



CV

:Personal Information

Name: Husain Emhemad Tariki

Academic Rank: Assistant Professor

University: Elmergib university, faculty of Economic Al Khoms Libya.

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Career Overview:

- Doctor of philosophy in Marketing: Islamic Science University of Malaysia, (USIM), June 2019
- Master of Marketing: Libyan Academy for postgraduate studies, October 2005
- **B.Sc.** in Management from the University of Elmergib, Zeletin, Libya in 1998.
- Primary education in El-Khoms city, Libya.
- Lecturer at Elmergib university August 2007- present
- Technical and information programs:
Standard Statistical Analysis - Data analysis - Structural equation modeling (SEM) using (AMOS) - SMART PLS
- Certified International Trainer (TOT) by the American-Canadian Board 2025.
- visiting Lecturer, Libyan Academy, Misrata Branch 2025

Role:

- Editorial Board Member, Afaq Iqtisadiyah Journal, Faculty of Economics, Al-Khums (2026).

- Scientific Committee Member, 9th International Scientific Conference, Faculty of Economics, Al-Khums, 16 December 2025.
- Quality Program Coordinator, Marketing Department, Faculty of Economics, Al-Khums (2022–2025).
- Curriculum Development Committee Member, Faculty of Economics, Al-Khums (2022).

Research Areas :

- h-index= 1 Citations= 6 Research Interest Score (RIS)=25.8
- **Scientific journals in which the research was published:**
- Āfāiqiṣādiyyat Journal (Elmergib University)
- Journal of Economic and Business Studies (Misrata University)
- Al-Mukhtar Journal of Economic Sciences (Omar Al-Mukhtar University)
- Global Business and Management Research
- International Journal of Science and Research (IJSR)
- The European Proceedings of Social & Behavioural Sciences

- **Master's Theses Defended:**
- **May 6, 2025:** Master's thesis defence at the Libyan Academy in Misrata for student Aisha Abdul Latif Faraj Al-Suwaihli, entitled "The Impact of the Service Marketing Mix on Customer Satisfaction in Private Hotels in Misrata City: A Field Study on a Sample of Private Hotels in Misrata City".
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- **July 10, 2025:** Master's thesis defence at the Libyan Academy in Misrata for student Fathi Muhammad Mahmoud Al-Turki, entitled "Developing After-Sales Services and Their Impact on Enhancing Customer Satisfaction and Strengthening Customer Relationships: A Field Study of the Modernity Partnership for Communications and Information Technology in Misrata City."
- **January 3, 2026:** Master's thesis defence at the Libyan Academy in Misrata for student Muhammad Khalil Hassan Al-Asayfar, entitled: "Factors

Contributing to Enhancing Customer Confidence in Using Electronic Marketing Tools: A Field Study on a Sample of Customers of Public and Private Commercial Banks in Misrata City."

External Activities:

- Reviewed and evaluated multiple research papers for conferences organized by the Faculty of Economics, Al-Khums.
- Statistical Analyst for multiple research projects, including a PhD dissertation in Serbia.
- Reviewed and evaluated multiple marketing research papers for scientific conferences and academic journals, including Afaq Iqtisadiyah Journal (Al-Marqab University) and the Journal of Economic and Business Studies (Misurata University).
- Reviewed and evaluated published scientific papers and promotion-related submissions for faculty members at Al-Marqab University and Misurata University.

Publications:

- 08 February 2018: *Scientific Participation in the International seminar on Islamic and science, Nilai, Malaysia 2018*, Title: The Role of Susceptibility to Interpersonal Influence and Religiosity on Consumer Willingness to Boycott among Malaysian Muslim Youth
- 01-06-2018: paper published in: International Journal of Science and Research (IJSR), (11,6), title: The Role of Susceptibility to Interpersonal Influence and Religiosity on Consumer Willingness to Boycott among Malaysian Muslim Youth.
- 12\13 May 2018: *Scientific Participation in the International Multidisciplinary Conference, Jahor, Malaysia*. Title: the effect of animosity

and perceived egregious on consumers willing to boycott and the role of susceptibility to international influence among Malaysian Muslim youth.

- 25-09-2019: paper published in: The European Proceedings of Social & Behavioural Science, Title: The Factors Influencing Consumers' Willingness to Boycott Among Malaysian Muslim Youth.
- 01-01-2022, paper published in Āfāiqtisādiyyat Journal, (8,15), title: Study of Corona Pandemic Influence on Online Purchase Intention in Libya.
- 07-05-2023: paper published in: Journal of Economic and Business Studies, (10,1), Title: *Internal Marketing and Its Impact on Achieving Competitive Advantage, with a Focus on the Role of Organizational Commitment as a Mediator.*
- 01-06-2023: paper published in: Al-Mukhtar Journal of Economic Sciences, (10,9), Title: *Market Orientation and Its Impact on Achieving Competitive Advantage, with a Focus on the Role of E-Marketing as a Mediator.*
- 12\13 -11-2024: Scientific Participation in the Islamic Banking, Accounting & Finance International conference 2024 (IBAF) Malaysia, Title: Two Decades of Research on Consumer Boycott Using Bibliometric
- 16-11-2024: paper published in: Global Business and Management Research, (10,3s), Title: Two Decades of Research on Consumer Boycott Using Bibliometric.
- 14-11-2025: paper published in: Journal of Economic and Business Studies, (12,2), Title: *The Impact of Electronic Advertising on Attracting Tourists to Archaeological Sites: An Applied Study on the Archaeological Sites of Leptis Magna, Libya.*
- 31-12-2025: paper published in: Āfāiqtisādiyyat Journal, (11,2), title: *Factors Influencing Consumers' Online Purchase Intention in Libya.*
- 10 January 2026: Scientific Participation in the International E-Learning Conference (E-Learning: An Opportunity for Learning, Communication, and Innovation), Al-Rifaq University, Tripoli, titled: *"Artificial Intelligence and E-Learning in Libya: A Literature Review."*