

# EATEDAL B. (AHMAD AMIN)

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| <b>Personal Information:</b>                   | <ul style="list-style-type: none"><li>- Gender: Female.</li><li>- Marital status: Married.</li><li>- Nationality: Jordanian.</li><li>- Religion: Muslim.</li><li>- Place and Date of Birth: Jordan- Amman / 25th February 1987.</li></ul>  |
| <b>Education:</b>                              | <ul style="list-style-type: none"><li>- MBA/ Marketing Program at the University of Jordan, with a 4/4 GPA on May 2011.</li><li>- Bachelor degree in Marketing at the University of Jordan on June 2009 with a 3.99/4 GPA (The first student at Business faculty in 2009).</li><li>- Completion the Secondary Stage at Sukineh Bint Al-Hussien Secondary School for Girls in Amman in 2005 with 96.3%.</li></ul>   |
| <b>Languages:</b>                              | <ul style="list-style-type: none"><li>- Arabic: Mother Language.</li><li>- English: Very good Speaking and Writing.</li></ul>  |
| <b>Special Skills and Practical Abilities:</b> | <ul style="list-style-type: none"><li>- Very good in Using Computer (Word, Excel, Power Point, and Internet).</li><li>- Well organized and care about details.</li><li>- Communication and interaction skills.</li><li>- Enthusiastic, energetic and willing to assume increased responsibilities.</li><li>- Quick learner with ability to deal with new challenges.</li><li>- Self-motivated and eager to learn new skills.</li><li>- Having the ability and capability to form a strong liaison with the management team in work to guarantee the efficiency and smoothness of works flow.</li></ul> |

## Experiences and

### publications:

- Currently working as a full time lecturer at the University of Jordan- Business Faculty/Marketing department (Since 9/2014 till now).  
The courses that I teach at the university of Jordan are:  
Principles of marketing, marketing management, marketing strategy, promotion and consumer behavior.
  
- Full time lecturer at Petra university – Business Faculty/Marketing department (1/9/2011-31/8/2014)  
The courses that I taught at Petra university were:  
Principles of marketing, marketing channels, new product development, Banking marketing, marketing strategy, special topics in marketing and marketing management.
  
- 1- AL-talli,A, Tarabieh,S, Ahmad amin,E and Gil-Pechuan,I . Factors influencing online purchase intention: The Mediating Role of Attitude toward Online Shopping. An Empirical Study in Cosmetics Sector in Jordan”. Jordan Journal of Business Administration. Accepted 11/2022.
- 2- Al-Dmour, H., Al-Qawasmi, S., Al-Dmour, R. and Basheer Amin, E. (2022). "The role of – “Electronic word of mouth (eWOM) and the marketing mix on women’s purchasing intention of children's dietary supplements, International Journal of Pharmaceutical and Healthcare Marketing, 16(3), 376-391.
- 3- Al-Dmour, R . Amin, E. A., Saad, N., & Zaidan, H. (2022). Interrelated Factors Influencing the Adoption of Big Data Applications: Empirical Study in Jordan. Jordan Journal of Business Administration, 18(2). Retrieved from <https://journals.ju.edu.jo/index.php/JJBA/article/view/30>
- 4- Al-Dmour, R., Surakji, M., & Ahmed Amin, E. (2023). The Effects of the Use of 3D Printing Technology on the Entrepreneurs’ Operational Effectiveness. Jordan Journal of Business Administration, 19(2). <https://doi.org/10.35516/jjba.v19i2.1044>
- 5- Al-Dmour, A., Al-Dmour, R. H., Al-Dmour, H. H., & Ahmadamin, E. B. (2021). The effect of big data analytic capabilities upon bank performance via FinTech innovation: UAE evidence. International Journal of Information Systems in the Service Sector (IJSSS), 13(4), 62-87.
- 6- Ahmadamin, E., Al-Majali,M., Al-Dmour, R.(2020). INFLUENCE OF ONLINE HOTEL CONSUMER REVIEW SITES ON HOTEL VISITORS’ BEHAVIOURAL INTENTIONS IN JORDAN. Jordan Journal of Business Administration, 16(2), 385-409.
- 7- Al-Dmour, R, Al-Zubai,G., Abuhashesh,M., Ahmadamin, E.(2020). PERCEIVED BARRIERS HINDERING THE JORDANIAN SMES OPERATING IN THE FOOD AND BEVERAGE INDUSTRY FROM ENGAGING IN E-COMMERCE: AN EMPIRICAL STUDY. Jordan Journal of Business Administration, 16(2).
- 8- Al-Dmour, H. H., & Ahmadamin, E. B. (2012). THE EFFECT OF MARKET ORIENTATION ON SERVICE INNOVATION: A STUDY ON THE INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) SECTOR IN JORDAN. International Journal of Humanities and Social Science 2(19), 232-253.

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| <p><b>Training courses</b></p>             | <ul style="list-style-type: none"> <li>- Mastering MS Windows XP and MS office, 2005</li> <li>- Self-Development, 2008</li> <li>- Communication Skills, 2008</li> <li>- Creative Thinking, 2009</li> <li>- Neuro Linguistic Programming, 2009</li> <li>- Selling Skills and Customer Service, 2009</li> <li>- Statistical Package for Social Sciences (SPSS),2011</li> <li>- Diploma in Neuro Linguistic Programming, 2011</li> <li>- Effective teaching methods, 2013</li> <li>- How to start your own project,2015</li> <li>- Time management skills,2015</li> <li>- How to assess students, 2017</li> <li>- Creativity and innovation,2017</li> <li>- The power of subconscious mind, 2017</li> <li>- Popular students problems and how to solve them,2018</li> <li>- Types of intelligence, 2018</li> <li>- Emotional intelligence, 2018</li> <li>- Body language, 2018</li> <li>- Digital marketing, 2018</li> <li>-Microsoft teams, 2020</li> <li>- Scientific research and citation, 2022</li> <li>- Customer relationship management, 2023</li> <li>- Personal selling, 2023</li> </ul> |
| <p><b>Hobbies :</b></p>                    | <ul style="list-style-type: none"> <li>- Jogging.</li> <li>- Reading.</li> <li>- Writing Essay and poetry.</li> <li>- Cooking.</li> </ul>   |
| <p><b>Address For Correspondence :</b></p> | <ul style="list-style-type: none"> <li>- Postal Address: Jordan- AL-Salt city</li> <li>- Al-Manshyyah Street next to Applied Balqa University.</li> <li>- Work Tel.: (+962-6) 53 55 000 ext. 24290</li> <li>- Mob.no : (+962-79) -</li> <li>- E-Mail : <a href="mailto:e.albasheer@ju.edu.jo">e.albasheer@ju.edu.jo</a></li> </ul>  |