

1. Curriculum Vitae:

Prof.dr. Rashid Tahir je rođen 26. oktobar 1966 u Lahore, Pakistan. Od 2010 godine radi kao Direktor postdiplomskog studija programa Međunarodnog marketinga I uslužnog menadžmenta na Univerzitetu Salford u Engleskoj. Drži predmete Marketinga, Uslužnog menadžmenta, Menadžmenta događaja i Strateškog menadžmenta. Izveo veći broj magistranata i doktoranata. Radio kao istraživač u centrima za razvoj strategije prema potrošačima i malim i srednjim preduzećima. Radio kao eksterni međunarodni expert (lovac na glave) za zapošljavanje velikih kompanija (zapošljavanje stručnjaka iz Pakistana, Jordana, Turske i Hrvatske). Radi kao gostujući profesor marketinga i korporativne strategije na Univerzitetu Vorarlberg u Austriji. Angažovan kao spoljni ocjenjivač diplomskog ciklusa od strane Univerziteta Central Lancashire i John Moors Univerziteta u Liverpoolu u Engleskoj.

1.2. Obrazovanje

2010	Doktorat na Univerzitetu Leeds na temu: uzajamna veza marketinga i web-a
1996	Magistar nauka na Univerzitetu u Salfordu, velika Britanija, Menadžment kvaliteta

1.3 Profesionalna karijera

Jan 2010 - Present	Direktor postdiplomskog studija programa Međunarodnog marketinga I uslužnog menadžmenta na UNIVERSITY OF SALFORD, SALFORD BUSINESS SCHOOL, UK.
2005 – 2009	Viši predavač na predmetu Marketing i strategija, lider programa na LEEDS METROPOLITAN UNIVERSITY, UK.
2002- 2005	Viši predavač na predmetu Marketing potrošača MANCHESTER METROPOLITAN UNIVERSITY, UK
2001-2002	Viši predavač na predmetu Marketing i strategija, LEEDS METROPOLITAN UNIVERSITY, UK
1996- 2001	Predavač i konsultant menadžmenta uprave, UNIVERSITY OF SALFORD, UK
1998-2000	Projektni konsultant na ERDF projektu (Centres of Excellence ICT Project)
1992-1995	TOP KID LTD (trgovina tekstilom na veliko) Direktor, biznis razvijen po vlasitom biznis planu, odgovaran za prodaju i marketing

2. Stručni i naučni rad

2.1. Knjige

1. Rashid, T; Walters, P. & Razaq, R. (2013) “Advanced International Events Management”, 2nd ed, London, Sage Publishing (In Press)
2. Rashid, T; Walters, P. & Razaq, R. (2008) “Advanced Event Management: An integrated and practical approach”, London, Sage Publications

2.2 Poglavlja i urednički dijelovi

- Rashid, T. (2010) “Strategic considerations for customer oriented website design”, In Kaufmann Hans-Rudiger, *International Consumer Behaviour: A Mosaic of Eclectic Perspectives*, pp. 320-330, Access Press, UK
- Rashid T. (2007) “The Market Need for Islamic Travel Insurance”, In Raj, R and Morpeth, N. *Religious Tourism, Pilgrimage Festivals and Events: An International Perspective*, CABI Publishing, UK
- Vignali, C. and Rashid, T. (2006) “Special Issue: Consumer Satisfaction- Global Perspectives”, Editorial, *Innovative Marketing*

2.3. Stručni i recenzirani radovi

- Rashid, T. (2012) “Web-based Customer Centric Strategies”, *International Journal of Technology, Policy and Law* (In Press)
- Rashid, T. and Raj, R. (2011) “Visitor experience to the city of heaven (Madinah)”, *International Journal of Business and Globalisation*, Vol7. No1, pp.3-13
- Rashid, T and Robinson, N. (2010) “Crisis and risks in tourism: death takes a holiday – debunking the myth of terrorism and its psychological impact on the tourism industry”, *International Journal of Tourism Policy*, Vol. 3, No. 4, pp.348-353
- Rashid, T. and Raj, R. (2009) “The Phenomenon of information technology as a communication for small community based businesses”, *International Journal of Entrepreneurship and Small Business*, Vol.8, No.4, pp.773- 485
- Raj, R and Rashid, T. (2008) “Modern Trend in Higher Education: Enhancing and assessing Student Learning through the Internet”, *Journal of Hospitality and Tourism*, Vol.6, No.2, pp.61-74
- Dale, C., Robinson, N. and Rashid, T (2007) “Terrorism in the EU: Methods of Control”, *World Journal of Tourism Leisure & Sports*, Issue 1, pp. 66-76
- Robinson, N., Dale, C. and Rashid, T. (2007) “A conceptual review of Information Communication Technology in Facilitating Competitive Advantage for Service Related SMEs”, *The International Journal of Management Cases*, Vol. 9 Issue 1, pp: 32-41
- Rashid, T. and Raj, R. (2006) “Customer Satisfaction: Relationship Marketing in Higher Education E-Learning”, *Innovative Marketing*, Vol.2, No.3, pp.24-34

- Rashid, T (2006) “Relationship marketing and entrepreneurship: south Asian Business in the UK”, *The International Journal Entrepreneurship and Small Business*, Vol.3, No. 3/4, pp.417-426
- Rashid, T. (2003) “Relationship marketing: case studies of personal experiences of eating out”, *British Food Journal*, Vol. 105, No 10/11, pp.742-750

2.4. Učešće na konferencijama(recenzirani radovi)

- Rashid, T. and Rembielak-Vitchev, G. (2012) “Investigating the influences of Marketing Mix Factors on Consumer Buying Behaviour in Booking a Budget Hotel, The 9rd International Customer Behaviour and Retailing Research Conference-CIRCLE”, Ibiza, April 11-13th
- Rashid, T. (2011) “Customer centric strategies-enhancing the religious tourism experience”, 3rd ATLAS Religious Tourism and Pilgrimage Conference, Perth, Australia, 20-24 June
- Rashid, T and Slager, K. (2010) “How retailers are incorporating ethics and ethical principles into their organisations: A strategic perspective”, *International Journal of Management Cases*, Vol. 12, Issue 2, pp. 152-160
- Rashid, T. (2009) “Customer orientation and commitment strategies on the Internet in HE: A qualitative study”, Academy of Marketing Conference, Leeds Metropolitan University, Leeds, UK, 7th-9th July
- Raj, R and Rashid, T. (2007) “Enhancing the University Student Experience through the Internet” EuroCHRIE Congress, Leeds, UK, 25th- 27th October
- Rashid, T. (2007) “Relationship Marketing on The Internet- A Case Study of a University Website”, Presented at the 4th International Conference for Consumer Behaviour and Retailing Research, Calabria, Italy. April.
- Rashid, T and Graham, D. (2006) “The Proletariat Chef; a Marketable Commodity”, 24th EuroCHIRE Congress, University of the Aegean, Thessaloniki, Greece, 25th-28th October
- Rashid, T (2006) “A Conceptual Model of E-Relationship in Higher Education”, The 3rd International Customer Behaviour and Retailing Research Conference-CIRCLE”, Zagreb, 21-22nd April
- Rashid, T and Robinson, N. (2005) “E-learning in Higher Education: Key Relational Drivers Required To Develop A Relationship Between A University and Its Students”, 4th European Conference on e-Learning, Royal Netherlands Academy of Arts and Sciences, Amsterdam, The Netherlands, 10-11th Nov
- Rashid, T, Robinson, N. and Riding, D. (2005) “An Eclectic Review, of Cross Border Retail Business Commerce, As A Mechanism To Aid North West Small and Medium Sized Ethnic Communities: Strategies For Development”, The 2nd International Customer Behaviour and Retailing Research Conference-CIRCLE”, Lichtenstein, April 21-22nd

2.5 Profesionalne van-nastavne aktivnosti

June 2011- Present	Izabran kao član menadžerskog komiteta, CIRCLE International (The Centre for International Research in Consumer Location and their Environment)
Sept 2005- Present	Zamjenik urednika: World Journal of Tourism Leisure & Sports
Nov 2004- Present	Član uredničkog tima: Journal of Innovative Marketing
1999-2011	Član - Chartered Institute of Marketing (MCIM), UK
1996-2011	Član - Institute of Quality Assurance (MIQA), UK

2.6. Rezultati u razvoju stručnog i naučnog podmlatka (doktorat)

04 April 2012	Efthymiou, K., <i>An evaluation of tourism Destination website quality image projection- University of Salford</i>
17 June 2011	Zhao, Y., <i>The relative importance of factors/groups of variables at each level of Chinese student's general choice set: PG Business and Management in the UK- University of Salford</i>
16 Dec 2010	Jaber, A.B., <i>Investigating the factors affecting the readiness for TQM implementation within Libyan Higher Education Institutions- University of Salford</i>