

Farah Malak Shishan

Personal Profile

I am an ambitious, creative, and detail-oriented thinker with the ability to meet the tightest of deadlines. I am a passionate researcher and a teacher with industry experience in the discipline of Marketing. I completed my doctoral degree at the University of Nottingham Business School, UK in 2019. My research interest is focused on service innovation as it relates to resource utilization and integration for small to medium size independent firms in relation to service innovation using qualitative methods. Ultimately, my goal is to better explain how service innovation can be leveraged to drive more dynamic innovation in firms.

While obtaining my Master degree, I have researched the attributes that influence the continuance intention of Mobile shopping using quantitative methods. Therefore, I have covered quantitative and qualitative methodologies. Furthermore, I have gained academic and industry experience while working in Jordan and in the UK, I have demonstrated knowledge in delivering some tutorials in the University of Nottingham.

Academic Qualifications

PhD in Marketing – started Oct. 2014 – Oct. 2019

- Supervisors: Professor Helen Perks and Professor Scott McCabe.
- University: The University of Nottingham Business School, UK (Russell Group University, ranked as a top 100 university in the QS world ranking list).

Master of Business Administration/ Marketing

- University of Jordan, GPA rating (3.94/4.0),
- Successfully completed with Excellent rating

B.Sc. in Marketing

- University of Jordan, GPA rating (3.76/4.0),
- Successfully completed with a second-class Excellent rating

Professional Qualifications/Trainings

- Completed Small group teaching course, Nottingham University (2015).
- Statistical Analysis Workshop (SPSS), University of Jordan (2012).
- Leadership training with Jordan River foundation¹ (2010).
- "DiSC Solving People Puzzle" course, describes the principles of discovering the strengths and weaknesses of personality styles (2007).
- Speaker in Monte Carlo Radio station (2005-2006).

Publications

- Al-Weshah, G.A., Kakeesh, D.F. & Shishan, F., 2023. Integrating Electronic Customer Relationship Management and Artificial Intelligence: A Theoretical Foundation for Marketing Intelligence in the Service Industry. *Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence*, pp.73-104.
- Al-Mawali, H., Al Natour, A.R., Zaidan, H., Shishan, F. & Rumman, G.A., (2022). Examining the Factors Influencing E-Tax Declaration Usage among Academics' Taxpayers in Jordan. *Informatics*, 9 (4), p. 92.
- Shishan, F., Mahshi, R., Al Kurdi, B., Alotoum, F.J. & Alshurideh, M.T. (2022). Does the Past Affect the Future? An Analysis of Consumers' Dining Intentions towards Green Restaurants in the UK. *Sustainability*, 14(1), p.276.
- Al-Okaily, M., Al Natour, A.R., Shishan, F., Al-Dmour, A., Alghazzawi, R. & Alsharairi, M. (2021). Sustainable FinTech Innovation Orientation: A Moderated Model. *Sustainability*, 13(24), p.13591.
- Alzoubi, H., Alshurideh, M.T, Akour, I., Shishan, F., Aziz, R., & Al Kurdi, B. (2021) Adaptive intelligence and emotional intelligence as the new determinant of success in organizations. An empirical study in Dubai's real estate. *Journal of Legal, Ethical and Regulatory Issues*, 24(6), 1-15.
- Dmour, H.H., Alshurideh, M., & Shishan, F. (2014). The Influence of Mobile Application Quality and Attributes on the Continuance Intention of Mobile Shopping. *Life Science Journal*, 11(10).

Accomplishments/ Conferences

- Shishan, F., Hmoud, H., Zaidan, H. & Qasem, Z. (2021). The innovation resistance theory: the case of cryptocurrencies. *proceedings of International Conference on Global Economic Revolutions: The Era of the Digital Economy: ICGER*. Bahrain: Bahrain.
- Participated in "Proceedings of the Third East-West Dialogue on Tourism and the Chinese Dream" in November 2017.
- Participated in "The 5th Naples Forum on Service" in June 2017.
- Have been awarded the best PhD paper and presentation at the Society for the Advancement of Management Studies workshop on "Service Innovation in Emerging Markets" held at Loughborough University on 25th – 26th January 2017.
- Participated in "Midlands Regional Doctoral Colloquium" held at Aston University – in 2016.

Employment

- Director of Alumni Relations, International Program, Alumni, & Marketing Unit, The University of Jordan (May 2022-September 2023)
- Part-time Assistant Professor, Department of e-marketing and social media, Princess Sumaya University for Technology (March 2022- June 2022)

- Assistant Dean for Development and Quality Assurance Affairs: School of Business, The University of Jordan (September 2020 - September 2022)
- Assistant Professor, Department of Marketing, University of Jordan (started March 2019- present)
- Sessional Tutor for Business Management, Business Organization, and Economics at University of Nottingham International College (2019)
- Tutorial Assistant for undergraduate students in Sustainable Business Challenge module, University of Nottingham (2018)
- Tutorial Assistant for undergraduate students in New Product and Service Development module, University of Nottingham (2018)
- Workshop Tutor for MSc Marketing students in New Product/Service Development and Management module, University of Nottingham in March, (2016 and 2018).
- Lecturer, Department of Marketing, University of Jordan (2013-2014).
Teaching Consumer Behavior and Integrated Marketing Communication in Promotion and Advertising for undergraduate students, University of Jordan.
- Teaching Assistant, Department of Marketing Department, University of Jordan (2011- 2013).
- Six different short-term projects-based contracts with 16th of May² (2009-2013).

Volunteer experience

- Took part in the Business School- Doctoral Society in my second year (2015/2016). We organized many social and academic events to help fellow PhD.
- Volunteered with Jordan River Foundation to be part of civil society and help in social development.
- Member of light and faith organization. (Starting from March 2009). It is an organization which serves people with physical and mental disabilities.
- Participated in youth summer camps as a leader in Jordan (2006-2013).
- Volunteering with INJAZ³ and assisting in its Job Fair.

Additional Skills

Ability to use basic office software such as Word, PowerPoint, Excel and research software packages such as NVivo and SPSS.

References available on request

1. The Jordan River Foundation (JRF) is a Jordanian non-profit, non-governmental organization (NGO) established in 1995 and Chaired by Her Majesty Queen Rania Al Abdullah. Its main programs are child safety and Community Empowerment.
2. 16th of May is a local company that is specialized in designing local and international entertainment events. I assisted my team in planning and designing important events, such as STOMP- which is a famous British Band of talented performers- Kids Expo, which is a popular exhibition for kids that is designed on yearly basis.
3. Injaz is a non-profit organization that seeks to educate and inspire young people to succeed in a global economy.