

Dr. Aschalew Degoma Durie



Contact

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Languages

Amharic – Mother Tongue
English – Fluent

Other information

Nationality - Ethiopian
Date of birth – 20 June 1982
Place of Birth—Debark,
North Gondar
Marital status – Married

Summary

Associate Professor in Business Management and Senior Lecturer at Bahir Dar University. Experienced in teaching at both under and postgraduate programs and supervising postgraduate students in their research works and academics. Besides, immense experience in consultancy works such as business strategy, feasibility study, organization design and related full packaged works, value chain analysis, and marketing information system design and development.

Education

PhD in Business Leadership – 2017
University of South Africa (UNISA)
Pretoria, South Africa

Master of Business Administration (MBA) - 2009
Addis Ababa University
Addis Ababa, Ethiopia

BSC in Business Education with Marketing and Sales management focus - 2006
Addis Ababa University,
Addis Ababa, Ethiopia

Experience

College Research and Community Service Vice Dean- From August 20, 2015 to May 30/ 2019

- *Coordinating Research and community service projects, selecting, proposing for funding*
- *Supervising and follow up the results of the projects*
- *Creating platform of dialogue with stakeholders*
- *Organizing seminars, workshops, and events*

Department Head of Marketing Management- From November, 2013 to August 20, 2015

- Representing and administering all departmental affairs and issues
- managing post graduate and under graduate programs
- managing Research and Community Services of the department

Course Chair *and Lecturer*

- Teaching, Researching, and Delivering community services based on Bahir Dar University's directions
- Course Revision and guideline preparation for delivery

Committee Works

- College Research proposal reviewing committee- From September 2009 to February, 2013
- College Promotion committee- From August 2013 – May 30/2019
- Department Council Committee- From September 2009 to 2015
- College BSC committee – From sep 2011 to Sep 2012
- BDU scholarship guideline developing committee- 2019
- National workshop organizing committee for the first workshop organized by marketing management department- 2015/16
- National workshop organizing committee for the first workshop organized by Logistics and supply chain management department- 2014/15

Technical Skills

- Computer Microsoft
- SPSS
- AMOS

References

- Dr. Gashaw Moges
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PGRCS V/Dean and
Colleague
- Dr. Meselu Alamnie
+251935539987
meselual@yahoo.com
Dean of the college
- Dr. Getie Andualem
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getie.andualem@aau.edu.et
Doctoral Supervisor

Organization skills

- Organized the first National workshop on "logistics for national transformation" in 2015, in Business and Economics College, Bahir Dar University, Bahir Dar, Ethiopia
- Organized the second National workshop on "logistics for national transformation" in 2016 in Business and Economics College, Bahir Dar University, Bahir Dar, Ethiopia
- Organized the first National workshop on "marketing for sustainable economic transformation" in 2016 in Business and Economics College, Bahir Dar University, Bahir Dar, Ethiopia
- Chaired many national workshops organized by CoBE, in 2015, 2016, and 2017
- Presented Research paper entitled "market information system for improving the livelihood of small holder farmers" in national workshop organized by CoBE in 2016

Projects

- Studied organization structure, benefit package, and salary scale of Amhara Building Works Construction Enterprise (ABCE) (2018/19)
- Studied organization structure, benefit package, and salary scale of Amhara Water Works Construction Enterprise (AWWCE) (2016/17)
- Studied the Marketing information system of Amhara region in general and Mecha and Fogera irrigation corridors in particular (sponsored by bureau of trade, industry, and market development and AgroBig). (2013/14)
- Designed the marketing information system of ANRS, whose application can be expanded to the country as a whole, which is under implementation (2015)
- Studied the impact of BPR in ANRS civil service organization (sponsored by Amhara Leadership Academy) (2014)
- Offered Trainings in organization development, leadership and marketing for different organizations (2010 up to now)
- Served as BSC technical team member of College of Business and Economics (2013)

Publications

- Financing Rural Industrialization and Employment creation: The Case of Ethiopia. Independent Journal of Management & Production (Ijm&P), V. 9, N. 4, October - December 2018
- The Effect of Proactive Market Orientation on Company Performance: The Case of Medium and Large Manufacturing Companies in Ethiopia. International Journal of Management and Sustainability, 2018 Vol. 7, No. 2, Pp. 93-100
- The Marketing Strategy of Firms: An Inside Out Perspective. Independent Journal Of Management & Production (Ijm&P), V. 9, N. 3, July - September 2018
- Determinants of Tourist Satisfaction: Evidence from Tourist Destination Sites in Amhara Region, Ethiopia (2017). Singaporean Journal of Business economics, and management Studies 5 (8)
- The Nexus among Resource Based Theory, Marketing Strategy, and Firm Performance: An Integrated Framework (2016). Journal of Management Studies and Economic System, 3(2)
- Leadership effectiveness in higher education institutions: The IPA approach (2016). Arabian journal of Business and Management Review, 6 (5).
- The effect of country of origin image on purchase intention, the case of Bahir Dar University Instructors (2014). Journal of Accounting & Marketing 3(1)
- Tourism marketing in Lake Tana Monasteries (2013). International Journal of Research in commerce and management, 4(4)
- Business process reengineering in higher education institution: the case of Addis Ababa and Bahir Dar University (2013). International Journal of Research in commerce, Economics and management, 3(6)
- Service Management and Customer Satisfaction. VDM Verlag Dr. Muller GmbH&Co KG. ISBN 978-3-639-35113-2 – Research Monograph