



Name : Mohammed Hakimi
Department : Marketing
Job Title : Assistant Professor
Contact Mail ID : m.hakimi@upm.edu.sa
Contact Number : +966 9200 00238 , +966 140 831 7575

Dr. Mohammed Hakimi is an Assistant Professor in Marketing at the University of Prince Mughrin (UPM) in Madinah, Saudi Arabia. Holding a PhD in Marketing from Université Grenoble Alpes (UGA - France), his research delves into the intersection of artificial intelligence and consumer behavior, particularly the acceptance of smart objects. With extensive teaching experience, Dr. Hakimi has designed and delivered courses ranging from Digital Marketing to Business Intelligence. Dr. Hakimi is actively involved in research, with peer-reviewed publications and conference presentations. His work has garnered attention for its innovative approach to understanding consumer interactions with technology. Dr. Hakimi is committed to advancing the field of marketing through both academic and practical contributions.

Qualification :
Assistant Professor in Marketing
Project Coordinator - Digital Marketing Institute (DMI)
Digital Marketing Professional (CDMP)”

Research Interest :
Digital Marketing
Human-Technology Interaction
Artificial Intelligence
Internet-of-Things Usage and Acceptance”

Publications :
Hakimi M. (2024) Blending the Portraits Approach with Artificial Intelligence: A Novel Methodology for Crafting Strategic Positioning, International Conference of Advanced Marketing Practices - ICoAMP, Almeria University.

Hakimi M., Valette-Florence P. (2023) Exploring Consumers’ Anticipated Interactions with Smart Objects: An Approach through the Prism of Agency and Simulated Interpersonal Relationships, Decisions Marketing, 112 (4), 199-223.



Hakimi M., Valette-Florence P. (2021) Mental Representations of Interactions with Smart Objects before Purchase: An Exploration of induced Smart Objects Anxiety through Thoughts and Emotions, Proceedings of the European Marketing Academy (EMAC).”

Other Accreditation:

Certified Digital Marketing Professional (CDMP) from the Digital Marketing Institute (DMI).

Certificate in Business Intelligence and Data Analytics from Macquarie University (Australia).

Certificate in Digital Marketing and E-commerce from Google.”