

Curriculum Vitae

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Qualifications *Ph. D (Marketing), University of Glasgow, Scotland, UK, 1991. AACSB*
M. Comm.(Marketing), Strathclyde University, Scotland, UK, 1988. AACSB
B. Sc. (Business Administration), University of Jordan, Jordan, 1984.
• *(Obtained a US Equivalency of my UK Qualifications. The evaluation/Equivalency was carried out by “WES”), WES: Stands for WORLD EDUCATION SERVICES, which is a US based academic organization.*

Employment:

Academic Positions

Associate Professor, Department of Marketing, School of Business, Jordan University, Amman, 2017.

Associate Professor, Department of Marketing, School of Business, American University of Ras Al Khaimah, UAE, 2015- 2016.

Associate Professor, Dept. of Business & Marketing, Princess Sumaya University For technology, Amman, Jordan, Sep. 2012-2014.

Associate Professor, Dept. of Management & Marketing, King Fahd University of Petroleum & Minerals, Dhahran, Kingdom of Saudi Arabia, 2005-2011. **AACSB**

Associate Professor, Dept. of Business & Economics, United Arab Emirates University, UAE, 2000-2005. **AACSB**

Assistant/Associate Professor, Dept. of Business & Accounting, The Hashemite University, Jordan, 1995-200

Assistant Professor, Dept. of Business Administration, Mu'tah University, Karak, Jordan, 1991- 1994.

Lecturer, Dept. of Management, Glasgow University, Glasgow, UK, 1989-1991.

Management Experience

2004-2005 **Chairman**, Marketing Track/United Arab Emirates University, UAEU. **AACSB**

2000-2002 **Advisor** to the Vice-Chancellor, Sector of Community Services, United Arab Emirates University, UAEU. **AACSB**

1995-1998 **Chairman**, Business Admin. & Accounting Depts./ The Hashemite University, Jordan.

Acting Dean, College of Business Administration, The Hashemite University, Zarka/Jordan. *During the following periods.*

20-27/12/1995

13-17/1/1996

12-19/3/1996

23/8-6/9/1997

1-6/12/1997

Research Interests

Issues on:

- Consumer Behavior
- Marketing Management

Teaching Experience

Graduate Courses:

- Introduction to Marketing
- Consumer Behavior
- Marketing Management
- Selected Topics in Marketing

Undergraduate Courses:

Principles of Marketing, Marketing Management, Channels of Distribution, Consumer Behavior, Marketing Of Services, Advertising Management, Retailing Management, Business Marketing, Public Relations, Marketing Research, International Marketing, Business Communication & Strategic Marketing Management.

Supervision of Graduate Research

[Associate Supervisor](#), MBA Dissertation, “Evaluation Of The International Trade Exhibitions And Their Impact On Promotion Tourism: A Field Study On The Emirate Of Dubai”, By Miss. Lateefa Eid Al-Faraj, UAE Ministry of Higher Education/UAE, 2002-2004.

Committees & Memberships

- 2015- Chairman, University Publication Committee, American University of Ras Al-Khaimah, ([Standing, University Level](#)), UAE.
- 2015- Admissions and Enrollment Management Services Committee, American University of Ras Al-Khaimah, ([Standing, University Level](#)), UAE.
- 2015- Curriculum Committee, American University of Ras Al-Khaimah, ([Standing, University Level](#)), UAE.
- 2015- Institutional Review Board Committee, American University of Ras Al-Khaimah, ([Standing, University Level](#)), UAE
- 2015- Member, Department Council, Department of Marketing, School of Business, American University of Ras Al Khaimah, UAE.
- 2015- Member, College Council, School of Business., American University of RasAl Khaimah, UAE.
- 2012- 2013 Business Program Curriculum Affairs Committee, King Tala School of Business, Princess Sumaya University For technology, ([College Level](#)), Jordan.
- 2009-2010 Marketing Program Curriculum Affairs Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals. ([Department Level](#)), Saudi Arabia.
- 2009-2010 Member, of the Textbooks Committee, King Fahd University of Petroleum & Minerals. ([College Level](#)), Saudi Arabia.

- 2008-2009 Member, College Safety Committee (CIM), King Fahd University of Petroleum & Minerals. (College Level), Saudi Arabia.
- 2008-2009 Member of the Marketing Curriculum Committee. King Fahd University of Petroleum & Minerals. (Department Level), Saudi Arabia.
- 2008-2009 Member, of the Textbooks Committee, King Fahd University of Petroleum & Minerals. (Department Level), Saudi Arabia.
- 2008-009 Member, An ad hoc Committee formed for Determining the College Nominees for the “Distinguished Teaching Award”, King Fahd University of Petroleum & Minerals. (Department Level), Saudi Arabia.
- 2007-2008 An ad hoc Committee formed for evaluating different databases for academic journals' in Business, Management & Marketing. (Department Level), and Saudi Arabia.
- 2007-2008 An ad hoc Committee formed for Evaluating the Promotion Dossier of a Faculty Member, to the rank of Associate Professor, in the Department of Management & Marketing”, King Fahd University of Petroleum & Minerals. (University Level), Saudi Arabia.
- 2007-2008 MKT Textbooks Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals. (Department Level), Saudi Arabia.
- 2007-2008 Marketing Program Curriculum Affairs Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals, Saudi Arabia.
- 2006-2007 **Chairman**, An ad hoc Committee formed for Determining & evaluating the College Nominees for the “Distinguished Teaching Award”, King Fahd University of Petroleum & Minerals, Saudi Arabia.
- 2006-2007 **Chairman**, An ad hoc Committee formed for Determining & evaluating the Department Nominees for the “Distinguished Teaching Award”, King Fahd University of Petroleum & Minerals, Saudi Arabia.
- 2006-2007 Marketing Program Curriculum Affairs Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals. (Department Level), Saudi Arabia.
- 2006-2011 MKT Textbooks Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals. (Department Level), Saudi Arabia.
- 2005-2006 An ad hoc Committee formed for Determining & evaluating the Department Nominees for the “Distinguished Teaching Award”, King Fahd University of Petroleum & Minerals. (College Level), Saudi Arabia.
- 2005-2006 An ad hoc Committee formed for Evaluating the Promotion Dossier of a Faculty Member, to the rank of Associate Professor, in the Department of Management & Marketing”, King Fahd University of Petroleum & Minerals. (Department Level), Saudi Arabia.
- 2004-2005 **Head of the Board of Textbooks** in the Department of Business Administration, United Arab Emirates University/ UAE.
- 2003-2004 **Coordinator**, Instructional Resources Committee, United Arab Emirates University/UAE.
- 2001-2002 Composition & Development Committee, United Arab Emirates University/UAE.

- 2000-2001 [Strategic Plan Committee](#), Sector of Community Services, United Arab Emirates University/UAE. ([University Level](#))
- 2000-2003 Library Committee, United Arab Emirates University/UAE
- 1997-1999 Vice-President of The Employees Housing Fund, The Hashemite University/Jordan.
- 1996 -1997 The Introductory Leaflet of The Hashemite University ([Designing & Producing](#)), Jordan.
- 1995-1997 The Faculty's Curriculum Requirements Committee, The Hashemite University/ Jordan.
- 1995-1996 Consultative Committee (Studying and Amending The Regulations of Awarding Bachelor's Degree), The Hashemite University, Jordan.
- 1995-1996 Medical Insurance Committee, The Hashemite University/Jordan.
- 1995-1998 Faculty Council, Faculty of Economics & Admin. Sc., The Hashemite University/ Jordan.

Seminars & Workshops

- Attended a [workshop](#) on “Developing Program Management Outcomes for IE Units”, American University of Ras Al Khaimah, UAE, October 6, 2015.
- Entrepreneurship in Renewable Energy ([Seminar](#)), Princess Sumaya University for Technology, Amman, Jordan, January 27, 2014.
- A Department Council Meeting on “[General Workshop](#)” on Departmental Activities, held on Tuesday, September 21, 2010.
- “Problem-based Learning-PBL in Science and its Implementation in Science Curriculum”, ([Seminar](#)) held on Monday, March 02-04, 2009, The Teaching & Learning Center, KFUPM, Kingdom of Saudi Arabia.
- Discussion Forum on Research Group ([Seminar](#)), held on Wednesday, January 7, 2009, Deanship of Scientific Research, KFUPM, Kingdom of Saudi Arabia.
- Research Analysis using Scopus Databases ([Seminar](#)), KFUPM Library Affairs, Kingdom of Saudi Arabia, March 10, 2008.
- The Outcome Exam ([Four Days Workshop](#)), KFUPM Testing & Evaluation Center, Kingdom of Saudi Arabia, (September 3-6), 2007.
- Faculty Recruitment, Development and Retention at KFUPM. ([Workshop/Focus Group](#)), Kingdom of Saudi Arabia, 2007.
- Marketing Opportunities in the United Arab Emirates, ([Workshop](#)), the UAE University, 2004.
- Web-Based Research: The Case of The United Arab Emirates, ([Workshop](#)), the UAE University, 2003.
- The First ([Workshop](#)) on Internship (IWELL) Program Organized by the UAE University, Nov.2003.
- A Teaching Forum on Active Learning ([Workshop](#)), Organized by the UAE University, December, 2003.
- An M-Commerce ([Workshop](#)), Organized by Abu Dhabi Chamber of Commerce in October, 2002.

An E-Commerce ([Workshop](#)), Organized by Abu Dhabi Chamber of Commerce in October, 2001.

Funded Research Projects: From Research Idea to Final Report, ([Workshop](#)), United Arab Emirates University/UAE, 2003.

Social Marketing and Health Education ([Workshop](#)), Ministry of Health, Abu Dhabi-Al Ai, UAE, 2001.

Importance Of Retailers' Image and Buying Decisions in the United Arab Emirate ([Research Forum](#)), the UAE University, 2000.

The Environmental Scientific Day ([Workshop](#)), The Hashemite University, Zarka, Jordan, 1998.

Research and Development Institutions and Their Role in the Arab Industrial Sectors ([Workshop](#)), Royal Scientific Society, Amman, Jordan, 1998.

Accountants' Assembly of Jordan ([Workshop](#)), Amman, Jordan, 1997.

The Population of the Middle-Region Province of Jordan ([Workshop](#)), The Hashemite University, Jordan, 1997.

Coping With Supply Shocks: The Case of Jordan ([Seminar](#)), The Hashemite University, Jordan, 1997.

Economic Impediments to Peace in The Middle-East ([Seminar](#)), The Hashemite University, Jordan, 1997.

The Role of Jordan In a Euro-Mediterranean Policy, One Year After ([Seminar](#)) , The Hashemite University, Jordan, 1997.

Attended the Following Conferences

1. [The Economics Research Conference for CBE, UAEU](#), March, 2003.
2. [The Fourth Annual UAE University Research Conference](#), on "E- Learning Critical Success Factors: Exploratory Study from Student Perspective", held in Al-Ain, April, 2003.
3. [The Fifth Annual CBE Academic Conference](#), on "The Role of Management Education and Technology-Led Innovation", United Arab Emirates University, UAE, March 24-25, 2002.
4. [The Third Annual Conference For Research, UAEU](#), Al Ain, May 30-June1, 2002.
5. [The Second Annual CBE Conference For Research, UAEU](#), Al Ain, March, 2001.

Research & Publications

1. The Social Normative Influence and the Purchase of LCD TV in Saudi Arabia, [Published, The Journal of American Business Review, Vol. 2, Number 2, USA, Summer 2014. \(Single Author\)](#)
2. Claiming to be a Marketing Manager: The case of the Real-Estate Sector in the Eastern Province of Saudi Arabia, [Published, The Business Review, Vol. 22, Number 1, Summer 2014, USA. \(Single Author\)](#)
3. Determinants of Saudis' Desire to Purchase. A Field Study, [Published, The Journal of American Academy of Business, Vol., 20, number 1, USA, Summer 2014. \(Single Author\)](#)

4. Interpersonal Communication and Its Influence on The Purchase of Home Appliances in a Developing Nation: A Conceptual Approach, [Published, The International Journal of Professional Management](#), Vol. 2, Issue 4, UK, 2011. **(Single Author)**
5. The Influence of Personal Sources of Information on the Purchase of Washing Machines in Saudi Arabia, [Published, The International Journal of Professional Management](#), Vol. 2, Issue 2, UK, 2011. **(Single Author)**
6. Opinion leaders and Their Influence on Consumer Purchasing Behavior in Saudi Arabia, 2010, [Published, Global Journal of Business and Research](#), Vol. 4, No. 4, PP. 15-70, USA. **(Coauthored with Prof. Hugh M. Shane)**
7. The Impact of Country of Origin on Emiratis' Perception of Products: The Case of the Emirate of Dubai (UAE), [Published, Studies in Business & Economics](#), Qatar University, Vol. 14, No. 1. March 2008, (PP. 51-65). **(Single Author)**
8. Importance Attached to Relationship Marketing in The Emirate of Ajman (UAE): A Consumer's Point-of-View (UAE), [Published, The Journal of American Academy of Business](#), Cambridge, Vol. 13, NO. 1, USA, March 2008, (PP. 109-115). **(Single Author)**
9. Emiratis' Demographics and their Reaction to TV Commercial Breaks: The Case of the Emirate of Sharjah (UAE), [Published, The Business Review](#), Cambridge, Vol.8, Num. 2, USA, December 2007, (PP. 222-230). **(Single Author)**
10. The Relationship Between Consumers' Attitudes and Predicting their Behaviors: The Case of the United Arab Emirates (UAE), [Published, The International Journal of applied management of Change](#), Volume 1, Issue 2, UK, 2006, (PP.1-11). **(Single Author)**
11. The BUSINESS CASE for improving Customer Service at Leeds City Council, UK, [Published, The International Journal of applied management of Change](#), Vol. 1, Issue 1, UK, 2005, (PP. 1-16). **(Joint Research)**
12. The Impact of "CUSTOMER FIRST" on City Council Performance, UK., [Published, The International Journal of Applied Marketing](#), Vol. 3, no. 2, UK, 2005, (PP. 178-194). **(Joint Research)**
13. Public Policy and the Marketing Process: The Case of the Industrial Sector in the United Arab Emirates, [Published, The International Journal of Applied Marketing](#), Vol. 3 , No. 2, UK, 2005, (PP.41-58). **(Single Author)**
14. Advertising Effectiveness: The Case Of The United Arab Emirates (UAE), [Published, The International Journal of Applied Marketing](#), Vol. 3, no. 1, UK, 2004, (PP. 3-23). **(Single Author)**

15. Importance of Consumers' Perception of Products in Market Segmentation: The Case of The United Arab Emirates (UAE), Published, [The International Journal of Applied Marketing](#), Vol. 3, no. 1, UK, 2004, (PP. 78-92). **(Single Author)**
16. Problems of Controlling The Marketing Activities: The Case of The Industrial Sector in The United Arab Emirates (UAE), Published, [Journal of King Abdulaziz University, Faculty of Economics and Administration](#), Vol. 18, No. 1, Saudi Arabia, 2004, (PP. 3-14). **(Single Author)**
17. Importance of Retailers' Image In Buying Decisions InThe United Arab Emirates: A Consumer's Point of View, Published, [Al Manara Journal](#), Al Al-Bayt University, Vol. 10, No. 2, Jordan, 2004, (PP. 21-34). **(Single Author)**
18. Policies and Distribution Channels: The Retailer-Wholesaler Channel In The United Arab Emirates, Published, [Journal of King Saud University \(Admin. Sciences\)](#), Vol. 16, no. 2, Saudi Arabia, 2004, (PP. 87-102). **(Single Author)**
19. The Role of TV Messages Content in the Adoption Process of Durables in Developing Countries: The Case of Jordan, Published, [Journal of King Saud University \(Admin. Sciences\)](#), Vol. 15, no. 1, Saudi Arabia, 2003, (PP. 25-37). **(Single Author)**
20. Social Class Categories and Brand-Name Loyalty in Jordan: A Consumer's Point-of-View, Published, [Journal of King Abdulaziz University, Faculty of Economics and Administration](#), Vol. 16, No. 1, Saudi Arabia, 2002, (PP. 13-27). **(Single Author)**
21. The Human Issue in Channels of Distribution in Jordan: A Wholesaler's Point-of-View, Published, [Journal of King Saud University \(Admin. Sciences\)](#), Vol. 12, no. 1, Saudi Arabia, 2000, (PP. 1-13). **(Single Author)**
22. Evaluating The Role of The Marketing Managers in The Management Process of Marketing: The Case of The Textile Industry in Jordan, Published, [Journal of King Abdulaziz University, Faculty of Economics and Administration](#), Vol. 13, no2, Saudi Arabia, 1999 (PP. 3-19). **(Single Author)**
23. Assessing Jordanians' Willingness To Buy: A Consumer's Point-of-View, Published, [Arab Journal of Administrative Sciences](#), Kuwait University, Vol. 6, no. 1, Jan. Kuwait, 1999, (PP. 141-151). **(Single Author)**
24. Interfirm Technological Concerns Regarding The Adoption of The Marketing Concept: The Case of The Manufacturing Sector in Jordan, Published, [Journal of King Saud University \(Admin. Sciences\)](#), Vol. 11, no. 2, Saudi Arabia, 1999, (PP. 35-50). **(Single Author)**
25. What Advice Do Starters of Small Businesses Need? The Case of The Catering Services in Jordan, Published, [Damascus University Journal](#), Vol. 14, no. 1, Syria, 1998, (PP. 19-46). **(Single Author)**
26. The Promotional Role of Packaging in Attracting Jordanian Consumers' Attention to Local Products, Published, [Journal of King Saud University \(Admin. Sciences\)](#), Vol. 10, no. 2, Saudi Arabia, 1998, (PP. 107-118). **(Single Author)**
27. Reasons and Forms of Evaluating The Effectiveness of Advertising: The Case of The Manufacturing Sector in Jordan, Published, [Journal of King Saud University \(Admin. Sciences\)](#), Vol. 10, no. 1, Saudi Arabia, 1998, (PP. 53-68). **(Single Author)**

28. Employees' Perception of Organizational Climate and Level of Satisfaction in Non-Profit Making Organizations: A Field Study, [Published, Journal of Administrative Sciences & Economics, Qatar University, Vol. 7, Qatar, 1996, \(PP. 54-77\).](#) **(Single Author)**