

Dr. Mohamed Ahmed Saleh Youssef

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Professional Profile

Dedicated and research-driven academic with a PhD in Marketing from the University of Strathclyde and extensive teaching and research experience in management, marketing, and customer experience. Over a decade of combined experience in higher education and the banking sector, with a strong record of publications, student supervision, and curriculum design. Skilled in both quantitative and qualitative research methods, data analysis (SPSS, R), and academic writing. Committed to advancing knowledge through rigorous research and effective pedagogy while supporting institutional excellence and student success.

Research Interests

- Services Marketing and Customer Experience
- Frontline Employee Performance and Relationship Quality
- Consumer Behaviour and Service Management
- Technology Adoption and Digital Service Environments
- Quantitative Methods and Structural Equation Modelling (PLS-SEM, CB-SEM)

Education

- PhD in Marketing – University of Strathclyde, UK (2024)
Thesis: The Impact of Frontline Employees' Job Performance on Customer Experience and Relational Outcomes.
Awarded Postgraduate Research Certificate in Research Methods (2021).
- Master's in International Marketing – Sheffield Hallam University, UK (2010)
- Bachelor's in Economics – University of Sabha, Libya (2003)

Academic Experience

- University of Sabha – Libya

Assistant Lecturer, Department of Management (2012 – 2018)

- Delivered undergraduate modules including Principles of Management, Business Ethics, International Marketing, and Organisational Behaviour.
- Supervised student dissertations and academic projects in marketing and management disciplines.
- Mentored undergraduate students, providing academic and professional guidance.
- Contributed to departmental meetings, curriculum review, and quality assurance processes.
- Conducted empirical research on customer experience and employee performance within service contexts.

Research Publications

- Youssef, M., Jafari, A., & Gounaris, S. (2025). The Effect of Frontline Employees' Job Performance in Enhancing Customer Experience and Relational Outcomes. *Journal of Engineering and Management Studies*, 1(1).
- Examining the Impact of Frontline Employees' Job Performance on Customer Experience: The Moderating Effect of Servicescape (in press).
- Understanding Mobile Banking: The Impact of Customer Experience on Relationship Quality in Libya's Banking Context (in press).
- The Effect of FLEs' Job Performance on Enhancing CX and Relational Outcomes (in press).

Research and Methodological Skills

- Quantitative Analysis: Structural Equation Modelling (PLS-SEM, CB-SEM), regression, factor analysis.
- Qualitative Analysis: Thematic analysis, coding, and interpretation of interview data.
- Software Proficiency: SPSS, SmartPLS, R (SEMinR), NVivo, Microsoft Office Suite.
- Academic Writing and Presentation: Experienced in writing peer-reviewed journal articles and presenting research at academic conferences.
- Project Management: Effective in designing and managing research projects within timelines and ethical frameworks.

Professional Experience (Pre-Academia)

- Al-Gumhuria Bank – Libya (2004 – 2014)

Current Accounts Department Manager (2010 – 2014)

- Led a team of 10 employees, managing account operations and ensuring service quality.
- Conducted training and mentoring programmes to develop staff capabilities.

Credit Department Officer – Sabha Branch (2007 – 2008)

- Evaluated credit applications, analysed risk, and ensured compliance with banking policies.

Clearance Department Officer (2004 – 2007)

- Oversaw daily clearance processes, ensuring accuracy and timeliness in transaction handling.

Professional Development and Training

- Research Ethics and Data Protection, University of Strathclyde (2021)
- Higher Education Teaching Workshops, University of Sabha (2013–2017)
- Health & Safety in the Workplace, Royal Mail, Glasgow (2020)

Languages

English: Fluent (academic and professional proficiency)

Arabic: Native

References

Available upon request.