

## Curriculum vitae



- First name : **Associate Prof - Dr. Muhammad**
- Middle name : **Turki**
- Family name : **Alshurideh**
- Date of birth : 01/11/1971
- Place of birth : Irbid-Jordan
- Marital status : Married
- Nationality : Jordanian
  
- Address : Fujairah – UAE. Siji Hotel

**Acting Dean of the Faculty of Business - Fujairah University – UAE**

**MBA Coordinator - Fujairah University -UAE**

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▪ **Qualifications:**

- **PhD in Marketing.** Durham Business School-Durham University- 2010. Ranked 70<sup>th</sup>.
- **Master in Marketing:** (Rank-Good). Durham Business School - Durham University. 2006/2007. Ranked 70<sup>th</sup> globally.
- **MBA in Marketing:** (Excellent 3.67/4:00), Marketing Department – Faculty of Business - The University of Jordan - Amman, Jordan, 2001-2003.
- **BA in Marketing:** (Very Good 3.23/ 4:00), Marketing Department – Faculty of Business - The University of Jordan - Amman, Jordan, 1998-2001.
- **General Business Administration:**  
Two years - University of Mu'ta. 1996-1998.
- **Diploma in Mathematics:**  
Howarah College / Irbid, Jordan, 1989-1991.
- **Secondary High School certificate:**  
Dir Abe Seed secondary high School, Irbid, 1988-1989.

▪ **Current and Previous Experiences:**

| Name of Organizations                                      | Employment periods |            | Job Titles                                                                    |
|------------------------------------------------------------|--------------------|------------|-------------------------------------------------------------------------------|
|                                                            | From               | To         |                                                                               |
| <b>Fujairah University</b>                                 | 13/8/2017          | Till now   | Acting Dean of the Business School                                            |
| <b>Fujairah University</b>                                 | 13/8/2017          | Till now   | MBA Coordinator                                                               |
| <b>The University of Jordan</b>                            | 1/9/2016           | 12/8/2017  | Full time Lecturer                                                            |
| <b>Skyline University College - Al Sharjah - UAE</b>       | 1/9/2015           | 31/8/2016  | Full time Lecturer                                                            |
| <b>The University of Jordan</b>                            | 1/9/2013           | 1/9/2015   | Head of Marketing Department                                                  |
| <b>The University of Jordan</b>                            | 15/9/2012          | 1/9/2013   | Marketing Manager- Consultation and Training Centre                           |
| <b>The University of Jordan</b>                            | 14/2/2011          | Till now   | Lecturer -Assistant Professor – Full Time lecturer                            |
| <b>Durham University - UK</b>                              | 10/2007            | 10/2//2011 | Part time lecturer - Marketing                                                |
| <b>The University of Jordan</b>                            | 16/6/2005          | 5/8/2006   | Full time lecturer - Marketing Department                                     |
| <b>Fauri Group Company-Jordan</b>                          | 15/2/2005          | 15/6/2006  | Marketing and Sales Manager                                                   |
| <b>Petra Private University</b>                            | 14/2/2004          | 14/2/2005  | Full time lecturer - Marketing Department                                     |
| <b>Ministry of Planning- Enhanced Productivity Program</b> | 15/5/2003          | 14/2/2004  | Consultant in Sales and Marketing for all Small and Medium Projects in Jordan |

|                                         |           |           |                                  |
|-----------------------------------------|-----------|-----------|----------------------------------|
| <b>(ILO) Noor al-Hussein foundation</b> | 15/6/2002 | 15/5/2003 | Marketing and sales Manager, TOT |
| <b>Munir Sukhtian Group Company</b>     | 1/7/1992  | 15/6/2002 | Clearance and Logistics Manager  |

### **Current responsibilities at Fujairah University**

- 1- Acting Dean of the Faculty of Business
- 2- MBA Coordinator
- 3- Head of the Research Committee
- 4- Head of accreditation committee
- 5- Head of program effectiveness and evaluation committee
- 6- Head of hiring and selection committee
- 7- Head of Graduation Ceremony Committee – Graduation 9/April/2018
- 8- Head of Procedures and Polices Revision committee
- 9- Head of students rights, responsibility and integrity committee
- 10- Head of employees Students rights, responsibility and integrity committee
- 11- Head of international cooperation committee
- 12- Head of society, governmental and non- governmental agreements committee.

### **Previous and current jobs main responsibilities:**

- Participating in designing and translating the University and Business college vision, mission and objectives.
- Prepare and support university educational courses and programs.
- Courses allocations and programs evaluation.
- Course profiles and course report auditing and monitoring
- Participate in programs and course accreditations.
- Being the section head involved in managing the implementation and administration of executive level programs at the marketing Department- Faculty of Business.
- Monitoring and evaluating the application and dissemination of related research.
- Works with the registration department and recruitment department to identify and target potential programs candidates.

- Monitoring the process of selecting the needed textbooks and references for courses offered through the MBA program.
- Provide all needed reports to the dean and university vice-chancellor of academic affairs that related to program progression and evaluation.
- 
- Supports both faculty and students needs by overseeing tasks such as class scheduling, preparing professors travel itineraries and coordinating delivery of student materials and classroom support tools.
- New programs accreditations such as PhD in Business, MA in Agricultural marketing ...etc.
- Being part of teaching effectiveness committee and quality of higher education teaching committee.
- Administrating all marketing/Business Department(s) activities.
- Preparing and updating the department and college websites and alumni pages.
- Being involved in a variety of educational committees such as hiring and visa's committees.
- Builds long-term corporate and individual relations with private and public organizations and takes into consideration their needs when proposing changes or additions to program offerings or voluntary social events.
- Being involved in conferences and trade shows preparation and execution.
- Being the Head of national exams committees such Kfa'h Exam for all marketing students in Jordan.
- Being head for many higher education committees at the marketing department
- Being head of the research committee within both the departmental and the college levels.
- Being part of the curriculums and courses syllabuses committees.
- Acting as a consultant in many educational and university's issues such as marketing plans and sales studies.
- Being part of the strategic committees which prepare the university marketing strategic plan.
- Being part of the strategic committee which designed the university hospital strategic plan.
- Being involved in organizing all activities related to academic assignments and invigilates examinations. Works with the Registrar to ensure assessments and exams are coordinated as planned.
- Preparing and participating in national social events such as the big Eftar for Etam.

▪ **Published Academic Papers:**

1. Alshurideh, M., Al kurdi, B., et al. (2018). Understanding the Quality Determinants that Influence the Intention to Use the Mobile Learning Platforms: A practical study. Forthcoming.
2. Alshurideh, M., Al kurdi, B., et al. (2018). Determinants of pro-environmental behavior in the context of emerging economies. Forthcoming.
3. Alshurideh, M., et al. (2018) Pharmaceutical Promotion Tools Effect on Physicians' Adoption of Medicine Prescribing: Evidence from Jordan. *Modern Applied Science*, 12(11), 20-222. (ERA A).
4. Alshurideh, M. T. (2017). A theoretical perspective of contract and contractual customer-supplier relationship in the mobile phone service sector. *International Journal of Business and Management*, 12(7), 201-210.
5. Alshurideh, M., Al Kurdi, B., Abu Hussien, A., & Alshaar, H. (2017). Determining the main factors affecting consumers' acceptance of ethical advertising: A review of the Jordanian market. *Journal of Marketing Communications*, 23(5), 513-532. (Scopus, ABD –B)
6. **Alshurideh, M. T.**, Al-Hawary, S. I. S., Mohammad, A. M. E., Al-Hawary, A. A., & Al Kurdi, B. H. (2017). The Impact of Islamic Banks' Service Quality Perception on Jordanian Customers Loyalty. *Journal of Management Research*, 9(2), 139-159.
7. Alshraideh, A. T. R., Masa'deh, R. E., Al-Lozi, M., & **Alshurideh, M. T. (2017)**. The Impact of Training Strategy on Organizational Loyalty via the Mediating Variables of Organizational Satisfaction and Organizational Performance: An Empirical Study on Jordanian Agricultural Credit Corporation Staff. *Journal of Social Sciences (COES&RJ-JSS)*, 6(2), 365-392. (Scopus)
8. Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., **Alshurideh, M. T.**, & Alhorani, A. M. (2017). 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.
9. Ammari, G., Al Kurdi, B., **Alshurideh, M.**, Obeidat, B., & Hussien, A. H. A. (2017). Investigating the Impact of Communication Satisfaction on Organizational Commitment: A Practical Approach to Increase Employees' Loyalty. *International Journal of Marketing Studies*, 9(2), 113-133.
10. **Alshurideh, M.**, (2016) Scope of Customer Retention Problem in the Mobile Phone Sector: A Theoretical Perspective. *Journal of Marketing and Consumer Research* **20**, 64-69.

11. **Alshurideh, M.,** Alkurdi, B. & et al. (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)**, pp. 78-90.
  
12. Al-Gasaymeh, A., Kasem, J., and **Alshurideh, M. (2015)**. Real Exchange Rate and Purchasing Power Parity Hypothesis: Evidence from ADF Unit Root Test. *International Research Journal of Finance and Economics*. *International Research Journal of Finance and Economics*. 142, pp: 1-12.
  
13. **Alshurideh, M.,** Alhadeed, A., and Alkurdi B. (2015) The Effect of Internal Marketing on Organizational Citizenship Behavior an Applicable Study on the University of Jordan Employees. *International Journal of Marketing Studies* 02/2015; 7(1), pp: 138-145.
  
14. Ghannjeh, A. **Alshurideh, M.,** Abuhamad, A. et al. (2015) A Qualitative Analysis of Product Innovation in Jordan's Pharmaceutical Sector. *European Scientific Journal*. 11(4), pp:1857-7881
  
15. **Alshurideh, M.,** Bataineh, A., Alkurdi, B., Alasmr, N. (2015) Factors affect Mobile Phone Brand Choices – Studying the Case of Jordan Universities Students. *International Business Research*, 8(3), pp: 141-155.
  
16. **Alshurideh, M. (2014)** Do we care about what we buy or eat? A practical study of the healthy foods eaten by Jordanian youth. *International Journal of Business and Management*. Issues 9, Vol. 4, pp: 65-75.
  
17. **Alshurideh, M. (2014)** The Factors Predicting Students' Satisfaction with Universities' Healthcare Clinics' Services: A Case-Study from the Hashemite Kingdom of Jordan. *Research Journal of International Studies, Dirasat, Administrative Science*. Issue, 41, Vol. 2, pp: 451-464.
  
18. AL-Duhaish, A., **Alshurideh, M.,** Masa'deh, R., and Alz'bi, Z. (2014) The Impact of the Basic Reference Group Usage on The Purchasing Decision of Clothes (A Field Study of Saudi Youth in Riyadh City). *Dirasat, Administrative Science*. Issue, 41. Vol. 2, pp: 205-221.
  
19. **Alshurideh, M. (2014)** A Qualitative Analysis of Customer Repeat Purchase Behaviour in the UK Mobile Phone Market. *Journal of Management Research*. ISSN 1941-899X. Issues 6, Vol. 1, pp: 109-125.
  
20. Al-Dmour, H., **Alshurideh, M.,** and Salehih, S. (2014) A Study of Jordanians' Television Viewers Habits. *Life Science Journal*, 11(6), pp: 161-171.

21. Al-Dmour, H., **Alshurideh, M.**, and Shishan, F. (2014) The influence of mobile application quality and attributes on the continuous intention of mobile shopping. *Life Science Journal*, 11(10), pp: 172-181.
22. **Alshurideh, M.**, Shaltoni, A. M., Hijawi, D. (2014) Marketing Communications Role in Shaping Consumer Awareness of Cause-Related Marketing Campaigns. *International Journal of Marketing Studies*. Issues 6, Vol. 2, pp: 163-168.
23. **Alshurideh, M.** Nicholson, M., and Xiao, S. (2012) The Effect of Previous Experience on Mobile Subscribers' Repeat Purchase Behaviour, *European Journal of Social Science*, ISSN: 1450-212X. Issues 30, Vol. 3, pp: 366-376.
24. **Alshurideh, M.** Masa'deh, R. and Alkurdi, B. (2012) The effect of Customer Satisfaction Upon Customer Retention in the Jordanian Mobile Market: An Empirical Investigation. *The European Journal of Economics, Finance and Administrative Sciences*, ISSN: 1450-2275. Issues 47, pp: 69-78.
25. Abu ELSamen, A. and **Alshuraideh, M.** (2012) The Impact of Internal Marketing on Internal Service Quality: A Case Study in a Jordanian Pharmaceutical Company. Vol. 7, No. 19. ISSN 1833-3850 E-ISSN 1833-8119. October 2012, pp: 84-95. . Online Link: <http://www.ccsenet.org/journal/index.php/ijbm/article/viewFile/16968/13664>
26. Obeidat, B., Sweis, R., Zyod, D., Masa'deh, R., and **Alshurideh, M.** (2012) The Effect of Perceived Service Quality on Customer Loyalty in Internet Service Providers in Jordan. *Journal of Management Research*. ISSN: 1941-899X. Vol.4, No.4. pp: 224-272. Online Link: <http://www.macrothink.org/journal/index.php/jmr/article/view/2130>
27. Shannak, R., Masa'deh, R., Alzu'bi, Z. Obeidat, B., **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 Science*, ISSN: 1450-2267. Vol.32, No.4 (2012), pp. 520-532.
28. Al-Zoubi, Z., Al-Lozi, M., Dahiyat, S., **Alshurideh, M.** and Al Majali, A. (2012) Examining the Effects of Quality Management Practices o Product Variety. *European Journal of Economics, Finance and Administrative Sciences*. ISSN: 1450-2275, Issue 51. pp: 10-19.
29. Alkalha, Z., Al-Zoubi, Z. and **Alshurideh, M.** (2012) Investigating the Effects of Human Resources Policies on Organizational Performance: Empirical Study on Commercial Banks Operating in Jordan. (Forthcoming)
30. Al-Jarrah, I, Al-Zoubi, Z., Jaara, O. and **Alshurideh, M.** (2012) Evaluating the Impact of Financial Development on Economic Growth in Jordan. *International Research Journal of Finance and economics*. ISSN: 1450-2887 (Forthcoming)

31. **Al-Shurideh, M.** and Dr. Al-dmour, H. (2008) The Influence of Promotional Mix Elements on Jordanian Consumer's Decision Cell Phone Services Usage: An Analytical Study, The Jordanian Journal of Business Administration, 4(4), Oct. ISB: 1815-8633.

▪ **Conference proceeding and participation papers:**

1. **Alshurideh, M.**, Ghannjeh, A. et al. (2015) Investigating Factors that Affect Product Innovation: A practical Study of the Jordanian Pharmaceutical Sector. The Third International Conference on Innovation Economy. 14-15/Aril – 2015. The School of Business- The University of Jordan.
2. **Alshurideh, M.**, Alhadeed, A., Hijawi, D. (2014) The Effect Of Internal Marketing On Organizational Citizenship Behavior An Applicable Study On The University Of Jordan Employees. 2013-2014. The Second International Business Conference on “Business Dilemma: Green, Ethical and Performance Requirements”, Presented at: The University of Jordan-Amman on 27-29 May, 2014.
3. **Alshurideh, M.** Masa'deh, R. and Alkurdi, B. (2012) The effect of Customer Satisfaction Upon Customer Retention in the Jordanian Mobile Market: An Empirical Investigation. Management Research Revisited: Prospects for Theory and Practice. British Academy of Management (**BAM**) – 11-13/Sep – 2012.
4. Altamony, Masa'deh, R., **Alshurideh, M.** and Obeidat, B. (2012) Information Systems for Competitive Advantage: Implementation of an Organisational Strategic Management Process. International Business Information Management Association (**IBIMA**). The 18th IBIMA Conference on Innovation and Sustainable Economic Competitive Advantage: From Regional Development to World Economies. Istanbul, Turkey 9-10 May 2012.
5. **Alshurideh, M.** and Alkurdi, B. (2011) Student Satisfaction with Healthcare Services Provided by Jordanian Universities: The University of Jordan Case. Renewable Organization in renewable Environment, Jadara University, 25-27/October, Irbid, Jordan.
6. **Alshurideh, M.** and Alkurdi, B. (2011). "An Empirical Investigation of the Factors Affecting a Mobile Phone Service Provider Choice". The 7th International Conference on Marketing. Athens Institution for Education and Research-Athens, (**ATINER**). Greece. July -2009. Published in New Perspective of Contemporary Marketing Pp: 101-120. ISBN: 978-960-9549-69-1.
7. **Alshurideh, M.** (2010), "Customer Retention: A Behaviour Perspective of the UK Mobile Phone Users". The 2nd CBAR International Symposium 2010. Cardiff. UK.



8. **Alshurideh, M.** (2009). "A Behaviour Perspective of Mobile Customer Retention: An Exploratory Study in the UK Market". The End of the Pier? Competing perspectives on the challenges facing business and management. British Academy of Management – (BAM) -Brighton – UK. September - 2009.
9. **Alshurideh, M.** (2008). "What are the main factors that affect consumer choice of mobile phone service provider". The 6th International Conference on Marketing. Athens Institution for Education and Research-Athens, (ATINER). Greece. July - 2008. Published in Marketing Management: From Theory to Implementation. Pp: 75-92. ISBN: 978-960-6672-61-3.

▪ **Conference participation:**

10. **The Third International Conference on Sunniness and Management in Connected ERA: New Horizon, New Challenge. 17-19 November – 2015. Skyline University College, University City. Sharjah. UAU.**

▪ **Journals and Conference Reviewers –e.g. :**

- 1- Dirasat: Administrative Sciences - University of Jordan
- 2- Al-Hussein Bin Talal University Journal of Research
- 3- Jordan Journal of Agricultural Sciences - University of Jordan
- 4- British Academy of Management – (BAM) – Management Research Revisited: Prospects for Theory and Practice. British Academy of Management Marketing and Retail Track -Cardiff – UK. September - 2012.
- 5- The World Multi-Conference on Systemic, Cybernetics and Informatics: WMSCI 2009 Jointly with The 15th International Conference on Information Systems Analysis and Synthesis: ISAS 2009. July 10<sup>th</sup>-13<sup>th</sup>, 2009-Orlando, Florida, USA.

▪ **Teaching Interests for MBA, MA and BBA levels.**

1. Marketing Management
2. Relationship Marketing
3. Consumer Behaviour
4. Service Marketing
5. Social Marketing
6. Entrepreneurship and Innovation
7. Marketing Communication
8. International Business
9. Marketing Ethics
10. Project Management
11. Principle of Marketing
12. Research Methods for Business –Qualitative and Quantitative Methods

▪ **Research Interests**

1. Consume Behaviour
2. Relationship Marketing
3. Social Marketing

4. Service Marketing
5. Marketing Ethics
6. Branding
7. Customer Retention

▪ **Involved in MBA supervision – e.g.**

- Hamzh Almomani – MBA- Antecedents and Consequences of Relationship Quality in Pharmaceutical Industry- MBA student - Marketing- The University of Jordan- 5/2018.
- Ala' Abu Mari - MBA student - Marketing- The University of Jordan- 2014-2015.
- Heba Al Shaar- MBA student - Marketing- The University of Jordan- 2014-2015.
- Saf'a Al-Manaser - MBA student - Marketing- The University of Jordan- 2014-2015.
- Abeer Samhori - International Business Student -The University of Jordan- 2014-2015.
- Abdallah Nasir – MBA student - Marketing- The University of Jordan- 2014-2015.
- Ahmad Ghanajh – MBA student - Marketing- The University of Jordan- 2013-2014.
- Nidal Alasmr – MBA student - Marketing- The University of Jordan- 2013-2014.
- Doa' Hijawi – MBA student – Marketing – The University of Jordan- 2013-2014.

▪ **Involved in many Viva's board- Example**

- Ahlam Jbreen –MA, Business Administration, All Albeet University. The Impact of E-Banking Means Dimensions on the Customers Loyalty of Commercial Banks in Jordan. Nov 2014.
- Aseel AL-Duhaishi, MBA Student, The University of Jordan, The Impact of the Basic Reference Group on the Purchasing Decision for Saudi Youth. (2012).
- Ahmad Aldalabeh – MA- Al-Albait University – 2015 – Satisfaction of services recipient about the quality of health services provided by King Abdallah University Hospital.
- Jafar Hadi Essa - MA- Al-Albait University – 2015 – Training and its impact on Employees turnover: Empirical study in the Jordanian Telecommunication Market.
- Alla Ali Salameh – MA in Business- 2015. The impact of knowledge management practices on the organizational performance in the Islamic Banks in Ab Dhabi: A Structural Equation Modeling (SEM) approach.

▪ **Independent Trainer for many organizations - Examples:**

1. Efficiency Training Institute – Masqat – Oman.

2. Amman Industry Room-Amman – Jordan.
3. Ministry of Planning (EPC)-Amman – Jordan.
4. International labor Organization (ILO) – Amman-Jordan and Beirut - Lebanon.
5. Noor Alhseen Foundation, Amman –Jordan.
6. Salt Handcraft Training Center - Amman –Jordan.
7. The University of Jordan (Consultation and Training Centre) - Amman –Jordan.
8. Petra for Training and Consultation Centre-Amman –Jordan.
9. Palestine for training and innovation Centre - Amman –Jordan.
10. Kafa'h Training Centre- Al Doha – Qatar.
11. American British Group for Training and Consultation - Amman –Jordan.

• **Training Interests:**

1. SPSS
2. Customer Service – Calling Centre
3. Office Management
4. Time Management
5. Public Relation
6. 7 Habits for Success
7. Crises Management
8. Meeting Management
9. Applied Business Statistics: Understanding and Analyzing Data Using SPSS
10. Qualitative research – Content analysis Techniques and Discourse Analysis Techniques.
11. Dissertations and thesis drop session techniques.
12. Pricing.
13. Communication skills and advanced communication skills
14. Visibility Studies
15. Project Management
16. Sales Skills and Management
17. Sales Management and Customer Retention
18. Negotiation Skills
19. Business Plans
20. Conference Preparing and Trade Shows Marketing
21. Conference and Trade Shows Administration
22. Customer Retention
23. Service Marketing and Customer Retention
24. Customer Relationship Marketing
25. Time Management.
26. Market Studies
27. Market Opportunities
28. Market Survey – Census sessions

29. Marketing Plan
30. Projects' proposals writing.
31. Report Writing
32. Public Relation
33. Office Administration
34. Meeting Administration

### **Workshops attending**

- 1- “AACSB Accreditation Standards” workshop. Ajman University. Ajman – UAE. 4th October, 2018. 4<sup>th</sup>/Oct/2018.
- 2- **Training-workshop on Systematic Review Process, writing a course report, organizing course file and recording systems. 1<sup>ST</sup>/10/2018. Fujairah University. 10-12pm.**
- 3-

#### **▪ Examples of training courses**

| No. | Courses Title                           | Organized by                                       | Target                                            | Time           |
|-----|-----------------------------------------|----------------------------------------------------|---------------------------------------------------|----------------|
| 1.  |                                         |                                                    |                                                   |                |
| 2.  | Etiquette                               | Research and Documentation Centre                  | Ministry of Culture -UAE                          | Sep/2018       |
| 3.  | Presentation Skills                     | The Excellence Tr. Centre                          | Orbic Employees - <u>Oman</u>                     | Aug/2015       |
| 4.  | Marketing Diploma                       | The International Training Academe                 | Sales and marketing managers                      | Jan-Feb 2015   |
| 5.  | Marketing the medical services -Diploma | The University of Jordan                           | Medical Sectors                                   | Jan-2015       |
| 6.  | Customer Service-Calling Centers        | Kafa'h Training Centre                             | Ministry of Labor – Calling Centre - <u>Qatar</u> | Nov-2014       |
| 7.  | SPSS                                    | ISO Training Centre                                | MBA Students - Jordan                             | Nov-2014       |
| 8.  | Public Relation                         | EJABI                                              | Middle Managers - Jordan                          | Nov-2014       |
| 9.  | Report Writing                          | EJABI                                              | Middle Managers - Jordan                          | Nov-2014       |
| 10. | Office Administration                   | EJABI                                              | Middle Managers - Jordan                          | Nov-2014       |
| 11. | Risk Management                         | EJABI                                              | Middle Managers - Jordan                          | Nov-2014       |
| 12. | Meeting Management                      | Jordan University                                  | Middle Managers - Jordan                          | August 2014    |
| 13. | SPSS                                    | Dar Alkhbrh                                        | PhD and MBA students                              | May 2014       |
| 14. | 7 Habits for Success                    | American/British Group                             | Mangers                                           | May-2014       |
| 15. | Negotiation skills                      | American British Group                             | Marketing and sales mangers – Saudi Arabia        | April 2014     |
| 16. | Global Marketing                        | Palestine Modern centre                            | Jordan Kuwait Bank                                | October 2012   |
| 17. | Marketing Diploma                       | The University of Jordan                           | The University of Jordan                          | Sep/Oct 2013   |
| 18. | SPSS                                    | Jordan University Training and Consultation Centre | Lecturers at the University of Jordan             | June-July/2012 |
| 19. | Effective Communication Skill           | Palestine Modern centre                            | Jordan Kuwait Bank                                | July/2012      |
| 20. | ISO Awareness                           | JUCC                                               | Ministry of Travel                                | July/2012      |
| 21. | Corporate Social Responsibility         | JUCC                                               | Ministry of Travel                                | June/2012      |
| 22. | SPSS                                    | Jordan university training and Consultation Centre | Lecturers at the University of Jordan             | May/2012       |

|     |                                              |                                     |                                                   |            |
|-----|----------------------------------------------|-------------------------------------|---------------------------------------------------|------------|
| 23. | Research Methodology – quantitative analysis | Petra for Training and Consultation | Balqa Allied University                           | March/2012 |
| 24. | Advanced Conversation Skills                 | Palestine Modern centre             | Jordan Kuwait Bank                                | Feb/2012   |
| 25. | SPSS                                         | JU/Consultation and Training Centre | Teaching assistants and higher education students | Jan/2012   |
| 26. | Visibility Studies                           | JU/Consultation and Training Centre | Investors and higher education students           | Dec/2011   |
| 27. | Negotiation                                  | Institute of Bank Studies           | Central Bank of Jordan                            | Dec/2011   |
| 28. | Advanced Presentation Skills                 | Palestine Modern centre             | Jordan Kuwait Bank                                | Nov/2011   |
| 29. | Advanced Conversation Skills                 | Palestine Modern centre             | Jordan Kuwait Bank                                | Nov/2011   |
| 30. | Communication Skills                         | Palestine Modern centre             | Jordan Kuwait Bank                                | Oct/2011   |

▪ **Taught Modules – Fujairah University – UAE:**

| <b>BBA and MBA - 2017-2018</b> |                                       |    |                                       |
|--------------------------------|---------------------------------------|----|---------------------------------------|
| September to August            |                                       |    |                                       |
| 1-                             | Marketing Management - MAB            | 4- | Business Ethics - BBA                 |
| 2-                             | Entrepreneurship and Innovation - MAB | 5- | Human Resources - BBA                 |
| 3-                             | Research Methods for Business - MBA   | 6- | Entrepreneurship and Innovation - BBA |
|                                |                                       | 7- | Introduction to Business - BBA        |

▪ **Taught Modules - Skyline University College – Al Sharjah -UAE:**

| <b>BBA and MBA - 2015-2016</b> |                        |    |                         |
|--------------------------------|------------------------|----|-------------------------|
| September to August            |                        |    |                         |
| 1-                             | Marketing Management   | 5- | Marketing Communication |
| 2-                             | Principle of Marketing | 6- | International Marketing |
| 3-                             | Consumer Behavior      | 7- | Service Marketing       |
| 4-                             | Graduation Projects    |    |                         |

▪ **Taught courses at the University of Jordan and Petra University:**

| <b>BA and MBA - 2010-2015</b> |                                      |                                                                             |                       |
|-------------------------------|--------------------------------------|-----------------------------------------------------------------------------|-----------------------|
|                               | Taught Courses titles                | Full Time Lecturer at The University of Jordan and Petra Private University | Levels                |
| 1-                            | <b>Entrepreneurship</b>              | 1 semesters X 48 credit hours                                               | Master                |
| 2-                            | <b>Advanced Marketing Management</b> | 4 semesters X 48 credit hours                                               | MBA+ Video Conference |
| 3-                            | <b>Organization Behaviour</b>        | 1 semesters X 48 credit hours                                               | MBA+ Video Conference |
| 4-                            | <b>Research Methods</b>              | 2 semesters X 48 credit hours                                               | MBA+ Video Conference |
| 5-                            | <b>International Marketing</b>       | 2 semesters X 48 credit hours                                               | MBA                   |
| 6-                            | <b>Social Marketing</b>              | 2 semesters X 48 credit hours                                               | MBA+BA                |
| 7-                            | <b>Service Marketing</b>             | 7 semesters X 48 credit hours                                               | MBA+BA                |
| 8-                            | <b>Special Studies in Marketing</b>  | 1 semesters X 48 credit hours                                               | MBA                   |
| 9-                            | <b>Consumer Behavior</b>             | 8 semesters X48 credit hours                                                | BA                    |
| 10-                           | <b>Marketing Ethics</b>              | 1 semesters X 48 credit hours                                               | BA                    |
| 11-                           | <b>Relationship Marketing</b>        | 6 semesters X 48 credit hours                                               | BA                    |
| 12-                           | <b>Business Marketing</b>            | 5 semesters X 48 credit hours                                               | BA                    |
| 13-                           | <b>Principles of Marketing</b>       | 7 semesters X 48 credit hours                                               | BA                    |
| 14-                           | <b>Marketing Research</b>            | 3 semesters X 48 credit hours                                               | BA                    |
| 15-                           | <b>Industrial Marketing</b>          | 2 semesters X 48credit hours                                                | BA                    |
| 16-                           | <b>Distribution Channel</b>          | 2 semesters X 48 credit hours                                               | BA                    |
| 17-                           | <b>Strategic Marketing</b>           | 2 semesters X 48 credit hours                                               | BA                    |
| 18-                           | <b>Pricing</b>                       | 1 semesters X 48 credit hours                                               | BA                    |
| 19-                           | <b>Sales Management</b>              | 1 semesters X 48 credit hours                                               | BA                    |
| 20-                           | <b>Product Development</b>           | 1 semesters X 36 credit hours                                               | BA                    |
| 21-                           | <b>Special Studies in Marketing</b>  | 1 semesters X 45 credit hours                                               | BA                    |

▪ **Taught Modules - Durham University:**

| <b>MA - Marketing Modules in Durham University 2006-2007</b> |                 |                |                                       |
|--------------------------------------------------------------|-----------------|----------------|---------------------------------------|
| September to December                                        |                 | January to May |                                       |
| 1-                                                           | <b>Strategy</b> | 5-             | <b>Strategic Marketing Management</b> |

|    |                                      |     |                                                                         |
|----|--------------------------------------|-----|-------------------------------------------------------------------------|
| 2- | <b>Business analysis</b>             | 6-  | <b>Buyer Behavior and Marketing Communications</b>                      |
| 3- | <b>Management Theory and Thought</b> | 7-  | <b>Applied Marketing</b>                                                |
| 4- | <b>Research Methods-1</b>            | 8-  | <b>Research Methods-2</b>                                               |
| 9- | <b>Global Strategic Management</b>   | 10- | <b>Dissertation Drop Sessions-Qualitative and Quantitative Analysis</b> |

▪ **Reference Staff.**

|    | <b>DBS Staff</b>    | <b>Job description</b>                                                                                              | <b>Contact Information</b>                                                                                                                                                                                                                 |
|----|---------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1- | Prof Mike Nicholson | Lecturer in Social Marketing/Director of DL Program & DBA Program at Durham Business School –Durham University - UK | Telephone: +44 (0) 191 33 45554<br>Fax: +44 (0) 191 33 45201<br><a href="mailto:mike.nicholson@durham.ac.uk">mike.nicholson@durham.ac.uk</a>                                                                                               |
| 2- | Dr Sarah Xiao       | Lecturer in Marketing/Deputy DBA Director at Durham Business School – Durham University - UK                        | Telephone: +44 (0) 191 33 40471<br>Fax: +44 (0) 191 33 45201<br><a href="mailto:hong.xiao@durham.ac.uk">hong.xiao@durham.ac.uk</a>                                                                                                         |
| 3- | Dr Aly Salama       | Lecturer in Accounting & Deputy Director of PhD Program at Durham Business School –Durham University - UK           | Telephone: +44 (0) 191 208 1662<br><a href="mailto:aly.salama@ncl.ac.uk">aly.salama@ncl.ac.uk</a><br><br>Address: Room: 7.03<br>Newcastle University Business School<br>5 Barrack Road<br>Newcastle upon Tyne<br>NE1 4SE<br>United Kingdom |

**Activities preparations and attendances**

- 1- Preparing and conducting Employment and Educational Fair – April/2018 – Fujairah –UAE.**
- 2- Attend the Turnitin Plagiarism Workshop – Fujairah University – Thursday 8-3-2018. 11-1pm.**
- 3- Preparing and conducting Sharjah Expo Educational Fair – 2018 –Sharjah –UAE.**
- 4- Preparing and conducting Sharjah Expo Educational Fair – 2015 – Sharjah –UAE.**

**Talks**

**1- How to prepare research method study –censuses and data collection and analysis. Director Civil Defense – Fujairah – Certificate No: FCD-OP01/04.**

▪ **Business and Marketing experience:**

- Designing strategic marketing plans, media plans and budgets.
- Preparing the yearly, monthly and weekly marketing plans for training programs especially for the marketing programs.
- Taking the initiative and conduct a variety of marketing studies.
- Conducting market research by governmental and no-governmental institutions.
- Act as support, reference and administrative consultant for all marketing and promotional plans, strategies and business activities.
- Participating in different campaigns to attract students- trainees and employees to different programs such as the NAF, GTZ & EPS programs' activities.
- Preparing different promotional campaigns for different types of educational and market programs.
- Preparing market plans and advertising studies.
- Conducting visibility studies for a variety of mini and medium projects.

• **Training sessions:**

| <b>Titles of Training Sessions &amp; Dates</b>                                                                                                                                                                                                        | <b>Titles of Training Sessions&amp; Dates</b>                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Qualitative Methods Workshop: Discourse Analysis Techniques- The Application of Linguistics Techniques in Management Research. Lancaster University – UK &amp; BAM – London. May &amp; July-2009.</li> </ul> | <ul style="list-style-type: none"> <li>• Durham University Teaching and Learning Award- Durham University – June and July 2009.</li> </ul> |
| <ul style="list-style-type: none"> <li>• Focus Group 1+2 -Durham University. July - 2009</li> </ul>                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Dissertations and Thesis drop sessions trainings</li> </ul>                                       |
| <ul style="list-style-type: none"> <li>• Introduction to Nvivo-1- Durham University. May-2009</li> </ul>                                                                                                                                              | <ul style="list-style-type: none"> <li>• Interviews 2-Durham University. January -2009</li> </ul>                                          |
| <ul style="list-style-type: none"> <li>• Interviews 1-Durham University. November - 2008</li> </ul>                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Introduction to Nvivo-2- Durham University. October -2009</li> </ul>                              |
| <ul style="list-style-type: none"> <li>• Interviews 1-Durham University. November - 2008. January -2008</li> </ul>                                                                                                                                    | <ul style="list-style-type: none"> <li>• Giving Presentations-Durham University. November-2007</li> </ul>                                  |
| <ul style="list-style-type: none"> <li>• Long Documents in Word-Durham University. November -2007</li> </ul>                                                                                                                                          | <ul style="list-style-type: none"> <li>• An introduction to SPSS for Windows-Durham University. November -2007</li> </ul>                  |
| <ul style="list-style-type: none"> <li>• An introduction to SPSS for Windows- Durham University. November -2007</li> </ul>                                                                                                                            | <ul style="list-style-type: none"> <li>• An introduction to PowerPoint-Durham University. November -2007</li> </ul>                        |



|                                                                                                                                                                     |                                                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Finding and managing information for your PhD (including Endnote): the basics-Durham University. November -2007</li> </ul> | <ul style="list-style-type: none"> <li>• Teaching Induction for Postgraduates Session 2 Preparing to Teach - Assessment in the Arts and Human. -Durham University. October-2007</li> </ul> |
| <ul style="list-style-type: none"> <li>• The International Teaching Assistant-Durham University. October-2007</li> </ul>                                            | <ul style="list-style-type: none"> <li>• Teaching Induction for Postgraduates Session 2 Preparing to Teach - Small group teaching in the Arts-Durham University. October-2007</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Word for Thesis Writing-Durham University. February-2007</li> </ul>                                                        | <ul style="list-style-type: none"> <li>• Library - Discovering Databases: the published literature-Durham University. January-2007</li> </ul>                                              |
| <ul style="list-style-type: none"> <li>• Creating a longer document in Word 2003-Durham University. December-2006</li> </ul>                                        | <ul style="list-style-type: none"> <li>• The Key Skills Award for Postgraduate Research Students I. Introduction-Durham University. November-2006</li> </ul>                               |
| <ul style="list-style-type: none"> <li>• Introduction to Endnote-Durham University. November-2006</li> </ul>                                                        | <ul style="list-style-type: none"> <li>• Library - Discovering Databases: the wider electronic environment (Social Science) -Durham University. November-2006</li> </ul>                   |
| <ul style="list-style-type: none"> <li>• Advanced Excel-Durham University. October-2006</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>• An introduction to spreadsheets using Excel-Durham University. October-2006</li> </ul>                                                            |
| <ul style="list-style-type: none"> <li>• An introduction to PowerPoint-Durham University. October-2006</li> </ul>                                                   | <ul style="list-style-type: none"> <li>• Introduction to the Postgraduate Training Programme-Durham University. October-2006</li> </ul>                                                    |
| <ul style="list-style-type: none"> <li>• International Research Students Orientation-Durham University. October-2006</li> </ul>                                     | <ul style="list-style-type: none"> <li>• An introduction to SPSS for Windows-Durham University. November-2006</li> </ul>                                                                   |
| <ul style="list-style-type: none"> <li>• An introduction to SPSS for Windows</li> </ul>                                                                             | <ul style="list-style-type: none"> <li>• An introduction to PowerPoint 2003</li> </ul>                                                                                                     |
| <ul style="list-style-type: none"> <li>• Writing Maintainable Software</li> </ul>                                                                                   | <ul style="list-style-type: none"> <li>• Introduction to Endnote-1+2</li> </ul>                                                                                                            |
| <ul style="list-style-type: none"> <li>• Excel 2003: Using formulae and functions</li> </ul>                                                                        | <ul style="list-style-type: none"> <li>• An introduction to spreadsheets using Excel 2003- 1</li> </ul>                                                                                    |
| <ul style="list-style-type: none"> <li>• An introduction to spreadsheets using Excel 2003-2</li> </ul>                                                              | <ul style="list-style-type: none"> <li>• Introduced Conversation</li> </ul>                                                                                                                |
| <ul style="list-style-type: none"> <li>• Long Documents in Word-1</li> </ul>                                                                                        | <ul style="list-style-type: none"> <li>• International Research Students Orientation</li> </ul>                                                                                            |
| <ul style="list-style-type: none"> <li>• Introduction to the Postgraduate Training Programme</li> </ul>                                                             | <ul style="list-style-type: none"> <li>• Office Session</li> </ul>                                                                                                                         |
| <ul style="list-style-type: none"> <li>• Introduction to Endnote-2</li> </ul>                                                                                       | <ul style="list-style-type: none"> <li>• MES and Internet</li> </ul>                                                                                                                       |
| <ul style="list-style-type: none"> <li>• Word for Thesis Writing</li> </ul>                                                                                         | <ul style="list-style-type: none"> <li>• Long Documents in Word-2</li> </ul>                                                                                                               |
| <ul style="list-style-type: none"> <li>• Library - Discovering Databases: the published literature</li> </ul>                                                       | <ul style="list-style-type: none"> <li>• LC Bank Session</li> </ul>                                                                                                                        |
| <ul style="list-style-type: none"> <li>• Creating a longer document in Word 2003-1</li> </ul>                                                                       | <ul style="list-style-type: none"> <li>• Importing and Exporting Session</li> </ul>                                                                                                        |
| <ul style="list-style-type: none"> <li>• The Key Skills Award for Postgraduate Research Students I. Introduction</li> </ul>                                         | <ul style="list-style-type: none"> <li>• English Language levels</li> </ul>                                                                                                                |
| <ul style="list-style-type: none"> <li>• Creating a longer document in Word 2003-2</li> </ul>                                                                       | <ul style="list-style-type: none"> <li>• Library - Discovering Databases: the wider electronic environment (Social Science)</li> </ul>                                                     |

• A guide to the viva and how to survive it

• IELTS training course

- I have an excellent knowledge and experience in using, applying, and installing the listed software.

|                                                |                             |
|------------------------------------------------|-----------------------------|
| • SPSS                                         | • Long Document Software    |
| • Win 95/98/xp windows / win 2000 professional | • Nvivo                     |
| • Microsoft office /2007/2003 /2000/97         | • Microsoft front page2000  |
| • Microsoft Excel                              | • Endnote                   |
| • Microsoft power point                        | • Arabic and English Typing |

• **Participation and memberships:**

- BAM member. British Academy of Management – 2009-2010 till now
- College Tutor – St Cuthbert’s College- Durham University.(2007- 2011)
- College Tutor – Josephine Butler College- Durham University.(2007- 2011)
- UIF member/ Ustinov College -Durham University - (2007-2009)
- GCR secretary / Ustinov College -Durham University - (2006-2009)
- Dry burn reps in GCR committee / Ustinov College - Durham University.(2006-2009)
- Account in (Al- Ao’an and Enma) cooperative society.
- Supervisor of marketing and selling training courses in (MMIS) Dar al khebra- Amman.
- Member of youth sport club – Kufer Elma Sport Centre.
- Trainer of marketing and selling skills at Salt Handicraft Center, GTZ...ETC.

▪ **Languages spoken:**

- English language, reading, writing, conversation, Excellent.
- Arabic language, reading, writing, conversation, Fluent.

▪ **Administrative, Business and Training - Covering Letter**

There are many business tasks that I used to conduct in my previous jobs which I can summarize them as:

- Prepare and support University educational courses and programs.
- Courses allocations and programs evaluation.
- Being The Section Head involved in managing the implementation and administration of executive level programs at the marketing Department- Faculty

of Business.

- Works with the Registration department and Recruitment department to identify and target potential programs candidates.
- Supports both faculty and students needs by overseeing tasks such as class scheduling, preparing professors travel itineraries and coordinating delivery of student materials and classroom support tools.
- New programs accreditations such as PhD in Business, MA in Agricultural marketing ...etc.
- Administrating all marketing/Business Department(s) activities.
- Preparing and updating the department and college websites and alumni pages.
- Being involved in a variety of educational committees such as hiring and visa's committees.
- Builds long-term corporate and individual relations with private and public organizations and takes into consideration their needs when proposing changes or additions to program offerings or voluntary social events.
- Being involved in conferences and trade shows preparation and execution.
- Being the Head of national exams committees such Kfa'h Exam for all marketing students in Jordan.
- Being head for many higher education committees at the marketing department
- Being head for many research committee within both the department and the college levels.
- Being part of the curriculums and courses syllabuses committees.
- Acting as a consultant in many educational and university's issues such as marketing plans and sales studies.
- Being part of the strategic committees which prepare the university marketing strategic plan.
- Being part of the strategic committee which designed the university hospital strategic plan.
- Being involved in organizing all activities related to academic assignments and invigilates examinations. Works with the Registrar to ensure assessments and exams are coordinated as planned.
- Preparing and participating in national social events such as the big Eftar for Etam.
- Designing strategic training needs assessment, education materials and sessions.
- Prepare yearly, monthly and weekly marketing plans for different training programs.
- Prepare different marketing plans for all types of training, products, and studies.
- Taking the initiative and conduct different marketing studies.

- Conducting market research as needed and act as reference consultant for all marketing activities.
- Participate in different campaigns to attract students- trainees to different business programs.
- Prepare different promotional campaigns for different training programs.
- Prepare different market and advertising studies.
- Preparing goods shipment by sea lines, vehicles and airlines.
- Prepare different types of contracts, banks' documents, and governmental; agreements.