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# Prof. Hani H. Al-Dmour

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## Personal Information

DATE OF BIRTH 5<sup>TH</sup> DEC. 1960  
NATIONALITY JORDANIAN  
LANGUAGES ARABIC AND ENGLISH

## Education

THE UNIVERSITY OF SHEFFIELD, UK  
*Start 1989 Finish 1992*  
Ph.D. In International Marketing  
**Thesis Title:** The Influence of the Firms' Environmental Measures Upon its Export Behavior and the Level of Exporting: An Empirical Investigation.

THE UNIVERSITY OF EDINBURGH, UK  
*Start 1985 Finish 1986*  
MBA / Marketing  
**Thesis Title:** What is the Scope for the Bank Credit Card in Jordan ,  
MBA Thesis, Edinburgh University).

THE UNIVERSITY OF JORDAN, AMMAN, JORDAN  
*Start 1979 Finish 1983*  
BA. In Business Management

## Academic Ranks

THE UNIVERSITY OF JORDAN  
**Full- Prof, 2002-present**

THE UNIVERSITY OF JORDAN  
**Associate Professor, 1997-2002**

THE UNIVERSITY OF JORDAN  
**Assistant Prof, 1993-1997**

THE UNIVERSITY OF JORDAN  
**Lecturer, 1986-1988**

**Administrative  
Positions**

THE UNIVERSITY OF JORDAN \\  
DIRECTOR OF FINANCIAL FUNDS 2011-

THE UNIVERSITY OF JORDAN \\  
FACULTY OF BUSINESS  
*Dean, 2008-2010*  
*Chairman of marketing dep. 2009-2010*

THE UNIVERSITY OF JORDAN \\  
FACULTY OF GRADUATE STUDIES  
*Dean, 2005-2008*  
*Vice –Dean 2003-2005*

THE UNIVERSITY OF JORDAN \\  
FACULTY OF BUSINESS  
*Assistant Dean for Student Affairs, 1997-1999*  
*Assistant Dean for Community Service, 2000-2001*  
*Chairman of marketing dep. 2002-2003 / 2005-2006*

**Membership  
(outside of the  
University of  
Jordan)**

1. A member of Yarmouk University Trustee Council, 2010-2012.
2. A member of Higher Education Institution, 2006-
3. A member of the chair of His Majesty King Abdullah II to study the securities, 5/8/2008.
4. A member of the Accreditation Council \ Ministry of Higher Education 2005 -2006  
A member of the Academy of Prince Hussein bin Abdullah II of the Civil Protection 2008 -2010
5. A Member of the Executive Board of the European Institute for Business Development of Jordan (EJabl) 2008-2010
6. A member of the Jordanian editor of Business Administration, 2007
7. A member representative of the University of Jordan at the Institute of Banking Studies 2008
8. A member of the editorial board of DIRASAT, University of Jordan, in 2008
9. A member of the committee preparing the accreditation standards of marketing program for private universities, the Higher Education Council in 2000.
10. A decider member of the follow-up to the accreditation standards to the Marketing program and Business Management at the University of Zaytuna 1994, 2001 and University of Applied Sciences. 1996 and the University of Applied Sciences, 1994 University Philadelphia 1994, Petra University 2001 , and Al-Asra University, 2001, University of Al Ahllia 2004.
11. A panel-program reviewer for quality assurance for business management program in public and private universities in Kingdom of Bahrain, Quality Assurance Authority for Education and Training, Higher Equation Review Unit, 2009, 2010.
12. A decider member of the Technical Committee for sale and commercial services, the Vocational Training Corporation., 2001-2003.
13. A member of the equivalence committee of diplomas and degree , the Ministry of Higher Education, 2001-2002.
14. A member of the Scientific Research Committee at the University of Applied Sciences for the year 2000.
15. A member of the panel discussion for several Masters and PhD at the universities of Jordan, Yarmouk University and the University of Al-Bayat, the University of Jordan and the Jordan Institute of Diplomacy and the Amman Arab University.

16. A member of the Business correspondence author of the book in English to first grade secondary school, and the Ministry of Education in 1999.
17. Participation as an arbitrator in the evaluation of numerous scientific papers in the Journal of Studies | University of Jordan, Mutah Journal for Studies, Al Manara Magazine \ al-Bayt University, the University of Petra and the University of Applied Sciences and the University of Irbid and the University of Zaytuna Zarqa Private University, the University of Jerash and the Arab Organization for Administrative Development.
18. Participation as an arbitrator in the evaluation of doctoral theses procedures equation \ Ministry of Higher Education. 1998-2002
19. Participate in the preparation of the comprehensive exam questions for community faculties of the University of Al-Balqa Applied in marketing for several years.
20. A member of the Society of Friends of Scientific Research, in 2002 --.
21. A member of the Consumer Protection Association, 1998 –
22. A member of the Committee to assess the works submitted for the State Incentive Award in the field of social sciences and humanities "issue of development in the private sector", Ministry of Culture, 2002.
23. A member and a representative of the University of Jordan in the Preparatory Committee for the Second National Conference of the Economic Investment Foundation, the Verification of deployment, in 2003.
24. Participate in the preparation of decisions and the formation of scientific- AIQuds Open University: Marketing Services, International Marketing, Strategic Management 2005.
25. A member of the basics of writing a book \ Administrative IT \ Ministry of Education, 2004.
26. Evaluation of scientific production for the upgrade to the members of the faculty at the University of Philadelphia, 2005 and Alnjah University, 2010, Massaged University 2006
27. Assessment books in the marketing filed for the purpose of teaching at the University of Zaytuna 2005, Amman Private University 2006, the University of Applied Sciences 2007, and Philadelphia University 2009 .
28. A member decider of Graduate Studies to develop new for postgraduate programs \ Ministry of Higher Education 2005-2006 .
29. A committee decider of marketing proficiency exam committee for universities Ministry of Higher Education \ I 2006-05-04.
30. Scientific arbitrator to issue "e-services between theory and practice - the entrance of a strategic marketing" Arab Organization for Development 2003
31. Administrative member of the Supervisory Committee by the textbooks as per the program ERFKE, the Ministry of Education, in 2005
32. A marketing consultant to Sajida company 2005.
33. A chairperson of the First Scientific Conference of Faculty of Economics and Administrative Sciences, University of Applied Sciences in 2003 .
34. A committee decider of the Conference calls for reform in the framework of the United Nations and the League of Arab States,

University of Jordan, in 2006.

35. A committee reporter on the development of the job description for higher education institutions, Amman, 2007.
36. A committee president for the Fifth Conference of Heads of political science at the University of Jordan, which was organized by the Faculty of Graduate Studies with Political Science Association, 2006.
37. A member of the evaluation committee to study the current situation of the Jordanian Journals in Business Administration, Ministry of Higher Education in 2007.
38. Chairman of the Committee study of the Platform for e-commerce in Jordanian universities, such as education and the Ministry of Higher, 2009.
39. A member of the roundtable discussion of the deans of business schools in the pilot of the reality of Entrepreneurship in Arab Universities, held at the American University, Beirut, 2009.
40. A member of the reviewing applications to establish a college degree in aviation science, the Ministry of Higher Education, 2009.
41. A reporter member for Administrative Sciences sector, finance, economy committee to determine the priorities of scientific research, Higher Council for Science and Technology 2009 .
42. A committee decider to monitor the implementation of the recommendation of the assessment of student exams for the development of national plans of study and learning style , education and scientific research, Ministry of Higher Education, 2010 .
43. A committee member for developing criteria for evaluating the performance of municipalities in Jordan , Ministry of Municipalities, Jordan, 2010.

**Membership  
(Inside the  
University of  
Jordan**

1. A member of the University of Jordan Council 2005-2010
2. A member of the Deans Board of the University I, 2005-2010
3. Chairman of Council of the Counseling Center at the University of Jordan, 2008 -2010.
4. A member of the Board of the Faculty of Economics and Administrative Sciences for the years 1996 -1998
5. Member of the Faculty of Business since 1998 -2010
6. A member of the Disciplinary Committee of Students at the University of Jordan, 99 \ 2000
7. Decider of the Library Committee in the Faculty of Business Administration since 1996.
8. A member of the Equivalent Committee for Courses in the Faculty of Business Administration, 1998 \1999.
9. A member of the University Club, University of Jordan:1996 - until now
10. A member of the Committee on the Future Career of the University of Jordan for the year 2001-2002
11. A member of the Committee of Scientific Research in the Faculty of Business Administration in 2002 -2005.
12. A member of the Counseling Center and Technical Services and Studies, University of Jordan, 2002.
13. A member of the Deanship of Scientific Research Council 2005.
14. A member of the Committee to Reconsider the System of Reward and Compensation and the Provident Fund for the Staff

- of the University of Jordan in 2006 .
15. Member of the Committee of the Website Development of the University of Jordan, in 2007.
  16. A member of the Accreditation and Quality Assurance in the University of Jordan 2007 -2008
  17. A member of the Committee to Develop a Strategy for Computerized Exam at the University of Jordan, in 2007.
  18. A member of the Steering Committee for linking the Outputs of Higher Education for Graduates of Jordanian Universities to the labor market, Zein Al Sharaf Institute Altnoi and 2006.
  19. A member of the Committee to Study the Establishment of the Faculty of International Studies at the University of Jordan 2007.
  20. A member of the Board of Directors of Donations in the University of Jordan, 2007
  21. A member of the Higher Committee for the joint Diploma Program between the University and the University of Ohio 2008 -2010
  22. A member of the Computer Center Council, 2008-2010.
  23. A member of the Center for Human Resource Development, University of Jordan, 2008.
  24. A member of the Women's Studies Center, University of Jordan, Amman - Jordan 2006 –
  25. A committee member to Academic and Technical plan to the branch of Aqaba, University of Jordan, in 2009

## **Publications**

1. Attitudes of Jordanian Industrial Firms Executives Toward Exporting : An Analysis Study of Three Industrial Sectors, DIRASAT, University of Jordan, Vol.23; Administrative Science, No 1, January,1996.
2. Export Problems, Needs and the Level of Satisfaction about the Government's Export Policies and Assistance: An Analysis Study Based on Some of the Organizational Characteristics of Industrial Firms in Jordan, DIRASAT, University of Jordan, Vol.23; Administrative Science, No 1, January,1996.
3. International Trade Shows & Exhibitions: Objectives & Problems: An Empirical Analysis Based On some Organizational Characteristics of Engineering Industrial Sector in Jordan, DIRASAT, University of Jordan, Vol.25; Administrative Science, No 1, January,1998.
4. Classification of Source of Information Based on Their Benefits For Exporting Purposes: An Empirical Analysis in the Food Exporting Industry, DIRASAT, University of Jordan, Vol.25; Administrative Science, No 1, January,1998.
5. The Attitudes & Marketing Practices of Health Services Organizations in the Private Sector of Jordan, Mu tuh University, Mu tuh Journal For Research & Studies, Accepted for Publication.
6. Scope of Differences in Marketing Practices among Private Hospitals in Jordan On the Basis of their Productivity, Mu tuh University, Mu tuh Journal For Research & Studies Vol. 12, NO 14 1997
7. Market Orientation: An Empirical Study in the Jordanian Public Held Corporations , Mu' tuh University, Mu tuh Journal For Research & Studies, vol.14, No2 1999 With Fayz Zubie.
8. Similarities and differences between patients and management staff as to quality components of hospital service; An empirical

- study of private hospitals in Jordan, Journal of King Saud University, Vol. 12, No1 2000 with Freed Nasreet
9. The Attitudes of Officials in the Public Sector Toward adopting and Implementing the Modern Marketing Concept, Journal of Almanarh, University of AL-Bayet, Vol 6 No 2 2000 with Okeln Mobadeen.
  10. The Export Performance of Jordanian Firms, DIRASAT, The University of Jordan, Vol.26; Administrative Science, No 2, January,1999 with Waled Shawgfh
  11. Factors influencing Physician's Choice Decision of Hospitals As a place for medical Practice; An empirical Study of Private hospitals of Jordan, Journal of King Saud University, (Adm. Sciences), Vol 12, No2 2001 With Freed Nasreet
  12. The Relative Importance of Quality Indicators of Perceived Durable Goods Quality: An Application to Jordanian consumer, Journal of King Saud University (Adm. Sciences), Vol. 13, No 2 King Saud University, 2000
  13. Effects of Transactional and Transformational Leadership Styles of Sales Managers on Job Satisfaction and Self-Perceived Performance of Sales People: A Study of Jordanian Manufacturing Public Shareholding Companies Journal of DIRASAT, 29, The University of Jordan, 2002 Raad Awamelh
  14. The Attitudes of marketing Directors Toward the Euro-Mediterranean Partnership Agreement : An Applied of Textile sector , Journal of DIRASAT, Vol. 28, No.1 The University of Jordan, 2002 With Targ Hashm.
  15. Factors affecting the Choice of Export Market Expansion Strategies (Concentration vs. Spreading) and its affect on the Export Performance: An Empirical Study on the Jordanian of Chemicals Industry , Research Journal of Yarmouk, Series of Humanities and Social Sciences , Vol128, 2002
  16. The Factors Influencing the Price of Exported Industrial Products: An Empirical Study of Exporting Chemical Industries, Journal Of King Saud University (Adm. Sciences) Vol 15. 2003,
  17. Factors Affecting Tourist's Satisfaction in Jordanian "North and Middle" Badia , DIRASAT, The University of Jordan, Vol.28; Administrative Science, No 2, January,2001.
  18. Factors influencing the decision of selecting the type of exporting channel and its export performance effectiveness , Mu'tah Lil-Buhooth Wa Al-Dirasat Mu'tah University, Vol 17, 2003
  19. Classifying the Market for Elderly People in Jordan According to Their Life Style Patterns, DIRASAT, The University of Jordan, Vol.30 Administrative Science, No 2, ,2003
  20. The effect of the marketing mix upon the housewives ' purchasing decision of homemade ladies clothes: an empirical study Mu'tah Lil-Buhooth Wa Al-Dirasat, Mu'tah University, vol. 18. 2003
  21. Factors Affecting the Volume Treated Domestic Appliances Rretailers locally manufactured durable as compared to imported Al-Manarh (Economic and Adm. Sciences) 10 (209-241 Al-alBayt University, 2004
  22. Problems facing exports of cut flower products from Jordan to European markets DIRASAT, The University of Jordan, Vol.30; Administrative Science, No 2, January,2003.
  23. Factors Stimulating Joint Ventures and Determining Choice of

- Local Partner: An approach to Strategic Marketing, DIRASAT (Adm. Sciences),: 31 (63-81),The University of Jordan,2004
24. The impact of Transformational leadership and job satisfaction and self perceived performance of banking employees: The Case of Jordan ' International Journal & Economics Research Journal Vol. 3. Nov.11 2004, with Raad Awamelh
  25. The effect of the marketing mix upon the housewives ' purchasing decision of homemade ladies clothes: an empirical study Mu'tah Lil-Buhooth Wa Al-Dirasat, Mu'tah University, vol. 18. 2003.
  26. The Influences of Marketing Mix Elements on Arab Patients' Choice exports of cut flower products from Jordan to European markets DIRASAT, The University of Jordan, Vol.31; Administrative Science, No 2, January,2004.
  27. Classifying the Jordanian Industrial Firm's in Terms of their Export Development Stages: Analytical Study DIRASAT, The University of Jordan, Vol.31; Administrative Science, No 2, January,2004.
  28. The Effect of the Mix of marketing Elements of Five Star Hotels on the Perceived Image by the Tourists: A Comparative Study Jordan Journal of Business Adm., 1 (101-120),The University of Jordan,2005
  29. Do Services Organization Need a Different Strategic Marketing Planning :Gaps Analysis, DIRASAT (Adm. Sciences),: 33(435-449)The University of Jordan,2006
  30. The Relationship Between brand-Building Factors and Branding Benefits in Commercial Banks Operating in Jordan: An Empirical Investigation of Managers\s Perspectives, Jordan Journal of Business Adm.: 2 (464-486,The University of Jordan,2006
  31. The Effect of Promotional Activities of Industrial Companies on its Exporting Performance: A comparative Study Between the Food industrial Companies and the Chemical Industrial Companies in Jordan, Jordan Journal of Business Adm,4 (143-163), The University of Jordan: 2008
  32. The Influence of the Promotional Mix elements on Jordanian Consumer's Decisions in Cell Phone Service Usage: An Analytical Study, Jordan Journal of Business Adm.,4(375-392),The University of Jordan,2008
  33. Internet Export Marketing by Jordanian and Italian Small-Medium sized Enterprises: A comparative Study, DIRASAT (Adm. Sciences),: 35 (234-259),The University of Jordan,2008
  34. Factors stimulating Chinese Investments in Jordan: An Empirical Study, Jordan Journal of Business Adm.: 3 (212-231) The University of Jordan,2007
  35. The Impact of the Marketing Mix Elements on Residential Flats Purchasing Decision in Western Amman Area in Jordan, DIRASAT (Adm. Sciences),: 35( 181-198),The University of Jordan,2008
  36. Factors Influencing the Adoption of Self-Service Technology Automated Teller Machine by the Jordanian Consumer, DIRASAT (Adm. Sciences),: 35 ( 411-442),The University of Jordan,2008
  37. Marketing Orientation of the Higher Education Institutes in Jordan: Analytical Field Study, Jordan Journal of Business Adm.: 3 (296234),The University of Jordan,2007
  38. Factors Affect in Investments Climate in Jordanian Free Zones :

- An Empirical Study, DIRASAT (Adm. Sciences),: 35 (493-513),The University of Jordan, 2008
39. Factors affecting Medical Representatives performance in both generic and non generic pharmaceutical companies in Jordan, Jordan Journal of Business Adm.,36,The University of Jordan,2009
  40. Impact of Market Orientation on Marketing Performance: A Study on the tourism Offices Operating in Amman, Jordan Journal of Business Adm., 5,The University of Jordan,2009.
  41. Influence the Characteristics of Commercial Adv. upon University Students in the Decision to subscribe to Mobile telecommunication in Jordan, DIRASAT (Adm. Sciences): 37 ,The University of Jordan,2010
  42. Experiences of E-Commerce Use and Perceptions of Export Barriers Among Jordanian Business, Jordan Journal of Business Adm.,: 4 (503-517),The University of Jordan,2008
  43. The Impact of the Implementation of Internal Marketing in Job Satisfaction for sales Staff in the Jordan telecoms. Group, Jordan Journal of Business Adm. 5, The University of Jordan, 2010
  44. The Relative Importance of Indicators of Perceived Jordanian Islamic Garments Quality: An Application of Non-Jordanian Consumers in Foreign Market, Jordan Journal of Business Adm. 5, The University of Jordan, 2010
  45. Assessing Electronic Government Systems Success: An Integrated Framework, Jordan Journal of Business Adm., Vo.37, No2, 2010.
  46. Perceived Image of Petra as a Tourists Destination From the Perspective of Foreign Tourists, DIRASAT (Adm. Sciences): 37 The University of Jordan, 2010
  47. Factors Affecting Compulsive Buying by Jordanian Housewives: A case Study ,DIRASAT (Adm. Sciences),: 38 (493-513),The University of Jordan, 2011
  48. European package Tourists Behavior and World Heritage Attraction: An Exploratory Study. DIRASAT (Adm. Sciences): Vol.38 No1 The University of Jordan, 2011
  49. The Impact of Corporate Social Responsibility on Companies perceived Performance: A Comparative Study between Local and Foreign Companies, Accepted , Jordan Journal of Business Adm. 2009
  50. An extended TAM model to evaluate User's acceptance of Electronic Cheque Clearing Systems at Jordanian Commercial Banks ", the Journal of Internet Banking and Commerce, DIRASAT (Adm. Sciences): Accepted, The University of Jordan, 2011
  51. An Empirical Examination of Inter-Organizational Factors Influence on Green marketing Adoption in Jordanian Industrial sector, accepted, Mu'tah Lil-Buhouth wad-Dirsat, 2010

### **Ongoing Research**

1. Examining The Psychometric Properties of Internal Marketing Concept: Scale Development and Validation In Jordanian Manufacturing Sector, Jordan Journal of Business Adm
2. The Influence of Medical Sales Representatives' Work Engagement on Job Satisfaction and Self-Perceived

Performance at the Jordanian Pharmaceutical Industry : A Structural Equation Modeling Perspective. Jordan Journal of Business Adm.

3. Factors affecting The Competitiveness of The Furniture Industry in Palestine : Field study, With Salwa Sakallahm
4. Determinants of The Export Performance of the Algerian Non-Oil Product Manufacturing Companies, With Noor Alhuda DIRASAT (Adm. Sciences) The University of Jordan.
5. The Impact of Banking Service Quality on the Loyalty of Customers to Jordanian banks, With Fatima Haloues,
6. Perceived Service Quality and Customers Satisfaction: An Empirical Investigation of the Re-branded Telecommunication Companies in Jordan, With Anood Haddad.
7. The Effect of Relationship Marketing on Customer loyalty in the Jordanian Pharmaceutical Industry, With Ghada Sweidan
8. The Impact of The Medial Services Quality on Patients' Loyalty in Jordan , University Hospital, Case Study, With Djenat Bouguedjani.
9. Assessment of the Extent of the Social and Ethical Responsibility practice in Commerical Advertising For Mobile Phone Compaines in Jordanian Filed Study From Jordanian Consumer View in Two Cities Amman and Irbid, Odeyah Batyenh.

#### **Published Books**

1. International Marketing, 1-4<sup>th</sup> edition , Dar Waal Co. For Publishing, 2009
2. Service Marketing, 1-4<sup>th</sup> edition , Dar Waal Co. For Publishing, 2009
3. Sales Management and selling, 5<sup>th</sup> edition, 1-4<sup>th</sup> edition , Dar Waal Co. For Publishing, 2009
4. Distribution Marketing, 4<sup>th</sup> edition, 1-4<sup>th</sup> edition , Dar Waal Co. For Publishing, 2009
5. Principle of Marketing, 1<sup>st</sup> edition, Dar Waal Co. For Publishing, 2007
6. Functions and Management Practices, the Arab Society of Certified Acts, Talal Abu-Ghazaleh in 2001
7. Strategic Management, 1<sup>st</sup> edition, Alguds Open University, 2006
8. Distribution Channel, , 1<sup>st</sup> edition, Alguds Open University, 2006

#### **Academy Conference /Seminars**

1. The Conference of the Society for Consumer Protection in Jordan, in 1999.
2. The Conference of the Arab Academy for Banking in 2001.
3. The First National Economic Conference of the most widespread investments in 2002
4. Made in Jordan (2), a symposium on the development and competitiveness in the global market, Faculty of Engineering, University of Jordan, in 2002.
5. World Economies in a Changing World, the First Scientific Conference, Faculty of Economics and Administrative Sciences, University of Applied Sciences, Oman in 2003 .
6. National Economic Conference II, Karak, in 2003
7. The Conference of the inter-Arab trade and economic integration, the Arab Organization for Administrative Sciences and the University of Jordan, 2004.

**Thesis\**  
**Dissertation**  
**Supervision**

8. The National Conference of Curricula and Teaching Methods and Learning and Scientific Research in Universities in Jordan, in March 2010, the Ministry of Higher Education.
9. Conference of TQM in the Knowledge Management and Information Technology, University of Applied Sciences, the second scientific conference, April 2006.
10. Conference Calls for Reform in the Framework of the Arab League and the United Nations, University of Jordan, in 2006
11. The First Conference of Jordanian Accreditation and Quality Assurance in Higher Education Institutions, 13-15-2005.
12. Higher Education Development Forum, Dead Sea, the Ministry of Higher Education, 11/12/2007
13. Harmonization Between the Outputs of University Education and the Average Labor Market Requirements, the Ministry of Higher Education 18-19-2007 M. Oman.
14. The First Conference of the Research Thesis, Faculty of Graduate Studies, University of Jordan, 2008.
15. The Conference of the Association of Arab Universities, session 41, Nayef Arab University for Security Sciences, Saudi Arabia, Riyadh, 2008
16. Second Conference of the Faculty of Business, Critical Issues of Emerging Economies in the Modern Business Environment, University of Jordan, 2009 .
17. Regulation and Competition Policy for Development: Practice and Challenge, The University of Jordan, 2010
18. Marketing Alexandria of a Tourist Destination to an International, Alex Tourism, Higher Institute for Tourism and Hotels, Egypt 2010
19.
  1. Factors affecting the decision to buy consumer life insurance policy, Raad Tim, 1995
  2. The Impact of government policies on the export orientation of Food industries Firms,, Throat Tarawneh, 1996.
  3. Trends in export managers about marketing dimension to the partnership agreement of Jordan - European, Tariq Hashim, 1998
  4. Factors affecting the decision to choose the type of export channel and its impact on export performance Amel Tamileh, 2000.
  5. Factors affecting the sales of Household applicants to Retailers, Arafat AbuHajleh 1998
  6. Real image perceived by European tourists for the Jordanian tourism product, Osama Shahab-2001
  7. Factors affecting the marketing mix of tourism in the Jordanian Badia, Fawwaz Hamad, 2000
  8. The impact of promotional mix elements toward using mobile phones in Jordan, Mohammed Shraideh, 2003.
  9. The impact of marketing mix on export performance: a comparative study, Nancy Afram, 2003.
  10. Assessment of the elements of investment in the Aqaba Special Economic Zone, Ihab Rawashda, 2003
  11. The impact of the marketing mix elements on the overall performance of the Jordanian Pharmaceutical Industries, Rasha Hinnawi, 2003.
  12. Chinese investment in Jordan, motivation and satisfaction, Lillian Huang, 2004.
  13. The affect of the marketing mix of exporting on export

- performance: a comparative study between the companies, industries, food and chemical industries in Jordan, Nancy Afram, 2002.
14. Factors Affecting Compulsive Buying By Jordanian Housewives : A case Study, Ahmed Obidat, 2007
  15. Determining Electronic Cheques Clearing System Users Attitudes: Field Study on Jordanian Commercial Banks, Yaha AbedSouuf, 2007
  16. The Impact of Innovation in Jordanian Chemical and Pharmaceutical Industries on Export Performance, Ibrhaeem Assa, 2009
  17. The effect of Banking Services Quality on Customer Locality in the Jordanian Banks, Fatima Haloues 2009
  18. The Effect of Implementation of Relationship on Customer Locality in the Jordanian Pharmaceutical Manufacturers, Ghada Swedan, 2009
  19. The Effect of Total Quality Management on Employees Satisfaction in Aluminum Manufacturing Companies in Jordan, Baha Dababneh, 2007.
  20. The Effect of Internal Marketing Implementation on Job Satisfaction from Sales People Perception at Jordan Telecom Group. Amel Abed, 2007
  21. The Impact of Corporate Social Responsibility on Companies Perceived Performance : A comparative Study Between Local and Foreign Companies in Jordan, Hayat Assker, 2007
  22. Factors Influencing the Performance of the Entrepreneurial Firms in their Initial Years of Operation: Guidance to Enhancing the Entrepreneurial Start –up Process, Mayser Habesh, 2009.
  23. The Perceived Image of Petra as a Tourist Destination by the International Tourists, Kadejeh Hado 2007
  24. The Effect of Commercial advertising Characteristics Upon the University of Jordan student's Subscription Decisions on Cellular Communication Services, Maryem Nawelh, 2007
  25. The perceived image of marketing mix elements of Five star hotels by tourists, Huda Ayesh, 2002.
  26. Export marketing via the Internet for business and industrial small and medium-sized Jordanian and Italian, Antonella Biardino, 2004.
  27. Factors affecting investment in the Jordanian free zones, that Allawi 02006
  28. The Influence of E. Commerce on Export Performance of Jordanian Export-Companies :Comparative Studies, Farouq Jareri
  29. Factor Affecting Medial Representatives' Performance in Pharmaceutical Manufacturing Companies Based on their Attitudes in Both Generic and non-Generic Pharmaceutical Companies in Jordan: A Comparative Study, 2005, Yara Maselh
  30. The Influence of Market Orientation of Tourism Companies in Jordan on Its Marketing Performance, Hamam Malke 2007
  31. The Influence of Adopting E. Integrated Marketing Communication on the Export Performance of Jordanian Companies :Empirical Study, Omer Showbke 2006
  32. The Relative Importance of Indicators of Perceived Jordanian Manufactured Ladies Islamic Garments Quality: An Application of Non-Jordanian Consumer in Foreign Market. Omer Gadery 2006

## **Consultations and studies**

33. Factors Affecting the Jordanian Consumer Adoption of the Self Service Technology (SST), Ali Alwan, 2006
34. Motives Behind Jordanian Housewives Participation in Boycotting Campaigns, Zaid Obeidat, 2010
1. Determine the potential market for the south of Amman for the Bietuna Company through the Center of Studies and Consultations, University of Jordan, 1995.
2. Study the Competitiveness of Jordanian Industries, the Royal Scientific Society \ 1996
3. Study the Patterns of Visual Media Habits in the City of Amman, the Center for Studies and Consultations, The University of Jordan 2004.
4. Preparation of a Study Plan the Marketing Department of the University of Ajloun 2006
6. Preparation a Study plan for the University of Emran University in Yemen , through the Center of Consultations, the University of Jordan.2006.

## **Workshop and Seminars**

1. Participate in the 5<sup>th</sup> Jordanian Science Week "the Development of Competitiveness: Transparency, Quality and Productivity, University of Jordan, 1997.
2. Participation in the Provision of Orientation Lectures to Masters Students at the University of the AlJazera on the modalities of scientific research, University of AlJazera Sudan, in 2002.3.
3. Participate in a panel discussion "about pressing mechanisms to improve the performance of public administration in Jordan," Jordanian National Center for Studies and Information, in 1999.
4. Participate in the lecture topic of "Strategic Management in Higher Education Institutions," the Association of Arab Private Institutions for Higher Education, Jordan, in 2000.
5. Provide a Scientific lecture, entitled "Information Technology and Modern Marketing, Science Week of the Faculty of Economics and Administrative Sciences, Amman Private University, 2006.
6. Submit a Scientific paper on the "Culture of Accreditation in Higher Education: its Role and Importance f" Science Week, Deanship of Graduate Studies and Scientific Research, Amman Private University, 2006.

## **Training Courses**

- Leadership skills
- Strategic Planning
- Marketing Skills
- Sales techniques
- Purchasing Management
- Bank Marketing
- Customer Relationship Management
- Customers Care
- Dealing with peoples
- Negotiations skills
- Telemarketing Skills
- Supply Chain Management
- Exporting Entry Strategies
- Change management
- Inventory management
- Service Marketing

Member of the Society of Friends of Scientific Research at Public Universities in Jordan

**Professional memberships**

**Award /Prizes**

1. Abdul Hameed Shoman Prize for young Arab Researchers in Management Science and Economic and Financial in 1999.
2. Shield of the University of Jordan in recognition for an award Abdul Hameed Shoman, 2001.
3. Certificate of Merit from the Ministry of Culture for Innovation Jordanians. in 2001
4. Certificate of Merit from Talal Abu-Ghazaleh in 2001.
5. Certificate of Merit from the Ministry of Health \ Jordan in 2001
6. Certificate of Merit from the Amman Chamber of Commerce in 2001
7. Foundation Certificate of Merit from the Gulf Innovation for 2003.
8. Certificate of appreciation from the Foundation to verify proliferation to participate in the economic conference, first in 2002
9. Shield of Amman Private University, Deanship of Graduate Studies and Scientific Research, 2006

**Scholarship and Awards**

- THE UNIVERSITY OF JORDAN SCHOLARSHIP, 1985-1986, EDINBURGH UNIVERSITY, UK.
- THE UNIVERSITY OF JORDAN SCHOLARSHIP, 1988-1992, SHEFFIELD UNIVERSITY, UK.
- 

**Additional professional activities “Part Time Lecturing”**

- ARAB AMMAN UNIVERSITY OF FOR GRADUATE STUDIES 2003
- THE ARAB ACADEMY FOR BANKING AND FINANCIAL SCIENCES, START 1997-2006
- Al-Ahleiah Amman University, Start 1994.

**Courses Taught**

**GRADUATE LEVEL :**PRINCIPLE OF MARKETING, BANK MARKETING, INTERNATIONAL MARKETING , CONSUMER BEHAVIOUR, STRATERGIC MARKETING, STRATEGIC PALNNING, PRUCHASING MANAGEMENT, SERVICOE MARKETING.

**UNDERGRADUATE LEVEL:** MARKETING MANAGEMENT, STRATEGIC MARKETING, INTERNATIONAL MARKEITNG, SERIVCE MARKETING

