
November 8, 2024

To: The Professor Emeritus Committee

I feel privileged to write a letter of recommendation for Professor Mohammed Rawwas to receive the status of professor emeritus at the University of Northern Iowa. I met Professor Rawwas twenty-one years ago when I started at the University of Northern Iowa as a brand-new assistant professor. His mentorship and help, especially in the way of research, helped me understand the research world, and gain enough publications to help me earn the rank of associate professor. Later, as I became the Head of the Marketing Department, Mohammed supported and helped me whenever I needed it. Professor Rawwas showed he was more than just a great mentor in research, he was also a supportive faculty member in the marketing department. Additionally, Professor Rawwas was a solid teacher, and his classes were rigorous and meaningful to the students.

Professor Rawwas helped with the international recognition of the university of Northern Iowa by serving as a Fulbright Scholar in multiple countries and acting as a visiting professor in many other countries. In each of these endeavors, Professor Rawwas successfully collaborated with scholars from these countries publishing research journal articles. Additionally, Professor Rawwas shared his expertise and knowledge with students around the world.

One aspect of Professor Rawwas that will always impress me is his ability to publish quality research. Even in the year he is retiring, his submission to the *Journal of Advances in Management Research*, was accepted November 1, 2024. Professor Rawwas is a tireless worker in research and required the same level of work ethic from his students. Professor Rawwas' work was recognized by the university multiple times, such as receiving the James Lubker Research Creativity Award for the academic year of 2015-2016, the University Distinguished Scholarship Award for the academic year of 2016-2017, and the CBA Distinguished Scholarship Award for the academic year of 2017-2018. Rounding out the awards, Professor Rawwas received the Board of Regents Award for Faculty Excellence in 2007, the most prestigious academic award in the State of Iowa.

If you have any questions regarding the work of Professor Rawwas, please feel free to email me at matthew.bunker@uni.edu or call me at 319/273-6947.

Sincerely,



Matthew Bunker, Ph.D.
Professor of Marketing & Entrepreneurship
Former Head of the Department of Marketing & Entrepreneurship