Kashef Majid

Assistant Professor of Business at University of Mary Washington

Fredericksburg, VA, US

Dr. Majid is an expert on reputation management and marketing strategy, with an emphasis on food waste.

Biography

More than 44 million people in the U.S. face hunger, according to relief organization Feeding America. University of Mary Washington Assistant Professor of Business Kashef Majid addresses that haunting statistic through his expertise in environmental marketing with a particular emphasis on the issue of food waste. Majid examines the impact of date labels, retailer donations to food banks and campaigns designed to encourage pro-environmental behavior. He also explores how artificial intelligence can be used to reduce food waste. Majid's prior research focused on consumer valuation of hybrid and electric vehicles, whether their owners drive them to save money or appear "green" to their peers, and why some hybrid cars retain more value than others. Dr. Majid previously has worked as a consultant in Ottawa and with the Canadian government.

Industry Expertise

Training and Development, Research, Education/Learning

Areas of Expertise

Food Waste, Sustainability, Marketing Strategy, International Marketing

Education

The George Washington University
Ph.D. Business Administration

Concordia University
MSc. Graduate Studies

University of Ottawa
B.Comm Commerce

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