
Zu'bi M.F. Al-Zu'bi, Ph.D. , FHEA

Abridged Curriculum Vitae

University of Jordan
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Jordan

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Career

2013- Present

**Dean, School of Business
University of Jordan**

Amman, Jordan

Overseeing the strategic direction of the faculty; the strategy development, execution, and application

2011 –2013

**Chairman, Business Management Department
University of Jordan**

Amman, Jordan

In addition to managing the day to day responsibilities of the position, lecturing postgraduate and undergraduate courses, specifically Operations Research, Quality Management Systems, Production & Operations Management, and Supply Chain Management.

2009 – 2011

**Assistant Dean, Faculty of Business
University of Jordan**

Amman, Jordan

Supporting the Dean in the daily running of the faculty and following up on the execution of the strategic plans set up by the faculty council. In addition, proposing community act initiatives to increase the collaboration between the faculty and the local community, private sector, and international organizations.

September 2004 – November 2008

**Lecturer
Durham Business School, Durham University**

Durham, UK

Taught undergraduate and Masters courses in Business Research Methods, Operations Management and Supply Chain Management while a PhD student at the University.

September 2003- September 2004

**Lecturer
University of Jordan**

Amman, Jordan

Lecturing undergraduate courses, specifically in Strategic Management, International Business, and Production/Operations Management

September 1999 –September 2003

**Business Studies Head of Department
New English School**

Amman, Jordan

New English School is one of Jordan's leading private schools. Coordinated and supervised the delivery of the new syllabus for O and A level students, taught business and economics for grades 9-12, supervised all teaching within the department.

Education

Ph. D (Conferred January 2009)

School of Business, Durham University

Durham, UK

Supervisors: Professor Timothy Clark and Senior Lecturer Christos Tsinopoulos

Thesis title: *Collaboration in mass customisation: Exploring the impacts of suppliers and lead users*

President of Ustinov College (Graduate Society) for two years.

MBA (2002)

University of Jordan

Amman, Jordan

Masters of Business Administration, ranked first of 2002 class. Received 3 merit -based financial awards, and carried out 4 empirical studies (Class A Research).

BA (1995-1999)

Mu'tah University

Karak, Jordan

Bachelor of Arts, majoring in Business Administration, ranked second of 1999 class.

Headed the student council for 2 consecutive years, Deans list 4 times, received 2 merit-based financial awards.

Academic and Professional Awards and Activities

2014 and 2015

Best Researcher Award

The University of Jordan

Won this award for two main criteria used: highly cited articles and high impact on practice and academia. The Award is both Financial and Recognition; the financial aspect has been used to cover future research in the area of Operations Management and the certificate has been used to improve the visibility of the research conducted.

2011-2012

Co-author

Pearson Education

Wrote Arab world edition of Pearson's *Management* textbook, which is extensively used in tertiary education around the world. This edition is rewritten (in English) with case studies and explanations that are more applicable for students in the twenty-one countries of the Arab world.

2010 – Present

Associate Editor

International Journal of Management and Business

Maryland, USA

2010 – Present

Reviewer

Peer-reviewer of journal articles for the Academy of Management Journal (AMJ) and the Journal of Production Planning and Control (PPC)

2009 – Present

Adjunct Professor

Council of International Educational Exchange

Amman, Jordan

Lecture undergraduate and postgraduate exchange students from the US in economic policy.

2009

Fellow of the Higher Education Academy

London, UK

First Jordanian to hold this fellowship

The Higher Education Academy (HEA) is a UK-based organization responsible for enhancing teaching and supporting learning in higher education.

Publications

Books: Jay H. Heizer, Barry Render, Zu'bi Al-Zu'bi, 2013, "Operations Management", Pearson Education Ltd, London

Al-Zu'bi, Z.M.F., 2010, "collaboration in mass customisation: Exploring the impacts of suppliers and lead users", VDM Verlag, Saarbrücken, Germany

Journal Articles :

1. Zu'bi M. F. Al-Zu'bi, (2016) Collaboration with Suppliers and Lead Users in New Product Development and Open Innovation: Empirical Evidence from Jordanian Companies. *Engineering Management Research*; Vol. 5, No. 1 <http://dx.doi.org/10.5539/emr.v5n1p32>
2. Zu'bi M. F. Al-Zu'bi, (2015) Examining the Impact of Lean Practices on Flexibility Performance: The Moderating Effect of Environmental Dynamism. *Engineering Management Research*, Vol 4, No 2, 54-69. <http://dx.doi.org/10.5539/emr.v4n2p54>
3. Al-Zu'bi, Z.M.F. (2016) Investigating the Effect of External Alliances on Innovation Behavior in the European Union Industrial Sector. *American Journal of Operations Research*, 6, 105-112. <http://dx.doi.org/10.4236/ajor.2016.62013>
4. Al-Zu'bi, Z.M.F., Tarawneh, E., Abdallah, A.B. and Fidawi, M.A. (2015) Investigating Supply Chain Integration Effects on Environmental Performance in the Jordanian Food Industry. *American Journal of Operations Research*, 5, 247-257. <http://dx.doi.org/10.4236/ajor.2015.54019>
5. Al-Ettayem, R. and **Al-Zu'bi, Z.M.F.**, 2015, Investigating the effect of total quality management practices on organizational performance in the Jordanian banking sector, *International Business Research*, 8(3): pp.1-12.

6. Shrafat, F; Akhorshaideh, A; Abdallah, A; Al-Zu'bi, Z, Understanding Formality and Informality in Information System Pre-evaluation (ISIE) Process: Examining Case Research from an Actor Network Theory ANT Perspective, *Journal of Management Research*, Vol 8, No1 (2015)
7. Shehadeh, R; Al-Zu'bi, Z; Abdallah, A; Maqableh, M; Investigating Critical Factors Affecting the Operational Excellence of Service Firms in Jordan; *Journal of Management Research*, Vol 8, No1 (2016)
8. AL-Syaidh, N.H.J., Masa'deh, R.M.T., and **Al-Zu'bi, Z.M.F.**, 2015, Transformational leadership and its impact on the effectiveness of employees' behavior in the public and private Jordanian hospitals, *Jordanian Magazine in Business Management*, 11(1): pp.-2357.
9. **Al-Zu'bi, Z.M.F.**, Alshurideh, M., Abuhamed, A., and Ghannajeh, A.M., 2015, A qualitative analysis of product innovation in Jordan's pharmaceutical sector, *European Science Journal*.
10. **Al-Zu'bi, Z.M.F.**, Awad, T., Al-Shami, M., and Rumman, G.A., 2015, Impact of trade liberalization on economic growth and the balance of trade: the case of Jordan, *Journal of Economic Issues*.
11. Abu-Assi, H.A., Al-Dmour, H.H., and **Al-Zu'bi, Z.M.F.**, 2014, Determinants of internet banking adoption in Jordan, *International Journal of Business and Management*, 9(12): pp.169-196.
12. Al-Dmour, R.H. and **Al-Zu'bi, Z.M.F.**, 2014, Factors motivating and inhibiting the practice of HRIS in business organizations: an empirical analysis, *International Business Research*, 7(7): pp.139-155.
13. Al-Duhaish, A., Alshurideh, M., Masa'deh, R., and **Al-Zu'bi, Z.M.F.**, 2014, The impact of the basic reference group usage on the purchasing decision of clothes (A field study of Saudi youth in Riyadh City), *Dirasaet*, 41(2): pp.205-221.
14. Al Hasan, R. and **Al-Zu'bi, Z.M.F.**, 2014, Evaluating the relationships between lean manufacturing dimensions and radical product innovation in the Jordanian pharmaceutical sector, *European Scientific Journal*, 10(28): pp.230-258.
15. **Al-Zu'bi, Z.M.F.** and Khamees, B.A., 2014, Activity-based costing vs theory of constraints: an empirical study into their effect on the cost performances of NPD initiatives, *International Journal of Economics and Finance*, 6(12): pp.157-165.

16. Tsinopoulos, C., and **Al-Zu'bi, Z.M.F.**, 2014, Lead users, suppliers, and experts: the exploration and exploitation trade-off in product development", *International Journal of Technology Marketing*, 9(1): pp.6–20.
17. Al-Dmour, R., Love S., and **Al-Zu'bi, Z.M.F.**, 2013, Factors Influencing the Adoption of HRIS Applications: A Literature Review, *International Journal of Management and Business Studies (IJMBS)*, 3(4).
18. Al-Dmour, H., **Al-Zu'bi, Z.M.F.**, and Kakeesh. D., 2013, The Effect of Services Marketing Mix Elements on Customer-Based Brand Equity: An Empirical Study on Mobile Telecom Service Recipients in Jordan, *International Journal of Business and Management*, 8(11).
19. Al-Dmour, H., **Al-Zu'bi, Z.M.F.**, and Fahmawi A., 2013, The Inference of the Characteristics of Pharmaceutical Drug Advertising upon the level of Physicians' Acceptance of Drugs in Jordan, *International Journal of Business and Management*, 8(9).
20. Sweis, R.J., El-Ghawi, H.J., Al-Saleh, N.A., **Al-Zu'bi, Z.M.F.**, and Obeidat, B.Y., Benchmarking of TQM: The Case of Hikma Pharmaceuticals Company, *Benchmarking: An International Journal*.
21. Al-Zu'bi, Z.M.F. and Tsinopoulos, C., 2012, An outsourcing model for lead users: an empirical investigation, *Production Planning & Control*, 1-10
22. Tsinopoulos, C. and Al-Zu'bi, Z.M.F., 2012, Suppliers versus lead users: examining their relative impact on product variety, *Journal of Product Innovation Management* 29(4): 667-680.
23. Dahiyat, S.E. and Al-Zu'bi, Z.M.F., 2012, The role of knowledge acquisition in facilitating customer involvement in product development: examining the mediation effect of absorptive capacity, *International Journal of Learning and Change*, 6(3-4): 171-206
24. Al-Zu'bi, Z.M.F., Jaara, O. and Alshurideh, M., 2012, Investigating the Effect of Foreign Direct Investment Technology Transfer on Mass Customization Capability in Jordan's Manufacturing Sector, *International Research Journal of Finance and Economics*, 1(94): 79-90
25. Al-Jarrah, I., Al-Zu'bi, Z.M.F., Jaara, O. and Alshurideh, M., 2012, Evaluating the impact of financial development on economic growth in Jordan. *International Research Journal of Finance and Economics*, 1(94): 123-139
26. Al-Azmi, N., Al-Lozi, M. and Al-Zu'bi, Z.M.F., 2012, Theoretical perspective on the relationship between patients' attitudes toward service quality and their satisfaction, *European Journal of Economics, Finance and Administrative Sciences*, 54: 13-24
27. Alkalha, Z., Al-Zu'bi, Z.M.F., Al-Dmour, H., Alshurideh, M. and Masa'deh, R., 2012, Investigating the effect of human resource policies on organizational performance: An

- empirical study on commercial banks operating in Jordan, *European Journal of Economics, Finance and Administrative Sciences*, 1(51): 94-102
28. Al-Zu'bi, Z.M.F., Al-Lozi, M., Dahiyat, S., Alshurideh, M. and Al Majali, A., 2012, Examining the effect of quality management practices on product variety, *European Journal of Economics, Finance and Administrative Sciences*, 1(51): 1-19
29. Sweidan, G., Al-Dmour, H., Al-Zu'bi, Z.M.F. and Al-Dmour, R., 2012, The effect of relationship marketing on customer loyalty in the Jordanian pharmaceutical industry. *European Journal of Economics, Finance and Administrative Sciences*, 53: 153-172
30. Hadad, A.E., Al-Dmour, H. and Al-Zu'bi, Z.M.F., 2012, Perceived service quality and customer satisfaction: an empirical investigation of the rebranded telecommunication companies in Jordan. *European Journal of Social Sciences*, 34(1): 118-137
31. Shannak, R.O., Ra'ed, M., Al-Zu'bi, Z.M.F., Obeidat, B.Y., Alshurideh, M. and Altamony, H. 2012, A theoretical perspective on the relationship between knowledge management systems, customer knowledge management, and firm competitive advantage. *European Journal of Social Sciences*, 32 (4): 520-532
32. Al-Zu'bi, Z.M.F. and Tsinopoulos, C., 2011. Suppliers versus lead users: Examining their relative impact on product variety. *Journal of Product Innovation Management*
33. Tsinopoulos, C. and Al-Zu'bi, Z.M.F., 2011. Clockspeed effectiveness of lead users and product experts. *International Journal of Operations and Production Management*, 32(9): 1097-1118

Conference Papers:

1. Al-Zu'bi, Z.M.F., 2012. Investigating the effects of process technologies on operational performance in Jordanian companies, *International Research Symposium on Interdisciplinary Approaches in Management, Engineering, and Technology*. Singapore, 7-8 December 2012
2. Al-Zu'bi, Z.M.F., 2012, Mass customization capability: where do we start, *19th International EurOMA Conference and 4th World POMS Conference*, Amsterdam, The Netherlands, 2-4 July 2012
3. Al-Zu'bi, Z.M.F., 2011. Examining the role of foreign direct investment in Jordan's economic development, *International Conference On International Trade And Investment*, Mauritius, 19-21 December 2011
4. Al-Zu'bi, Z.M.F., Shannak R., Tsinopoulos, C., 2009. A comparative study of the effects of collaborative partners on the allowance for customer input. *16th international EurOMA conference*; University of Goteborg, Sweden, 13-18 June 2009, EurOMA: Goteborg.

Training

My ten years' experience in consultation and training involves working with many governmental, private and non-governmental organizations. I have been contracted initially by the Food and Agriculture Organization-United Nation to provide consultancy to their operations in Iraq and training for their staff working between Jordan and Iraq. Training included supply chain management, logistics and project management. I have also provided training for private companies, civil servants, and employees of the government and military forces in the following areas:

- Project Management Techniques
- Complex decision Making Models
- Advanced Supply Chain Practices
- Quantitative Research Methods
- Negotiation skills
- Human resource management
- Conflict resolution
- Communications skills and presentation.