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Mohamed Farid ElSahn is a Professor of Marketing at the University of Bahrain. He worked as a chairperson of the Business Administration department and Vice Dean of the Faculty of Commerce, Alexandria University, Egypt. He has been a Visiting Professor in a number of universities. His major area of research interest is services marketing. He has also published a number of research papers in fields such as market orientation, service quality, internal marketing, and relationship marketing. He has supervised many master’s and doctoral theses and participated in many consultation and training services for different organizations in the Arab region.

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