



DANA FAWZI KAKEESH

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Knowledge is an open field which does never end and comes through learning however you are old as it is a continuous process, enjoyable and wonderful for those people who like to grasp new things and learn more everyday. Do not stop learning, acquire the knowledge power and be unstoppable!.

EDUCATION

◦ 2016

PHD IN MARKETING - University of York/ UK

Areas of concentration: Branding, Services Marketing, Strategic Alliances, Airlines, Marketing Strategy

◦ 2008-2010

MBA/ MARKETING - University of Jordan/ Jordan

- GPA: 4.00/4.00 awarded with distinction

- Areas of concentration: Services Marketing, Telecommunication Companies Marketing Mix Strategies, Customer-Based Brand Equity

- **2004-2008** **BA IN MARKETING - University of Jordan/ Jordan**
 - GPA: 3.90/4.00 awarded with First-Class Honours
 - Areas of concentration: Services Marketing, Telecommunication Companies Marketing Mix Strategies, Customer-Based Brand Equity
- **2007-2008** **THE NATIONAL CERTIFICATE OF SECONDARY EDUCATION - THE GREEK CATHOLIC SCHOOL/ JORDAN**
 - GPA: 80.9/100
 - Areas of concentration: Scientific Stream

EMPLOYMENT

- **2016 - PRESENT** **ASSISTANT PROFESSOR OF MARKETING AT THE SCHOOL OF BUSINESS - UNIVERSITY OF JORDAN/ JORDAN**
 - Areas of concentration: Branding, Services Marketing, Strategic Alliances, Airlines Marketing Strategy
- **2018 – PRESENT** **TUTOR AT EDRAAK PLATFORM**
 - 1st Project: A 4-week online course about Marketing for Startups. (Expected launching date is 10th of September 2018).
- **2017 – PRESENT** **VOLUNTEER AND TRAINER AT ALL JORDAN YOUTH COMMISSION**
 - Talk and sessions about Marketing Science and how to market yourself in a number of Jordanian governorates.
- **2017 – PRESENT** **FOUNDING TEAM MEMBER OF ZARQA PREVENTION NETWORK WITHIN THE STRONG CITIES NETWORK**
 – The project has established six municipal-led “Prevention Networks” across Lebanese and Jordanian municipalities
- **2018 – PRESENT** **MEMBER OF ASSOCIATION OF JORDANIAN WOMEN ACADEMICs**
- **2016- 2018** **ASSISTANT DEAN FOR DEVELOPEMT AND QUALITY ASSURANCE AFFAIRS AT THE SCHOOL OF BUSINESS - UNIVERSITY OF JORDAN/ JORDAN**
- **2014-2016** **ONLINE STUDENT AMBASSODOR FOR THE MIDDLE EAST REGION - UNIVERSITY OF York/ UK**
- **2014-2015** **PHD STUDENT REPRESENTATIVE - THE YORK MANAGEMENT SCHOOL/ UK**
- **2013-2015** **COORDINATOR OF CEGBI PHD SEMINAR SERIES AT THE YORK MANAGEMENT SCHOOL/ UK**
- **2012-2014** **SOCIAL MEDIA REPRESENTATIVE OF YORK ARAB SOCIETY AT THE UNIVERSITY OF YORK/ UK**

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2008-2011 **TEACHING AND RESEARCH ASSISTANCE AT THE SCHOOL OF BUSINESS - UNIVERSITY OF JORDAN/ JORDAN**
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2007 **TELEMARKETER AT ORANGE TELECOMUNICATION COMPANY/ JORDAN**

CONFERENCES

- 22-23/March/2017 **GOVERNANCE AND ADMINISTRATIVE AND ECONOMIC DEVELOPMENT IN THE INSTITUTIONS: REALITY AND ASPIRATION - THE SCHOOL OF BUSINESS - UNIVERSITY OF JORDAN/ JORDAN IN COOPERATION WITH AL QUDS OPEN UNIVERSITY/ PALESTINE**
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18-19/JUN/2015 **CEGBI/CSWL SUMMER CONFERENCE - THE YORK MANAGEMENT SCHOOL/ UK**
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30/APR/2015 **RESEARCH/ING IN ASIA: CONCEPTS, VALUES AND PRACTICE – UNIVERSITY OF YORK/ UK**
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18/FEB/2015 **PHD STUDENTS SEMINAR SERIES - THE YORK MANAGEMENT SCHOOL/ UK**
- Given talk entitled: Brand Alliances in Today's Crowded Skies
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9-11/SEP/2014 **BRITISH ACADEMY OF MANAGEMENT ANNUAL CONFERENCE- UNIVERSITY OF ULSTER/ UK**
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8/SEP/2014 **BRITISH ACADEMY OF MANAGEMENT DOCTORAL SYMPOSIUM - UNIVERSITY OF ULSTER/ UK**
- Presented Paper entitled: Brand Alliances within the Airlines Industry.
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14-15/JUL/2014 **ANNUAL WHITE ROSE CONFERENCE “DOING RESEARCH THAT MAKES A DIFFERENCE” - THE YORK MANAGEMENT SCHOOL/ UK**
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30 JUN-1 JUL/2014 **CEGBI/CSWL/WRCEO SUMMER CONFERENCE - THE YORK MANAGEMENT SCHOOL/ UK**
- Given talk entitled: The Impact Strategy of Airlines' Alliances On the Brand Management Practices.
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29-28/JUN/2014 **THE ASSOCIATION OF BUSINESS HISTORIANS ANNUAL CONFERENCE- NEWCASTLE UNIVERSITY BUSINESS SCHOOL/ UK**
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20/MAY/2014 **THE WHITE ROSE DTC SPRING CONFERENCE 'IMPACT THROUGH ENGAGEMENT' UNIVERSITY OF SHEFFIELD/ UK**
-Presented poster entitled: The Effect of Strategic Alliance on Branding Strategies.
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13-14/JUN/2013 **CEGBI/CSWL SUMMER CONFERENCE - THE YORK MANAGEMENT SCHOOL/ UK**
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15-19/APR/2013 **THE YORK MANAGEMENT SCHOOL RESEARCH WEEK- THE YORK MANAGEMENT SCHOOL/ UK**
- Given talk entitled: Choosing and Implementing Your Method.
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1-4/MAY/2012 **RESEARCH POSTER PRESENTATION - THE YORK MANAGEMENT SCHOOL/ UK**
- Presented Poster entitled: The Impact of Strategic Alliances on Brand Management Practices of Airlines Industry in Developing Countries.

TEACHING EXPERIENCE

- **TOURISM MARKETING . PUBLIC RELATIONS . MARKETING CHANNELS MANAGEMENT . NEW PRODUCT DEVELOPMENT . BRAND MANAGEMENT . PRINCIPLES OF MARKETING. SOCIAL MEDIA FOR STARTUPS . SALES MANAGEMENT**

PROFESSIONAL DEVELOPMENT (MOOCS)

- **22/Aug/2017 – 19/Sep/2017** **BLENDED LEARNING COURSE – EDRAK PLATFORM**
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1/Feb/2018 – 10/ Mar/2018 **CUSTOMER CENTRIC MARKETING FOR ENTREPRENEURS – EDX PLATFORM**
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5/Mar/2018 – 3/Apr/2018 **MANGING ELECTRONIC PRODUCTS – EDRAK PLATFORM**
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27/Apr/2018 – 26/May/2018 **UX DESIGN – EDRAK PLATFORM**
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20/ Mar/2018 – 19/Apr/2018 **MANGING FREELANCE JOB – EDRAK PLATFORM**
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1-3/Jun/2018 **GOOGLE ANALYTICS – UDEMY PLATFORM**
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7/Jun/2018 – Present **CUSTOMER RELATIONSHIP MANAGEMENT – EDX PLATFORM**
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| 7/Jun/2018 – Present | ULTIMATE GOOGLE ADWORDS COURSE – UDEMY PLATFORM |
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TRAINING EXPERIENCE

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| 21/Oct/2017 | MARKETING 101 – ALL JORDAN YOUTH COMMISSION – SALT BRANCH |
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| 11/Jan/2018 | INTRODUCTION TO BLENDED LEARNING – UNIVERSITY OF JORDAN |
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| 16/Jan/2018 | MARKETING 101 – ALL JORDAN YOUTH COMMISSION – ZARQA BRANCH |
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| 18/JUL/2018 (agreed) | INTRODUCTION TO BLENDED LEARNING – UNIVERSITY OF JORDAN |
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| 20/Aug/2018 (agreed) | INTRODUCTION TO SALES MANGEMENT – AL-HIMMA ASSOCIATION FOR ARTS AND CRAFTS |
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TRAINING SESSIONS, SEMINARS, AND WORKSHOPS

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| 14/Sep/2018 | A SESSION ON BLENDED LEARNING FOR NEW FACULTY MEMBERS – ACCREDITATION AND QUALITY ASSURANCE CENTER - UNIVERSITY OF JORDAN |
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| 11/Jul/2018 | PLENARY SESSION ON BLENDED LEARNING – THE 4 TH INTERNATIONAL CONFERENCE FOR E-PUBLISHING – UNIVERSITY OF JORDAN |
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| 11-12 /Nov & 26 Nov/2017 | EDUCATIONAL MEDIA PRODUCTION TRAINING– EDRAAK PLATFORM |
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| 21-24/Oct/2017 | THE SECOND REGIONAL WORKSHOP ON PREVENTING EXTREMISM AND RADICALISATION GUIDANCE – THE STRONG CITIES NETWORKS |
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| 6/MAY/2017 | INTRODUCTION TO BLENDED LEARNING AS AN ALTERNATIVE EDUCATION APPROACH – THE UNIVERSITY OF JORDAN/JORDAN |
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3-6/APR/2017 **ERASMUS+ INTERNATIONAL STAFF WEEK 2017 - FACULTY OF ECONOMICS – THE UNIVERSITY OF LJUBLJANA, SLOVENIA**
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7/DEC/2016 **ROLE OF SOCIAL MEDIA IN HIGHER EDUCATION: TEACHING AND LEARNING – THE UNIVERSITY OF JORDAN/JORDAN**
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15-16/Nov/2016 **LEARNING OUTCOMES FOR ACADEMIC PROGRAMS – THE UNIVERSITY OF JORDAN/JORDAN**
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13/OCT/2016 **ASSESSMENT OF STUDENT LEARNING OUTCOMES – THE UNIVERSITY OF JORDAN/JORDAN**
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13/OCT/2016 **ASSESSMENT OF STUDENT LEARNING OUTCOMES – THE UNIVERSITY OF JORDAN/JORDAN**
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4/OCT/2016 **PREPARING THE SELF-STUDY REPORT OF THE QUALITY ASSURANCE CERTIFICATE – THE UNIVERSITY OF JORDAN/JORDAN**
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11/FEB/ 2016 **NETWORKING AND COLLABORATION – THE UNIVERSITY OF YORK/UK**
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5/FEB/2016 **CEGBI WORKSHOP “GLOBAL CHAINS, RETAIL REVOLUTIONS AND CONSUMER SOCIETIES” – THE YORK MANAGEMENT SCHOOL/ UK**
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4/JUN/2015 **PLANNING ASSESSMENT METHODS FOR ARTS, HUMANITIES AND SOCIAL SCIENCES’ STUDENT WORK – THE UNIVERSITY OF YORK/UK**
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28/MAY/2015 **PREPARING YOUR FUNDING PROPOSAL - WHAT GOES INTO A GRANT? – THE UNIVERSITY OF YORK/UK**
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24/APR/2014 **STRUCTURING AND DESIGNING SESSIONS – THE UNIVERSITY OF YORK/UK**
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19/MAR/2014 **PUBLIC ENGAGEMENT OF RESEARCH – THE UNIVERSITY OF YORK/UK**
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27/FEB/2014 **HIDDEN ASPECTS OF ACADEMIC PRACTICE – THE UNIVERSITY OF YORK/UK**
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25/FEB/2014 **AN INTRODUCTION TO TWITTER – THE UNIVERSITY OF YORK/UK**
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11/FEB/2014 **COMPLETING YOUR THESIS – THE UNIVERSITY OF YORK/UK**

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20/NOV/2013 **FRAMEWORK ANALYSIS USING NVIVO – UNIVERSITY OF SURREY/ UK**

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18/NOV/2013 **GETTING PUBLISHED IN THE ARTS, HUMANITIES, AND SOCIAL SCIENCES – THE UNIVERSITY OF YORK/UK**

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26/APR/2013 **WHOSE BUSINESS IS HERITAGE WORKSHOP - THE YORK MANAGEMENT SCHOOL/ UK**

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25/APR/2013 **WHAT IS KNOWLEDGE TRANSFER, AND WHAT DOES IT HAVE TO DO WITH MY RESEARCH? – THE UNIVERSITY OF YORK/UK**

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14/MAR/2013 **LEEDS DOCTORAL SEMINAR SERIES “QUALITATIVE RESEARCH: COLLECT, ANALYSE AND PUBLISH DATA” – LEEDS BUSINESS SCHOOL/ UK**

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7/MAR/2013 **GETTING PUBLISHED IN THE SCIENCES AND SOCIAL SCIENCES – THE UNIVERSITY OF YORK/UK**

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1/MAR/2013 **SOCIAL MEDIA – THE UNIVERSITY OF YORK/UK**

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21/NOV/2012 **POSTGRADUATE WHO TEACH RESIDENTIAL PROGRAM – THE UNIVERSITY OF YORK/UK**

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8/NOV/2012 **ADVANCES IN CASE STUDY RESEARCH WORKSHOP – MANCHESTER METROPOLITAN UNIVERSITY/ UK**

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7/NOV/2012 **BASIC PRESENTATION SKILLS – THE UNIVERSITY OF YORK/UK**

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31/OCT/2012 **CREATIVITY AND PROBLEM SOLVING – THE UNIVERSITY OF YORK/UK**

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27/SEP/2012 **ARCHIVAL RESEARCH – THE BORTHWICK INSTITUTE FOR ARCHIVES/ UK**

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22/JUN/2012 **WORKING ACROSS CULTURES – THE UNIVERSITY OF YORK/UK**

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19/APR/2012 **EFFECTIVE RESEARCHER – THE UNIVERSITY OF YORK/UK**

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7/MAR/2012 **WRITING A THESIS (NON-NATIVE SPEAKERS) – INTERDISCIPLINARY – THE UNIVERSITY OF YORK/UK**

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2/MAR/2012 **ENDNOTE – THE UNIVERSITY OF YORK/UK**

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16/FEB/2012 **MANAGING YOUR RESEARCH DEGREE – THE UNIVERSITY OF YORK/UK**

SKILLS AND EXPERIENCE

- **REVIEWING SKILLS** I have reviewed a number of Journal articles and books mainly in Journal of Business History Review and Kogan Page Publisher.

- **TRAINING SKILLS** I have the ability to design and deliver training courses on different marketing topics within my specialization.
* Please see the Training Experience Section.

- **APPLYING FOR RESEARCH GRANT** I have applied for a number of grants i.e. the Society for Advancement of Management (SAM) for the Marketing Group of the York Management School.

- **MANAGING QUALITY ASSURANCE AFFAIRS** As an assistant dean for quality assurance affairs, my duties are as follows:
 - Monitoring staff performance
 - Ensuring that school processes comply with standards of both national accreditation (ISO) and international accreditation (AACSB)
 - Specifying quality requirements and that includes all the documents, processes, and procedures.
 - Assessing staff and students requirements that are related to the development and quality assurance affairs and ensuring that these are met
 - Writing reports and preparing documents to the Accreditation and Quality Assurance Centre at the University of Jordan
 - Acting as a catalyst for change and improvement in performance and quality
 - Recording, analyzing and distributing statistical information

- **TEACHING SKILLS** I have taught a number of courses as follows:
 - Principles of Marketing
 - Principles of Management
 - Consumer Behavior
 - New Product Development
 - Services Marketing
 - Tourism Marketing
 - Public Relations in Marketing

- **ASSISTING IN RESEARCH** I was a research assistant for a number of researchers in Jordan and UK. The main skills I have acquired are:
 - Archival work,
 - Data Management.
 - Extracting data from MS Access database.
 - SPSS ANALYSIS.
 - Questionnaire Design.

- **COORDINATING STUDENTS' ASSESMENT** Taking the charge of undertaking continuous comprehensive students assessment and evaluation for both offline and online.

- **SUPERVISING PROJECT** I have supervised a number of research project for undergraduate students at the University of Jordan. In addition, I have supervised a graduation project for Jubilee school's students entitled "Repositioning of Jordanian Industrial Products & Marketing them in the Jordanian Market".
- **COMPUTER SKILLS** I have a strong ability in using computer and applying different software programs.
- **SOFT SKILLS** I have the ability and capability to form a strong Liaison with the management team in work to guarantee the efficiency, and smoothness of work's flow.

AREAS OF INTERESTS

- DESTINATION BRANDING . AIRLINES MARKETING STRATEGIES . QULITATIVE RESEARCH . QUALITATIVE DATA ANALYSIS USING NVIVO SOFTWARE . BUSINESS-TO-BUSINESS . SERVICES MARKETING . TOURISM MARKETING . BLENDED LEARNING AND E-LEARNING TEQNIQUES.

PUBLICATIONS

- Hani Al-Dmour, Zubi Al-Zu'bi. and Dana Kakeesh. (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. Vol. 8, No. 11. p13.
- Dana Kakeesh. (2016) *The Impact of Strategic Airlines Alliances on Brand Management Practices: The Case of Royal Jordanian Airlines in Oneworld Alliance*. PhD thesis, University of York.
- Tamdour Shatnawi, Laila Ashour and Dana Kakeesh. *Investigating the impact of atmospherics and online flow cues on visiting intentions: the case of Jordan' virtual tourist centre*. ([Accepted by International Journal of Electronic Marketing and Retailing by Inderscience Publishers](#))
- Ala'Eddin Ahmad and Dana Kakeesh. *Analysis of the Software Components of Tourism Quality on Tourist Satisfaction: the Case of the Jordanian Tourism Industry* ([Submitted to the Journal of Global Marketing by Routeledge/Taylor and Francis group on April 7, 2018](#))
- Dana Kakeesh and Ala'Eddin Ahmad. (Expected-2018) *Measuring Guest Experience Using E-Service Flower: An insight from the Hotel Industry*. ([under work manuscript](#))
- Eatedal Ahmed Amen and Dana Kakeesh (Expected-2018) *The Influence of Online Restaurants' Ratings and Reviews on Brand Awareness and Purchase Intention*. ([Under work manuscript](#))

- Ala'Eddin Ahmad and Dana Kakeesh. (Expected-2019) *The 10As as of a Successful Competitive Destination: A Hotel Industry Perspective*. ([under work manuscript](#))

AWARDS

- **MAY/2014** **FIRST RUNNER UP** in White Rose DTC Poster Competition AT University of Sheffield/ UK
- **JAN/2011** PhD **MERIT-BASED SCHOLARSHIP**.
- **JUN/2011** The University of Jordan **PRESIDENT'S LIST**.
- **JUN/2011** The Faculty of Graduate Studies **DEAN'S LIST**.
- **SEP/ 2008** MBA **MERIT-BASED SCHOLARSHIP**.
- **JUN/2008** The School of Business **DEAN'S LIST**.
- **JUN/2008** Marketing Department **HEAD'S LIST**.
- **JUN/2008** Prize of Abd Al Hamid Shoman for **DISTINGUISHED ACADEMIC PERFORMANCE** of Business Student.
- **MAY/2008** Prize of The School of Business Dean for **DISTINGUISHED ACADEMIC PERFORMANCE**.
- **MAY/2007** Marketing Department **HEAD'S LIST**.
- **MAY/2006** Marketing Department **HEAD'S LIST**.
- **MAY/2005** Marketing Department **HEAD'S LIST**.

REFERENCES

- **Prof. Teresa da Silva Lopes**
Full Professor of Marketing
Director of the Centre for Evolution of Global Business and Institutions (CEGBI)
The York Management School
The University of York, UK.
- Email: teresa.lopes@york.ac.uk
 - **Prof. Rifat O. Shannak**
Professor of Management Information Systems
Dean of Jordan University Business School (JUBS)
University of Jordan, Amman, Jordan.
- Email: rshannak@ju.edu.jo
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- **Mr. Abdul Raheem Zawahreh**
Director-General of All Jordan Youth Commission
- Email: azwahreh@ajyc.jo

 - **Dr. Ala`Eddin Ahmad**
Associate Professor
Faculty of Economics and Administration
King Abdulaziz University, KSA.
- Email:aladdin.a.n@hotmail.com

 - **Dr. Ehimen Ejodame**
Assistance Professor
Head of Supply Management Department
Air Force Institute of Technology, Nigeria.
- Email: eaejodame@yahoo.com
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