

2025 AACSB CV
Dr. Amer Badran
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RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	Dr. Amer Badran - Google Scholar	7	1
Scopus ID	58344507100	3	1

EDUCATION

Year	Degree	Major	Institution
2025	Ph.D.	Interdisciplinary Marketing in Firm Identity and Morality—B2B Marketing and Networks / Consumer Behaviour / Consumer Ethics and Morality / Consumer Culture Theory, Branding / Brand Identity and Brand Morality, Marketing & Society and Digital Marketing.	University College Cork (UCC)
2018	M.Sc.	International Marketing Management	University of Surrey
2016	B.Sc.	E-Marketing and Social Media	Princess Sumaya University for Technology (PSUT)

ACADEMIC POSITIONS

Year	Academic Title	Institution
2025, Sep – present	Full-Time Lecturer – E-Marketing and Social Media Department	PSUT
2020, Oct – 2025, July	PhD Scholar and Researcher – Department of Management and Marketing	UCC
2020, Oct – 2024, Sep	Tutor/Instructor and Academic Student Mentor	UCC

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution(s)
August 2024 – August 2025	A member of the IAM (Irish Academy of Management)	Irish Academy of Management, Ireland
July 2022 – July 2024	A member of the AoM (Academy of Marketing)	Academy of Marketing, UK
Dec 2020	Research Integrity: Social and Behavioural Sciences (91%). Research Integrity: Concise (core course) (88%).	Epigeum and Oxford University Press, UK

JOURNAL PUBLICATIONS

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2023	Badran, A., Tanner, S. and Alton, D. (2023), "Organisational identity development by entrepreneurial firms using social media: a process-based model", <i>Journal of Business & Industrial Marketing</i> , Vol. 38 No. 8, pp. 1689-1709. https://doi.org/10.1108/JBIM-03-2022-0137	Basic		Q1

PROCEEDINGS/PRESENTATIONS

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing
2024	Badran, A., Alton, D., Tanner, S. & McGrath, H. 2024. A moral identity project (MIP): Ethically ambivalent consumer's navigation of ethical markets. <i>Irish Academy of Management 2024</i> . Munster Technological University.	Applied	
2024	Badran, A., Alton, D., Tanner, S. & McGrath, H. 2024. The Craft of Goodness: Unravelling Brand Morality in the Social Media Narratives of Artisan Food Brands. In Strong, C., Bosangit, C., Koenig-Lewis, N., Lee, Z., Moldes Andres, O., Rosier, E. (Eds.), <i>Proceedings of Academy of Marketing 2024 Annual Conference and Doctoral Colloquium: Marketing: Fusing resilience and power for public value – igniting marketing's social spirit</i> .	Applied	
2024	Badran, A., Alton, D., McGrath, H. & Tanner, S. 2024. Cultivating Consciousness: A Study of Social Media's Role in Shaping Moral Brand Identity for Irish Artisan Food Producers. <i>2024 SPGC Global Family Business Summit</i> .	Basic	
2023	Badran, A., Alton, D., Tanner, S. & McGrath, H. 2023. A Literature Review Analysis of a New Approach to Brand Identity Creation: Moral Brand Anthropomorphism. In F. Kerrigan (Ed.), <i>Proceedings of Academy of Marketing 2023 Annual Conference and Doctoral Colloquium: From Revolution to Revolutions, University of Birmingham</i> .	Basic	
2022	Badran, A., Alton, D. Tanner, S. McGrath, H. 2022. A Virtue Ethics Approach to Understanding Consumers' Development of Digital Moral Identity. In S. Roper & C. McCamley (Eds.), <i>Proceedings of Academy of Marketing 2022 Annual Conference and Doctoral Colloquium: Marketing: The Fabric of Life</i> , University of Huddersfield.	Basic	
2021	Badran, A., Alton, D., & Tanner, S.A. 2021. Identity creation using social media in a B2B entrepreneurial context. <i>Industrial Marketing and Purchasing (IMP) 2021</i> .	Applied	

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2025	Artisan Food Consumption and the Moral Identity Projects of Ethically Ambivalent Consumers	Submitted
2025	A Process-Based Framework of Conscientious Branding: The Development of Virtue-Based Brand Moral Identity by Entrepreneurial Firms	Not submitted yet
2025	Firm Identity Development within the Artisan Food Sector: An Enquiry into Business Networks, Brand and Consumer Morality	Not submitted yet
2018	New perspective to what affects behavioural intentions and actual use of Twitter for shopping	Not submitted yet

RESEARCH FUNDS/PROJECTS – 5 years

Year	Project Name	Duration	Sponsor
2024	A moral identity project (MIP): Ethically ambivalent consumer's navigation of ethical markets	27 August, 2024.	Department of Management and Marketing at UCC
2024	The Craft of Goodness: Unravelling Brand Morality in the Social Media Narratives of Artisan Food Brands	1-4 July 2024.	Department of Management and Marketing at UCC
2024	Cultivating Consciousness: A Study of Social Media's Role in Shaping Moral Brand Identity for Irish Artisan Food Producers	15-17 May 2024.	Department of Management and Marketing at UCC
2023	A Literature Review Analysis of a New Approach to Brand Identity Creation: Moral Brand Anthropomorphism	3-6 July 2023.	Department of Management and Marketing at UCC
2022	A Virtue Ethics Approach to Understanding Consumers' Development of Digital Moral Identity	4-7 July 2022	Department of Management and Marketing at UCC
2021	Identity creation using social media in a B2B entrepreneurial context (Cork, Ireland)	27-29 August, 2021.	Department of Management and Marketing at UCC
2020	Firm Identity Development within the Artisan Food Sector: An Enquiry into Business Networks, Brand and Consumer Morality (Cork, Ireland)	October 2020 – September 2024.	Department of Management and Marketing at UCC

IMPACT OF SCHOLARSHIP

Year	Citations (Google Scholar)	Conference Paper Presented	Students Mentored
2024	5	3	
2023	1	1	70
2022		1	80
2021		1	80

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>)
2025-present	British Food Journal	Reviewer

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2020-2023	Provided advice and academic support for undergraduate and postgraduate students in research projects, assignments and work placements. Supervised 230+ students on research projects at Bachelor's and Master's levels from idea conception to submission – Delivering Market Research Tutorials for Cork University Business School undergraduate and postgraduate students.	Tutor and Academic Mentor
2020-2024	- Teaching Undergraduate and Postgraduate Students. - Delivered tutorials (interactive sessions that use theory and practice-based teaching like case studies to enhance student learning) for the following modules: - Consumer Behaviour and Sustainable Consumption. - Introduction to Marketing + Foundations of Marketing. - Principles of Marketing in International Environments. - Placement Skills and Professional Training.	Tutor/Teacher
2018-2020	Provided technical and customer support for an international client base, resolving IT security and connectivity issues, managing HelpDesk systems and supervising new team members – Genie9 LTD.	Technical Support Agent/Officer
2017	Completed an internship providing customer and technical support for e-commerce platforms, gaining experience with Magento configurations, Zoho CRM, FreshDesk, SSL installation and mentoring new team members at ShopGo/MakanE.	Technical Support Agent/Officer