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***EDUCATION:***

- **2011-2014:** A Doctor of Philosophy in Marketing

“Beware the Fury of the Digital Age Consumer, Online consumer revenge: A cognitive appraisal perspective”.

Durham Business School, Durham University

- **2008-2010:** Masters degree in Marketing,

“The Factors Influencing Jordanian housewives participation in boycotting campaigns”

Faculty of Business Administration , The University of Jordan.

- **2004-2008:** Bachelor degree in Marketing

Faculty of Business Administration, The University of Jordan.

***TEACHING & WORK EXPERIENCE:***

- **2017** (September-present): Chairman of the Marketing Department, The University of Jordan.
- **2015** (January-present): Assistant Professor in Marketing, (Marketing Research), (Principles of Marketing), (International Marketing), (Consumer Behaviour), (Relationship Marketing), (Advertising), (Marketing Strategy), (Service Marketing), (Contemporary issues in Marketing) The University of Jordan.
- **2015-2016** (September-June): Part time Lecturer (Marketing Research), Princess Sumaya University for Technology
- **2014** (January-June): Part time Lecturer (Marketing science), Durham University.
- **2013-2015:** Social media & Marketing consultant at **Eventia** “Wedding planning and event Management”.
- **2008-2010:** Employee at the Social Security Corporation, Amman, Jordan.

### ***RESEARCH INTERESTS:***

My principal research interest lies in the area of consumer behavior and in particular dysfunctional consumer behavior. In addition, I am very interested in researching the issues that seem to be troubling the Jordanian consumer and Citizens in general.

Within my research, I adopt both qualitative and quantitative approaches in addition to a number of statistical analysis techniques using SPSS and AMOS. My future research plans are to further investigate the influence of the internet and its social media platforms on consumers' responses after a service failure. In addition to further developing models and tools that will benefit consumers and service firms in improving the quality of their services and recovery actions. I have a particular knowledge and interest in the areas of consumer behavior, service marketing, and digital marketing and Consumer Rights.

### ***RESEARCH SKILLS:***

- Qualitative research
- Quantitative research
- SPSS software & techniques
- AMOS software & techniques including (Moderation, Mediation, and Model fits)
- Service marketing
- Consumer behavior and Misbehavior
- Digital Marketing & the use of Social Media
- Consumer Rights & Consumer Protection
- The issues facing the Jordanian youth

### ***RESEARCH OUTPUTS:***

- ***Publications in International Conferences:***

Obeidat, Z.M., Xiao, S.H., Gopalkrishnan, I., and Nicholson, M. (2016) "CUSTOMER ONLINE REVENGE BEHAVIOR: A CROSS-CULTURAL EXAMINATION" *presented at the* Academy of Marketing Science Annual Conference, Florida, United States of America (May, 2016).

Pelet, J. E., Taieb, B., Massarini, M., Mouelhi, N. B. D., Mishra, P., Obeidat, Z. M., & Zukowska, J. (2017). Impact of M-Commerce Website Design on Consumers' Behavioral Intentions: An Empirical Study of Age as a Moderating Influence. In *Marketing at the Confluence between Entertainment and Analytics* (pp. 111-124). Springer, Cham.

Obeidat, Z.M., and Xiao, S.H. (2014) "Why Do Consumers get revenge online: a cross-national examination" *presented at the EMAC 2014 Conference, in Valencia, Spain.* (June, 2014).

Obeidat, Z.M., Xiao, S.H., and Gopalkrishnan, I. (2014) "Antecedents and Moderators of Customer Online revenge Intentions: A Cross National Examination" *presented at the Marketing EDGE Direct/Interactive Marketing Research Summit in San Diego, United states of America* (October, 2014).

Obeidat, Z.M., and Xiao, S.H. (2013) "Online Consumer Revenge: Forms & Causes" *presented at the EMAC 2013 Conference, in Istanbul, Turkey.* (June, 2013).

- ***Publications In International Journals***

Obeidat Z.M., Obeidat, M., and Obeidat, A.M. (2015) "Wasteful consumption of bread: its levels, sources, and possible solutions: A case study of Jordan", *European Journal for Business and Management*, 7(15): 163-168.

Obeidat Z.M., (2015) "Youth Unemployment in Jordan: Causes & Solutions" *International Journal of Business Research*, 15(3): 77-90. Available online at: <http://dx.doi.org/10.18374/IJBR-15-3.7>

Obeidat Z.M., Obeidat, M., Xiao, S.H., and Obeidat, A.M., (2016) "Jordanians Economic challenges & Aspirations: An Empirical Examination" *International Journal of Business & Economics Research*, 5(3): 29-37. Available online at: [doi: 10.11648/j.ijber.20160503.11](https://doi.org/10.11648/j.ijber.20160503.11)

Alshurideh, M., Al Kurdi, B.H., Vij, A., Obeidat, Z., and Naser A. (2016). "Marketing Ethics and Relationship Marketing - An Empirical Study that Measure the Effect of Ethics Practices Application on Maintaining Relationships with Customers", *International Business Research*, 9(9):78-90

Obeidat, A.M., Obeidat, Z.M., and Obeidat, M.I. (2016). "The Value System of Youths in Jordan: Implications for Human Resource & Marketing Managers", *International Journal of Business and Management*, (11), 10: 162-171.

Obeidat, Z.M., Xiao, S.H., Gopalkrishnan, I. and Nichleson, M. (2017) "Consumer Revenge using Online and Social Media: An Examination of the Role of Service Failure Types and Cognitive Appraisal Processes", *Psychology and Marketing*, 34, (4):496-515.

ALDweeri, R, Obeidat, Z.M., Al-dwiry, M.A., Alshurideh, M., and Alhorani, A.M. (2016). "The Impact of E-service Quality and E-loyalty on Online Shopping: Moderating Effect of E-satisfaction and E-trust". *International Journal of Marketing Studies*. 9(2): 92:103

Masa'deh, R., Obeidat Z.M., Maqableh, M., and Shah, M., (2018). " The Impact of Business Intelligence Systems on an Organization's Effectiveness: The Role of Metadata Quality from a Developing Country's View" *International Journal of Hospitality and Tourism administration*, 20:5: 1-22.

Obeidat, Z.M., Xiao, S.H., Qasem, Z., Aldweeri, R., and Obeidat, A.M. (2018). "Social Media Revenge: A Typology of Online Consumer Revenge" *Journal of Retailing and Consumer Services*, 45: 239-255

Al-dweeri, R., Ruiz Moreno, A., Montes, F. J., Obeidat, Z., and Al-dwairi, K. (2018). "The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing" *Industrial Management and Data Systems*,

### ***HONORS, ACTIVITIES, & SOCIETIES:***

- Member of the University of Jordan Higher Marketing committee 2018-present
- Coordinator of the University of Jordan Marketing Plan for the years 2018-2021
- Member of the University of Jordan business school scientific research committee 2017-present
- Member of the University of Jordan business school postgraduate committee 2017-present
- Member of the University of Jordan business school study plans committee 2017-present
  
- Coordinator of the bachelor degree marketing plan, University of Jordan. 2015-present
- Coordinator of the University of Jordan strategic Marketing Plan 2018-present
- Coordinator of the business school strategic Marketing & Branding plan, University of Jordan 2016-2017.
- A Reviewer for the European Marketing Academy (EMAC) 44 Annual Conference, Leuven, Belgium.
- A Reviewer for the AMA- American Collegiate Retailing Association Triennial Conference in Coral Gables (2015).
- Chair, European Marketing Academy (EMAC) 42 Annual Conference June 2013 Track "Social responsibility, ethics, & consumer protection".
  
- Nominee of the best doctoral thesis award at Durham university business school (2015/2016).
  
- Member of the Jordanian society for consumer protection (2004- Present ).
  
- Member of the Jordan University student council (2005-2006).

### ***REFERENCES:***

Dr. Sarah Hong Xiao

Durham University Business School

Professor. Gopalkrishnan Iyer

Florida Atlantic University

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[Giyer@fau.edu](mailto:Giyer@fau.edu)