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Current Address: Amman - Jordan

Samer Hamadne

Academic Qualifications

- 2019** **PhD in Business Management (Marketing)**
Edinburgh Business School, Heriot-Watt University, Scotland, UK.
Title of PhD: “*Value co-creation trajectories of customer solutions: The impact of low customer readiness and Arabian business culture*”.
Supervisors: (Dr Nigel Caldwell and Prof. Babak Taheri).
- 2013** **MBA Marketing**
The University of Jordan, GPA 3.50 out of 4, Amman – Jordan.
- 2009** **Bachelor of Marketing**
The University of Jordan, GPA 3.40 out of 4, Amman – Jordan.

Academic Experience and Activities

December 2019 – Present **Assistant professor of Marketing, School of Business – University of Jordan, Amman**

- Teaching the following modules: Business to Business Marketing, Marketing Channels Management and Principles of Marketing, Sales Management, Marketing Strategy.
- Assessing students’ written assignments and offering formative and summative feedback.

2015 – 2019 **Teaching, Edinburgh Business School, Heriot-Watt University, Scotland, UK**

- Tutoring the following modules: Consumer Behaviour, Fundamentals of Marketing, Project Management and Marketing Perspectives.
- Delivered several guest lectures in the marketing field including *Marketing Channels* and *Business Marketing*.
- Supervised students’ dissertations at the bachelor and MSc levels in the field of marketing and business management.

Academic Conferences

- 2018** **The 6th International Conference on Contemporary Marketing Issues**
Presented a paper titled “*Value co-creation in B2B customer solutions: An Arabian Perspective*”. June 27-29, 2018 Athens, Greece.

- 2018** **European Marketing Academy (EMAC)**
Presented a paper titled “*Sources of value co-destruction in solutions marketing: A customer and provider perspective*”.
University of Strathclyde, Glasgow, UK, June 1st 2018.
- 2017** **European Operations Management Associations (EurOMA)**
Presented a paper titled “*Customer solutions: Does a non-western context matter? Empirical evidence from Jordan*”. Edinburgh, UK, July 5th 2017.
- 2017** **Business and Management PhD Colloquium**
Presented an abstract titled “*Value co-creation in technology-based service solutions: Empirical Evidence from Jordan’s (B2B) market*”. The School of Management, University of St Andrews, Scotland, UK, March 23rd 2017.
- 2016** **Doctoral Colloquium on Service Management**
Presented an abstract titled: “*Offering B2B Customer Solutions from developing economies perspective: Empirical Evidence from Jordan*”. The University of Edinburgh, Business School, Scotland, UK, October 28th 2016.

Certificates

Completed Learning Enhancement and Development Skills Programme LEADS 1 and LEADS 2, 2017.

Publications

- Al Kurdi, B., Alshurideh, M.T., Akour, I., Alzoubi, H.M., Obeidat, Z.M., Hamadneh, S. and Joghee, S., 2023. **Factors affecting team social networking and performance: The moderation effect of team size and tenure**. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), p.100047
- Alshurideh, M.T., Al Kurdi, B., Alzoubi, H.M., Akour, I., Obeidat, Z.M. and Hamadneh, S., 2023. **Factors affecting employee social relations and happiness: SM-PLUS approach**. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), p.100033.
- Alshurideh, M.T., Al Kurdi, B., Alhamad, A., Hamadneh, S., Alzoubi, H.M. and Ahmad, A., 2023. **Does social customer relationship management (SCRM) affect customers’ happiness and retention. A service perspective**. *Uncertain Supply Chain Management*, 11, pp.277-288.
- Hamadneh, S., Alshurideh, M., Akour, I., Kurdi, B. and Joghe, S., 2023. **Factors affecting e-supply chain management systems adoption in Jordan: An empirical study**. *Uncertain Supply Chain Management*, 11(2), pp.411-422.
- Kurdi, B., Alzoubi, H., Alshurideh, M., Alquqa, E. and Hamadneh, S., 2023. **Impact of supply chain 4.0 and supply chain risk on organizational performance: An empirical**

evidence from the UAE food manufacturing industry. *Uncertain Supply Chain Management*, 11(1), pp.111-118.

- Alshurideh, M., Al-Hadrami, A., Alquqa, E., Alzoubi, H., Hamadneh, S. and Kurdi, B., 2023. **The effect of lean and agile operations strategy on improving order-winners: Empirical evidence from the UAE food service industry.** *Uncertain Supply Chain Management*, 11(1), pp.87-94.
- Alshurideh, M., Alquqa, E., Alzoubi, H., Kurdi, B. and Hamadneh, S., 2023. **The effect of information security on e-supply chain in the UAE logistics and distribution industry.** *Uncertain Supply Chain Management*, 11(1), pp.145-152.
- Al-kharabsheh, S., Attiany, M., Alshawabkeh, R., Hamadneh, S. and Alshurideh, M., 2023. **The impact of digital HRM on employee performance through employee motivation.** *International Journal of Data and Network Science*, 7(1), pp.275-282.
- Alshurideh, M.T., Al Masaeid, T., Alzoubi, H.M., El Khatib, M., Ghazal, T.M., Hamadneh, S., Al-Dmour, N.A. and Sattar, O., 2022. **Components Determining the Behavior and Psychological impact of Entrepreneurship among Higher Vocational Students.** *Journal for ReAttach Therapy and Developmental Diversities*, 5(2s), pp.189-200.
- Alolayyan, M., Al-Rwaidan, R., Hamadneh, S., Ahmad, A., AlHamad, A., Al-Hawary, S. and Alshurideh, M., 2022. **The mediating role of operational Flexibility on the relationship between quality of health information technology and management capability.** *Uncertain Supply Chain Management*, 10(4), pp.1131-1140.
- Alshurideh, M., Kurdi, B., Alzoubi, H., Obeidat, B., Hamadneh, S. and Ahmad, A., 2022. **The influence of supply chain partners' integrations on organizational performance: The moderating role of trust.** *Uncertain Supply Chain Management*, 10(4), pp.1191-1202.
- Hasan, O., McColl, J., Pfefferkorn, T., Hamadneh, S., Alshurideh, M. and Kurdi, B., 2022. **Consumer attitudes towards the use of autonomous vehicles: Evidence from United Kingdom taxi services.** *International Journal of Data and Network Science*, 6(2), pp.537-550.
- Shamout, M., Ben-Abdallah, R., Alshurideh, M., Alzoubi, H., Kurdi, B.A. and Hamadneh, S., 2022. **A conceptual model for the adoption of autonomous robots in supply chain and logistics industry.** *Uncertain Supply Chain Management*, 10(2), pp.577-592.
- Hamadneh, S., Pedersen, O., Alshurideh, M., Al Kurdi, B. and Alzoubi, H.M., 2021. **An investigation of the role of supply chain visibility into the Scottish blood supply chain.** *J. Legal Ethical & Regul. Issues*, 24, p.1.
- Hamadneh, S., Keskin, E., Alshurideh, M., Al-Masri, Y. and Kurdi, B., 2021. **The benefits and challenges of RFID technology implementation in supply chain: A case study from the Turkish construction sector.** *Uncertain Supply Chain Management*, 9(4), pp.1071-1080.
- Hamadneh, S., Hassan, J., Alshurideh, M., Al Kurdi, B. and Aburayya, A., 2021. **The effect of brand personality on consumer self-identity: the moderation effect of**

cultural orientations among British and Chinese consumers. *Journal of Legal, Ethical and Regulatory Issues*, 24, pp.1-14.

Industry Experience

- 05/2014 – 07/2015** **Senior Marketing Officer, Jordan Free Zones Company**
Planning and promoting opportunities and advantages of investment to both domestic and foreign investors.
- 08/2012 – 04/2014** **Account Manager, Orange Telecommunications, Jordan**
Duties
- Advice on forthcoming product developments and discussing special promotions.
 - Develop, maintain and handle customers' complaints and enquires as well as communicate with them the different customer retention actions.
 - Maintain customer database by using the CRM System to register leads.
 - Arrange meetings with potential customers.
 - Monitor sales activity and performance to achieve sales target.
- 02/2010 – 07/2012** **Field Sales Advisor, Orange Telecommunications, Jordan**
Duties
- Executing sales opportunities from telesales centre.
 - Apply cross and up-selling techniques.
 - Monitor sales activity and performance to achieve sales target.
 - Send contracts back to risk and activation.

Achievements

Awarded a number of best achiever certificates in sales recognition, 2009 – 2012, Orange, Jordan.

Professional Training Courses

- 03/2018** **Common Purpose**
Completed the *Common Purpose Global Leader Experience*, Edinburgh – UK.
- 08/2014** **Golden Gloss**
Completed statistical analysis workshop using SPSS, Amman – Jordan.
- 08/2013** **Orange Sales Academy**
Completed a training course that addresses negotiation skills, Amman – Jordan.
- 06/2013** **Optimal Training**

Attended and completed a course focusing on creativity and innovation in the workplace, Amman – Jordan.

05/2010

Business Eye Council

Completed a course regarding advanced selling techniques, Amman – Jordan.

Languages

- Arabic (native proficiency)
- English (full professional proficiency)