

- Associate Professor/Director of Institutional Effectiveness, College of Business Administration, University of Khorfakkan, UAE, August 2023 to Present.
- Associate Professor/Acting Dean, College of Business Administration, University of Khorfakkan, UAE, August 2023-2024.
- Associate Professor/Director of Institutional Research and Quality Assurance, Faculty of Business Administration, Liwa University, Abu Dhabi, UAE, July 2020-July 2023.
- Assistant Professor/Director of Institutional Research and Quality Assurance, Faculty of Business Administration, Liwa University, Abu Dhabi, UAE, June 2017-June 2020.
- Assistant Professor, Head of Department of Management/HRM, Liwa University, UAE, September 2016-June 2017.

- Assistant Professor, Department of Management, Liwa University, UAE, September, September 2013- June 2016.
- Assistant Professor, Department of Management, Higher Institute of business Administration, University of Sfax, Tunisia, September 2003-August 2013.
- Assistant Professor, Department of Management, Faculty of Economics and Management Sciences, University of Sfax, Tunisia, September 2002-August 2003.

Professional Membership & Activities

- External Reviewer with the Commission for Academic Accreditation.
- ACBSP (Champion)
- Member at AACSB

Teaching Experience

- Associate Professor, University of Khorfakkan, UAE, September 2023 – Till now
- Associate Professor, Liwa University, UAE, July 2020 – July 2023
- Assistant professor, Liwa University, UAE, September 2013 – June 2020
- Higher Institute of business Administration, University of Sfax, Tunisia, September 2003-August 2013.
- Assistant Professor, Department of Management, Faculty of Economics and Management Sciences, University of Sfax, Tunisia, September 2002-August 2003.

Conferences & Workshops (Last 5 years)

- Outcomes-Based Education Seminar, Commission for Academic Accreditation (CAA), RAK Medical and Health Sciences University, Ras Al Khaimah, UAE, 23 May 2024.
- Project of Certified External Reviewer, Commission for Academic Accreditation (CAA) at Mohamed Bin Rashid University of Medical Sciences, Dubai, 19-21 February 2024.
- Professional Development for Quality Assurance Leaders in Higher Education, Commission for Academic Accreditation (CAA) at Ajman University, 28-30 October, 2024.
- Professional Development for Quality Assurance Leaders in Higher Education, Commission for Academic Accreditation (CAA) at Dubai Policy Academy, 30 October, 1 November 2023.
- Academic Integrity: Integrity in the age of AI, CAA seminar organized at NY University, 7 September 2023.

- Professional Development for Quality Assurance Leaders in Higher Education, Commission for Academic Accreditation (CAA) at the University of Dubai, 31 October, 2 November 2022.
- AACSB Middle East Conference, University of Bahrain, Sakhir Campus, Kingdom of Bahrain, 2-3rd March, 2022.
- Abu Dhabi's Health Workforce Plan, Department of Health, September 2020.
- 7th International Conference on Advanced Logistics & Transport, 14-16 June 2019, Marrakech, Morocco.
- December 12th, 2018: Classification Workshop-Indicators, Ministry of Education, UAE.
- November 27th, 2018: Graduate Employment Dialogue Forum, ADEK, UAE.
- November 19th, 2017: Risk-Based Review workshop, UAE University (Al-Ain), Abu Dhabi Department of Education and Knowledge.
- January 15-16th, 2017: UAE-Stanford Innovation and Entrepreneurship Education Program Workshop, MOE, Dubai, UAE.

Research Interests

- Consumer Behavior
- Service Marketing
- Entrepreneurship
- Quality in Higher Education
- Sustainability

Recent Research Publications (Books, Journals & Conference Papers)

Articles

- Asadullah, M.A., Iqbal, T., **Haj Khalifa, A.**, Haider, S., (2025), "Mere moral beliefs aren't sufficient to determine pro-social behaviors! A moderated mediation framework tested in healthcare settings based on Belief in Self-Determinism (BSD) Theory", Acta Psychologica, 253 (2025)104763. <https://doi.org/10.1016/j.actpsy.2025.104763>, Scopus Ranking: Q1.
- Asadullah, M.A., Malik, A., Haq, M.Z.U. and **Haj Khalifa, A.** (2024), "Role of workforce analytics in fulfillment experience of employees through work volition", European Journal of Training and Development, Vol. ahead-of-print No. ahead-of-print. DOI: [10.1108/ejtd-05-2024-0064](https://doi.org/10.1108/ejtd-05-2024-0064), Scopus Ranking: Q1.
- **Haj Khalifa, A.** et al. (2024), The impact of electronic word-of-mouth on corporate performance during COVID-19, Electronic Commerce Research,

[DOI: 10.1007/s10660-023-09750-0](https://doi.org/10.1007/s10660-023-09750-0) , Scopus Ranking: Q2

- **Haj Khalifa, A.** et al. (2022), “Does Sustainability Matter for Fintech Firms? Evidence from United States Firms, Competitiveness Review, Vol. 33 No. 1, pp. 161-180 ([DOI:10.1108/CR-10-2021-0132](https://doi.org/10.1108/CR-10-2021-0132)). Scopus Ranking, Q1.
- **Haj Khalifa, A.** (2022), “What motivates consumers to communicate eWOM: Evidence from Tunisian context, Journal of Strategic Marketing, <https://doi.org/10.1080/0965254X.2022.2063157>. Scopus Ranking: Q1.
- **Haj Khalifa, A. & Dhiyf, M. M.** (2019), “Do Information and Communication Technologies Affect the Supply Chain Performance? Evidence from Tunisian Food Sector”, Yugoslav Journal of Operations Research, v. 29, n. 4, p. 539–552, Sep. 2019. ISSN 2334-6043. <http://yujor.fon.bg.ac.rs/index.php/yujor/article/view/760>
SCOPUS Ranking Q3 ISSN 03540243 H-Index 17
DOI: 10.2298/YJOR160517018B
- **Haj Khalifa, A.** and Saad, M. (2017), “The determinants of trust in the customer–service provider relationship: The case of Tunisian small and medium-sized enterprises (SMEs)”, International Journal of Technology Management and Sustainable Development, Vol 16-3, pp 295-310.
<https://www.scimagojr.com/journalsearch.php?q=21100246540&tip=sid&clean=0>
SCOPUS Ranking Q4 ISSN 14742748 H-Index 4
- **Haj Khalifa, A.** and Dhiyf, M.M. (2016), “The impact of entrepreneurial education on entrepreneurial intention: the UAE context”, Polish Journal of Management Studies, Vol14, no1.
<https://www.scimagojr.com/journalsearch.php?q=21100326278&tip=sid&clean=0>
SCOPUS Ranking Q2 ISSN 20817452 H-Index 11
- **Hadj Khalifa, A.** (2014), “Customer-Oriented-Marketing Approaches: Similarities and Divergences”, International Journal of Advanced Research. Volume 2, Issue 1, 943-951.
<http://www.journalijar.com/article/1111/customer-oriented-marketing-approaches:-similarities-and-divergences>
A Cross Ref Indexed Journal ISSN 2320-5407
- **Hadj Khalifa. A & Kammoun. M,** (2013), « La confiance interpersonnelle et la confiance organisationnelle dans la relation client-banque », La revue des Sciences de Gestion, no 161/162.
http://www.larsg.fr/#xd_co_f=MTQ3Yjc5NjYtY2U2Ny00YTQzLTlhMzEtYjVjYTE3Yjk0ZWZm~
ISSN 2229-712X
- **Hadj khalifa, A.** (2012), « Bank selection criteria in the Tunisian context », International Journal of Global Management, vol 8, n° 1.

Conferences

- Haj Khalifa, A (2021), "What motivates consumers to communicate eWOM: Evidence from Tunisian context, ICBT2021 CONFERENCE, accepted for the publication in Lecture Notes in Networks and Systems, Springer Nature's book.
- Haj Khalifa, A. et al. (2021), "Does Sustainability Matter for Fintech Firms? Evidence from United States Firms, ICBT2021 CONFERENCE, accepted for the publication in Lecture Notes in Networks and Systems, Springer Nature's book.
- Hadj Khalifa, A. & Yusof, I (2019), "A proposed framework for effectual process of entrepreneurial marketing", IIUM International Conference on Business Management Department of Business Administration, Kulliyah of Economics and Management Sciences, International Islamic University Malaysia IICBM 10 – 11 July 2019.
- Hadj Khalifa, A. & Yusof, I (2019), "How Customer Knowledge Affects Organizational Performance", IIUM International Conference on Business Management Department of Business Administration, Kulliyah of Economics and Management Sciences, International Islamic University Malaysia IICBM 10 – 11 July 2019.
- Hadj Khalifa & Dhiaf, M. M (2019), "Examining the Relationship between ITC and Supply Chain Performance: The Case of Tunisian Food Sector", 7th IEEE International Conference on advanced Logistics and Transport (IEEE ICALT'219).
- Hadj Khalifa, A. & Chaabane, D. (2013), "L'entrepreneuriat Social et le Business Model : Une Recherche Exploratoire », 2eme Edition du Colloque International du Pilotage des Projets et des Organisations, 20 et 21 juin 2013, Agadir, Maroc.
- Hadj Khalifa A. (2010), "From Marketing Relationship to Customer Relationship Management: A Literature Review", International Conference on Marketing, 23-24 Juin, Kuala Lumpur, Malaysia.
- Hadj Khalifa A. & Yusof, I. (2010), "Customer Satisfaction toward Islamic and Conventional banks in Tunisia: A Study Using Confirmatory Model", International Conference on Marketing, 23-24 Juin, Kuala Lumpur, Malaysia.
- Hadj Khalifa A., Gautier R. & Dhiaf M.M (2009), « Les pratiques de la flexibilité dans les entreprises tunisiennes » In : Proceedings of CONFERE'09, Marrakech, Maroc.
- Hadj Khalifa. A & Kammoun. M (2008), « La confiance interpersonnelle et la confiance organisationnelle dans la relation client-banque », 6ème Colloque de l'Association Tunisienne de Marketing, Hammamet.
- Hadj Khalifa. A & Kammoun. M (2004), « Les déterminants de l'internationalisation des franchiseurs européens : une enquête électronique », 2ème Colloque de l'Association Tunisienne de Marketing, Hammamet.

Books

- Empowering entrepreneurship in South African Women with emotional intelligence: SLR approach, In ***Diversity in Women's EntrepreneurshipGlobal Sustainability in African Countries***, Taylor & Francis Group, First Edition 2025.

- Customer Satisfaction Toward Islamic and conventional banks in Tunisia: a study using confirmatory model, published in Reading in Marketing: An Islamic perspective, Osman M. Zain, First Edition, Research Management Centre, IJUM Press. 2011.

Peer Review Activities

- Journal of Business and Industrial Marketing.
- Journal of Service Research.
- Journal of Financial Services Marketing
- Journal of Electronic Commerce
- Competitiveness Review.

Research, Teaching Grants

- Technological Catch-up: Examining The Role of Technological Leapfrogging in Upskilling Requirements and Innovation Outcomes of Marine Firms operating in United Arab Emirates (UAE), Internal Research Grant, University of Khorfakkan, 2025.

Awards and Recognitions

- CAA Recognition for active participation in Quality Assurance Leadership.
- Employer Recognition for Outstanding Achievements in Institutional Research and Quality Assurance.
- External Reviewer with CAA.

University & Community Services

- Member of Several University Standing Committees
- Proposal of New Academic Programs and Concentrations.