

Hani Ashraf Bououdina

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SUMMARY

PhD candidate in Marketing with a research focus on Generative AI (GenAI), combining academic expertise with hands-on industry experience. Over two years of experience as a Junior Lecturer at the University of Groningen, teaching and mentoring students in marketing theory, analytics, and research methods. Previous internships at Nissan Motor Cars and Rolls-Royce Motor Cars provided practical insights into marketing strategy and customer engagement. Skilled in data science, modelling, and the application of AI technologies to consumer behaviour and marketing strategy. Passionate about bridging the gap between academic research and real-world marketing innovation.

WORK EXPERIENCE

PhD Fellow in Marketing – Copenhagen Business School September 2025 - present

- Conducting doctoral research on the intersection of Generative Artificial Intelligence and Marketing Decision Making.
- Contributing to departmental teaching and supervision of undergraduate marketing courses.
- Collaborating with international scholars on research projects that integrate artificial intelligence and consumer insights.
- Serving as PhD Representative for the Department of Marketing, facilitating communication between doctoral researchers and faculty, and contributing to the improvement of the PhD program.

Junior Lecturer in Marketing – University of Groningen September 2023 - August 2025

- 90% teaching and 10% research appointment within the Marketing Department.
- Delivered lectures and tutorials at bachelor and master levels.
- Developed blended learning methodologies integrating digital tools and case-based teaching.
- Supported departmental research initiatives in marketing analytics and digital innovation.

Career Services Employee – University of Groningen September 2022 - August 2023

- Organised large-scale career events and managed key stakeholder relations.
- Designed, managed and implemented social media strategies (LinkedIn, Instagram) to boost engagement.
- Assisted & prepared students and alumni in preparation for the job market

Digital Marketing Intern – Rolls-Royce Motor Cars January 2021 - June 2021

- Ensured clients receive an end-to-end exceptional experience as a member of the Rolls-Royce private members' club, Whispers.
- Analysed engagement and content within app through monthly analysis reports and analytics.
- Operational excellence through process refinement and stakeholder management.

Marketing Planning Intern – Nissan Motor Corporation January 2020 - June 2020

- Creating and analysing competitive overviews of various vehicle models based on lease prices.
- Assisting in processing incentive claims through the Incentive Management System (IMS).
- Marketing analysis reports (ad-hoc & marketing trend) for the Benelux region.

EDUCATION

MSc Marketing Analytics & Data Science

August 2021 – August 2023

University of Groningen, Netherlands

Pre-MSc 60 ECTS & MSc 60 ECTS.

Courses: Data Engineering, Machine Learning, Consumer Psychology & Behaviour, Statistical Learning, Strategic Management, Organisational Theory and Design, Digital Marketing Analytics, Data Modelling.

MSc Average: 7.6/10.

Thesis: *The Use of Differential Privacy in Text Generation Algorithms.*

BBA in International Business

August 2017 – June 2021

HAN University of Applied Sciences, Netherlands

BBA 240 ECTS.

Courses: Consumer Behaviour, Finance, Marketing, Applied Research, Macroeconomics, Statistics, Brand Research Project for TOMY UK.

BBA Average: 8.2/10.

Thesis: *Usability in Incentive Management Systems.*

ERASMUS+ Exchange Programme

August 2019 – December 2019

IESEG School of Management, France

Courses: Financial Markets, Digital Marketing, Sales Management, Data Analysis, Brand Management, Entrepreneurship, Economics.

RESEARCH INTERESTS

Primary Interests:	Generative Artificial Intelligence (GenAI) applications in marketing strategy, consumer behavior, customer experience, and business innovation.
Methodological Interests:	Machine learning and AI-driven analytics for marketing research, including text and data modeling, predictive modeling, and automated decision-making.
Additional Interests:	Data privacy, algorithmic transparency, and ethics in AI; digital transformation; and the integration of human–AI collaboration in marketing analytics and strategic decision-making.

TEACHING EXPERIENCE

Courses Taught

MSc level courses:

- Market Research Methods
- Market Models
- Customer Models
- Data Engineering for MADS
- Managing Customer Experience & Value (grading)

BSc level courses:

- BSc Thesis International Business
- BSc Thesis Economics & Business Economics
- International Marketing for International Business
- Research Methodology for International Business
- Marketing for Economics & Business Economics
- Research Skills for pre-MSc
- Marketing Analytics (grading)
- Data Project

Thesis Supervision

Autumn 2023–24

- **Inge van der Laan** – *The effects of dark patterns of consumers' willingness to purchase and willingness to share information in digital business*
- **Jesse Pos** – *What is the influence of trust and knowledge on the perceived usefulness of third-party cookie among individuals in the age group of 18-29?*
- **Myrte Jongschaap** – *The impact of data collection transparency on consumers' level of trust and willingness to purchase in context of the dutch economy*
- **Ruiting Wang** – *What are the effects of language choices and layout setting of cookie consent requests on privacy concerns and willingness to provide personal information for internet users?*
- **Stijn van Schaik** – *Determinants of people's sensitivity to data collection*
- **Tjibbe Rutgers** – *The impact of data breaches on brand reputation*

Spring 2024–25

- **Amanda Fakh** – *The effect of transparency in policies and cultural orientation on consumers' willingness to share information.*
- **Danadyaksa Azradin Paksi** – *Exploring factors influencing willingness to share personal data in Indonesia's personalized marketing context: How language and complexity in consent forms influence willingness to share data.*
- **Emily Ritters** – *The effect of certain factors on an individual's willingness to share and perceived concern for privacy in digital business.*
- **Lise Desipinasse** – *What are the effects of communicating data transparency to consumers on privacy concerns? Moreover, how do they differ among high vs. low context cultures?*
- **Marta Belagorcova** – *The effect of the use of neuromarketing tools on consumer purchase intention in the fast-moving consumer goods (FMCG) setting.*
- **Ole Houwing** – *What is the effect of privacy scandals on consumer trust, and how is this relationship moderated by product involvement?*

- **Rikiya Kitayama** – *Customer awareness of data protection law and perceived benefits: How regulations and perceived value shape engagement with personalized marketing.*
- **Steijn Kroes** – *Incentives and Intentions: The effect reward programs and the purpose of data collection have on trust and willingness to disclose data.*

Autumn 2024–25

- **Oza Tepiroglu** – *How does cultural orientation (individualism vs collectivism) affect consumer perceptions and response to data privacy in the case of personalised marketing?*
- **Amandi Warusavithana** – *How do personal characteristics, namely digital privacy concerns, blockchain literacy, and perceived ease of use, influence the adoption intention of blockchain-based search engines?*
- **Sil van Koersveld** – *The impact of data privacy concerns on the stock performance of cybersecurity companies.*
- **Wilmer Muis** – *The effects of gamification in privacy settings on consumer engagement with privacy controls and their perception of data ownership.*
- **Daniel Mustafa** – *How can digital business optimize personalised marketing while addressing consumer privacy concerns effectively?*
- **Koen Ijepelaar** – *To what extent do bank transparency and manipulated economic conditions affect consumer trust and willingness to store money?*
- **Mees Brink** – *What are the key factors that influence consumers' willingness to share personal data with digital businesses?*
- **Simon Tichelaar** – *Digital Marketing in Sports: The Role of Video and Text-Based Endorsements in Shaping Brand Perception and Purchase Behaviour in the Football Sector.*
- **Jorrit Sjoerdsma** – *What are the effects of AI-driven customer support chatbots and personalization on user trust and privacy concerns?*

SKILLS

Technical Skills	Programming in Python, R, STATA and SQL; data analysis and visualization; machine learning; AI model development; statistical modeling; text and data mining.
Analytical	Marketing analytics, consumer behavior analysis, predictive modeling, experimental design, and performance measurement.
Tools	Adobe Photoshop, Microsoft Excel (advanced), Power BI, Jupyter Notebook, Git/GitHub, SPSS, and other marketing analytics and design platforms.
Soft Skills	Project management, teamwork, effective communication, research writing, and presentation skills.

CERTIFICATIONS

DataCamp	<i>Data Analyst Associate</i> <i>Data Analysts Professional</i> <i>Data Scientist Associate</i> <i>Data Scientist Professional</i>
Google	<i>Google Analytics for Beginners</i>
University of Groningen	<i>University Teaching Qualification (BKO)</i>
EQUiP	<i>Inclusive Teaching and Learning in Diverse Classrooms</i>
CITI RCR Programme	<i>Data Management</i> <i>Research involving Human Subjects</i> <i>Authorship</i> <i>Plagiarism</i> <i>Research Involving Human Subjects</i> <i>Privacy and Confidentiality</i> <i>Conflicts of Interest</i> <i>Internet-based Research</i> <i>Research Misconduct</i>
CMotions	<i>Modelling in Python</i>

HOBBIES

Reading literature and fiction novels; traveling and exploring new cultures; playing chess and strategic board games; cycling and fitness activities; practicing judo, karate, and other martial arts.

COMMUNITY SERVICE

HAN Buddy Program	Served as a buddy during my bachelor studies, helping new students get acquainted with local customs and the university, mentoring them, and supporting their academic and social integration.
ASP Member	Volunteered with Arnhem Student Point, an organisation supporting university students in Arnhem. I actively created and published newsletters, designed posters, managed social media channels, and hosted events such as workshops and social dinners, fostering intercultural awareness and a welcoming environment for students.

REFERENCES

- Prof. Dr. Felix Eggers** *Full Professor of Marketing, Copenhagen Business School*
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Relation: PhD Primary Supervisor
- Dr. George Halkias** *Associate Professor of Marketing, Copenhagen Business School*
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Relation: PhD Secondary Supervisor
- Prof. Dr. Edlira Shehu** *Full Professor of Marketing, University of Groningen*
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Relation: Academic Mentor & Former Supervisor
- Dr. Gilian Ponte** *Assistant Professor, Erasmus University Rotterdam*
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Relation: MSc Thesis Supervisor
- Hakhamanesh Nezami** *Junior Lecturer, University of Groningen*
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