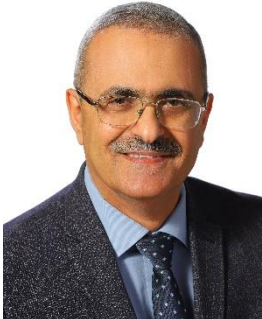


## Prof. Hani H. Al-Dmour

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### Personal Information

**Date of Birth:** 5<sup>TH</sup> DEC. 1960  
**Place of Birth** Zarka  
**Nationality:** Jordanian  
**Social Status** Married

### Educational Background

- **Ph.D. In International Marketing,**  
The University of Sheffield, UK  
*Start 1989 Finish 1992*  
**Thesis Title:** The Influence of the Firms' Environmental Measures Upon its Export Behavior and the Level of Exporting: An Empirical Investigation.
- **MBA / Marketing**  
The University of Edinburgh, UK  
*Start 1985 Finish 1986*  
**Thesis Title:** The Scope for the Bank Credit Card in Jordan, MBA Thesis, Edinburgh University.
- **BA. In Business Management**  
The University of Jordan, Amman, Jordan  
*Start 1979 Finish 1983*

### ACADEMIC RANKS

- The University of Jordan, **Full- Professor. 2003-present**
- The University of Jordan, **Associate Professor, 1997-2002**
- The University of Jordan, **Assistant Prof, 1993-1997**
- The University of Jordan, **FULL TIME Lecturer, 1986-1988**
- The University of Jordan. **Teaching & Research Assistant 1983-1985**

#### ADMINISTRATIVE POSITIONS

- Al- al-Bayt University  
**President 9/8/2021-18/5/2023**
- The Ministry of Higher Education and Scientific Research  
**General Secretary of the Ministry of Higher Education and Scientific Research, 15/11/2014- 15/11/2016**  
**Acting as General Director of Scientific Research Support Funds 1/5/2016-15/11/2016**
- The University of Jordan;  
**Vice President for Humanities Faculties Affairs (2012-2014)**  
**President of the University Aqaba Branch (2013- 2014)**
- The University of Jordan;  
**Director of Financial Funds 2011 -2012**
- The University of Jordan/ School of Business;  
**Dean, 2008-2010;**
- 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 / 2005-2007/2009-2010**

#### Community and Professional Experiences

No.	Membership of Higher Education, Education, Accreditation Commission Board Councils and Committees.	Year
1	Member of the Board of Higher Education and Scientific Research Council 2015- 2016	2014-2016
2	Member of the Board of the Ministry of Education Council , 2015- 2016	2014-2016
3	Member of the Board of Higher Education Accreditation Commission	2005-2006 2006-2010
4	Member of the Board of Yarmouk University Trustee Council, 2010-2012	2010-2014
5	Vice Chairman of the Board of Directors of the Scientific Research Fund and Support 2014-2016	2014-2016
6	Chairman of the Committee for the Recognition of Non-Jordanian Higher Education Institutions 2014-2016	2014-2016
7	Chairperson of the Supreme Committee for international Projects, MOHE, 2015- 2016	2014-2016

8	Vice Chairman of the Non-Jordanian University Equivalency Certificate Committee	2014-2016
9	Chairman of the Economic Sciences Sector Committee for the Scientific Research Support Fund	2012-2013
10	Member of the Scientific Committees, Scientific Research Fund, Ministry of Higher Education	2010-2011
11	Chairman of the Committee for the Development of Supplies System of the Higher Education Accreditation Commission, and the committee for developing job description for the Higher Education Institutions Authority	2007
12	Member of the Non-Jordanian University Equivalency Certificate Committee	2000-2002

No.	Selected Membership of Boards of National civil institutions' Bodies	Year
1	Member of the Supreme Council for Professional Qualification and Accreditation / Jordanian Engineers Association	2015-2016
2	Member of the Council of the National Center for Information Technology Member In the Higher Council for Science and Technology 2014-2016	2014-2016
3	Member of the Employment and Vocational and Technical Training Council in the Ministry of Labor	2014-2016
4	Member of the board of the Madaba Institute for Mosaic Art and Restoration	2014-2016
5	Member of the Supreme Council for Science and Technology	2014-2016
6	Member of the Jordanian Nursing Council	2014-2016
7	Member of the National Center for Human Resources Development	2014-2016
8	Member of the Board of Directors of the Institute of Banking Studies	2014-2016
9	Member of the Prince Hussein bin Abdullah II Academy for Civil Protection	2014-2016
10	Member of His Majesty King Abdullah II Chair for the Study of Securities -	2008-2010

11	Member of the Board of Directors of Meethaq Public Shareholding Company	2008-2012
12	Member of the Executive Board of the European Institute for Business Development of Jordan (EJABI) 2008-2010	2008-2010
13	Member of the Evaluation Committee presented for the State Award in the Field of Social Sciences and Humanities, subject of development in the private sector	2007-2008
14	Member of the Consumer Protection Association	1999-
15	Marketing Consultant for Sajeda Company	2005-2006
16	A representative member of the University of Jordan in the Institute of Banking Studies	2008-2010

No.	Membership in the Committees of International Institutions (Arab and foreign)	Year
1	Member of the Management, Economic and Financial Sciences Committee - Kuwait Foundation Prize for the Advancement of Sciences -	2020
2	Member of the Permanent Advisory Committee for Education and Higher Education	2020-
3	Member of the Higher Education Reform Experts team (HEREs),MOHE	2015-2017
4	Member of National Preparatory Committee of the 8thWorld Science Forum (WSF)	2017-
5	An external Reviewer for quality in the Bachelor of Business and Master programs, University College of Bahrain.	2010-2012
6	Member of the World Trade Organization Chair in Jordan	2009-
7	External Reviewer of the Quality Accreditation Committee for the Higher Education Accreditation Authority in Bahrain for Bahraini universities: University of Bahrain, National University of Bahrain, Delmon University, Kingdom University	2009-2012

No.	Academic programs, national and international Journals and faculty staff Promotions Reviewer	Year
1	Evaluation of scientific production for the promotion of faculty members at Philadelphia University, An-	2001-

	Najah University, Al-Ahliyya Amman University, Sultanate of Oman University, Jadara University, King Faisal University, King Saud University, Damascus University, King Abdulaziz University, Taibah University, Sudan University, Dahuk University. And Kuwait University.	
2	Setting up comprehensive exam questions for the community colleges of Al-Balqa Applied University and the Civil Service Bureau in the field of marketing for several years.	2003-2014
3	Journal Referee for many national and international Journals: Dirasat Journal The University of Jordan, Mu'ta Journal for Studies, Al-Manara Journal / Al Al-Bayt University, University of Petra, University of Applied Sciences, Irbid National University, Al-Zaytoonah University, Zarqa Private University, Jerash University, Arab Administrative Development Organization, An-Najah University, Al-Quds University, Damascus University, King Saud University, Sultan Qaboos University...	1998-
4	An External Examiner for MBA and PhD dissertations in Jordan and outside: Yarmouk University, El-Bayet University, the University of Jordan, the Jordanian Diplomatic Institute, Amman Arab University, and Mu'tah University. Princess Sumaya University and Bahreen University	1998-

No.	Course Books Reviewers and Co-author	Year
1	Chairman of the Committee to develop the E-Commerce Curriculum in Jordanian Universities, Ministry of Higher Education, 2009	2009
2	Co-author of business academic books for Al-Quds Open University: Distribution channel, Marketing Services, International Marketing, and Strategic Management	2004-2008
3	Co-author of Basics Management book \ Information Technology \ Ministry of Education	2004
4	Reviewer of marketing books for the purpose of accreditation as teaching courses at Al-Zaytoonah University.	2005

5	Evaluation of marketing books for Al-Ahliyya Amman University and Applied Sciences University.	2005-2009
6	Member of the supervisory committee for writing textbooks according to (ERFKE) program Education Reform for Knowledge Economy, Ministry of Education	2005
7	A scientific arbitrator to issue "Electronic Services between theory and practice - a strategic marketing approach", Arab Organization for Administrative Development.	2003
8	Member of the Committee for Writing a Correspondence Book in English for the First Class of Commercial Secondary, Ministry of Education for the year	1999

No.	Chairing and membership in committees for accreditation of academic programs and specializations	Year
1	Chairing and member in several Committees for Accreditation of Marketing program Major in Jordanian universities: Al-Zaytoonah University, Applied Sciences University, Philadelphia University, and Al-Ahliyya Amman University.	1994-2000
2	Chairman of the Committee for the Development of General Accreditation Standards for Postgraduate Programs / Ministry of Higher Education	2005-2006
3	Member of the Accreditation Committee for the Business Administration major, Al-Zaytoonah University, Petra University and Al-Isra University. University of Applied Sciences and University of Philadelphia	1994-2001
4	Chairman of the Technical Committee for the University Proficiency Examination for the Marketing Major \ Ministry of Higher Education	2006

No.	Charring and Membership in other service community committees	Year
1	Member of the selection committee for the presidents of the official Jordanian universities: Al-	2015-2017

	Hussein Bin Talal University, University of Science and Technology, Mu'tah University	
2	Member of National Preparatory Committee of the 8th World Science Forum (WSF) 2017.	2017
3	Charing of the partnership between public and private sectors in higher education, MOHE	2015
4	Chairman of the Committee to prepare a marketing plan for recruiting international Students /Ministry of Higher Education 2016 -2020	2016
5	Chairman of the committee to study the status of the process of supply and demand for scientific disciplines in the Bureau Office for the campaign of university qualification and the College of Community Colleges	2015-2016
6	Chairman of the Follow-up Learning and Teaching Committee, Ministry of Higher Education	2012
7	Chairman of the Committee for the Study program Plans in the Development of Higher Education Strategy and Scientific Research, Ministry of Higher Education	2012
8	Member of the Committee on Accreditation and Quality Control in Developing Higher Education and Scientific Research Strategy, Ministry of Higher Education	2012
9	Member of the committee to follow up the implementation of the recommendations of the student performance evaluation axis / the national aspect for developing study plans, methods of learning, teaching, and scientific research / Ministry of Higher Education	2010
10	Member of the committee to follow up the implementation of the recommendations of preparation and development of study plans   The national aspect for the development of study plans, methods of learning, education, and scientific research / Ministry of Higher Education	2010
11	Member and Rapporteur of the Administrative Sciences, Finance and Economics Sector Committee, Determining Scientific Research Priorities, Supreme Council for Science and Technology.	2009-
12	Member of the evaluation of the current status of the Jordanian Journal of Business Administration, Ministry of Higher Education	2007

13	Representative member of the university of Jordan in the assessment of municipalities in Jordan, Ministry of Municipalities 2010	2010
14	Chairman of the Technical Committee for Sale and Commercial Services, Vocational Training Corporation, 2001-2003	2001-2003
15	Chair of the session of the first scientific conference of the Faculty of Economics and Administrative Sciences, Applied Sciences University, 2003, and the second conference at Zarqa Private University for the year 2009	2003=2009
16	Chairman of the Fifth Conference of Heads of Political Science Departments in Jordanian Universities, which was organized by the College of Graduate Studies with the Political Science Association	2006

No.	Chief-Editor and Membership the Editorial Board of Indexing Journals Experience	Year
1	Editor in Chief /Jordan Journal of Business Administration	2018-
2	Member of the editorial board of DIRASAT, University of Jordan, in 2008 -2010	2008-2010
3	Member of the editorial board Al-Mithqal Journal for Economic and Administrative Sciences, The International Islamic Sciences University	2010-2012
4	Member of the editorial board of Jordan of Business Administration,	2007=2010
5.	National and International Journal reviewer: <ul style="list-style-type: none"> <li>- Mutuah Lil Buhuth Humanities and Social Sciences Series</li> <li>- International Journal of Business and Globalization (IJBG)</li> <li>- International Journal of Pharmaceutical Research</li> <li>- Electronic Commerce Research and Applications</li> <li>- The TQM Journal Community</li> <li>- Journal of Financial Service Marketing</li> <li>- Research Journal of Yarmouk, Series of Humanities and Social Sciences</li> <li>- DIRASAT, University of Jordan</li> </ul>	



	<ul style="list-style-type: none"> <li>- <u>Jordan Journal of Business Adm.</u>,</li> <li>- King Saud Journal , Management Science</li> <li>- International Journal of Electronic Marketing and Retailing,</li> <li>- Asia Pacific Journal of Marketing and Logistics</li> <li>- <i>Interdisciplinary Journal of Information, Knowledge, and Management,</i></li> <li>- VINE Journal of Information and Knowledge Management Systems,</li> </ul>	
<b>No.</b>	<b>Chairing and Membership of Committees in the University of Jordan (Services to the University)</b>	<b>Year</b>
1	Member of the University Council Board	2005-2010 2012-2014 2019-
2	Chairman of the Committee for the Preparation of the Strategic Plan of the University of Jordan (2011-2015, 2014-2018).	2011-2015 2-14-2018
3	Member of the National Dialogue Committee for Higher Education and Scientific Research in Jordan, Ministry of Higher Education, 2012-2013	2012-2013
4	Chairman of the Committee for Developing the Study Plan for the Professional Diploma in Export Program, University of Jordan, 2012.	2012
5	Member of the Funds Committees at the University of Jordan (savings, investment and donations) 2011-2012	2011-2012
6	Member of the Deans Council Board	2008-2010, 2012-2014
7	Chairman of the Council of the Consulting Center at the University of Jordan, 2008-2010	2008-2010
8	Member of the Higher Committee for Joint Diploma Programs between the University of Jordan and the University of Ohio in 2008	2008
9	Member of the Committee for Establishing the Foundations and Rules of Incentives for Employees at the University of Jordan, 2008	2008
10	Member of the Computer Center Board, 2008-2010	2008-2010
11	Chairman of the Academic and Technical Committee of Aqaba Branch, University of Jordan, 2009-2010	2009-2010
12	Chairman of the Higher Committee for the First Conference for Research Theses, College of Graduate Studies, University of Jordan, 2008	2008
13	Member of the Center for Manpower Development, University of Jordan, 2008-2010	2008-2010

14	Member of the Council of the Center for Women's Studies, University of Jordan	2006-2010
15	Member of the Accreditation and Quality Assurance Council at The University of Jordan	2007-2009
16	Chairman of the committee to study the establishment of the College of International Studies at the University of Jordan 2007-2008	2007-2008
17	Member of the Donations Management Committee at the University of Jordan, 2007-2009	2007-2008
18	Member of the Committee for the Development of a Complete Strategy for Computerized Examinations at the University of Jordan, 2007	2007-2008
19	Member of the Steering Committee of the Project to Connect Higher Education Outcomes of Jordanian University Graduates to the Labor Market, Zain Al Sharaf Institute for Development, 2006	2006
20	Member of the Council of the Deanship of Scientific Research 2005-2006	2005-2006
21	Member of the Center for Consulting, Technical Services and Studies, University of Jordan, 2002-2004	2002-2004
22	Chair and Board Member of the College of Business Administration since 1998 - 2010	1998-2010
23	Member of the Course Equivalency Committee at the College of Business Administration, for the year 1998 and 1999	1998-1998
24	Member of the Board of the Faculty of Economics and Administrative Sciences for the years	1996 -1998
25	Member of the Disciplinary Committee of Students at the University of Jordan, 1999 \ 2000	1999-2000
26	Member of the Equivalent Committee for Courses in the Faculty of Business Administration, 1998 \1999	1998-1999
27	Panelist: the Committee on the Future Career of the University of Jordan for the year 2001-2002.	2001-2002

### **Publications: Journal Articles Refereed**

No.	Articles Published in Refereed Local Journals
1	Attitudes of Jordanian Industrial Firms Executives Toward Exporting: An Analysis Study of Three Industrial Sectors, DIRASAT, University of Jordan, Vol.23; Administrative Science, Vol. 23, 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	The Attitudes & Marketing Practices of Health Services Organizations in the Private Sector of Jordan, Mutah University, Mutah Journal For Research & Studies, Vol.12, No.1 1997
4	Scope of Differences in Marketing Practices among Private Hospitals in Jordan on the Basis of their Productivity, Mutah University, Mutah Journal for Research & Studies Vol. 12, No 14 (1997).
5	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).
6	Classification of Source of Information Based on Their Benefits For Exporting Purposes: An Empirical Analysis in the Food Exporting Industry, DIRASAT, University of Jordan, Administrative Science, Vol.25, No 1, January,1998.
7	The Export Performance of Jordanian Firms, DIRASAT, The University of Jordan, Administrative Science, Vol.26; No 2, January, (1999) .
8	Market Orientation: An Empirical Study in the Jordanian Public Held Corporations, Mutah University Mutah Journal for Research & Studies, Vol.14, No2 (1999).
9	The Relative importance of signs perceived quality durable goods: An Empirical Study from the point of view of the Jordanian consumer. King Saud Journal , Management Science , Volume 23 Issue (2) , (2000).
10	The similarities and differences between patients and hospital administrators about the quality of the service components : An Empirical Study on the Jordanian private sector hospitals , King Saud University Journal , Issue 1 , Volume XII, (2000).
11	The Attitudes of Officials in the Public Sector Toward adopting and Implementing the Modern Marketing Concept, Journal of Almanarh, University of Al-albays, Vol. 6 No 2 (2000).
12	Factors Affecting Tourist's Satisfaction in Jordanian "North and Middle" Badia , DIRASAT, The University of Jordan,; Administrative Science, , Vol.28, No.2 January,(2001)
13	Factors affecting the Choice of Export Market Expansion Strategies (Concentration vs. Spreading) and its effect 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)
14	Marketing managers ' attitudes towards the marketing dimension of the EU-Jordan partnership agreement : An Empirical Study on the textile industries , DIRASAT, The University of Jordan, Administrative Science, , Vol. 28 , No. 1 (2001).
15	Factors affecting the decision to choose doctors jurisdiction of the hospital as a place of medical practice : An Empirical Study on the Jordanian private sector : King Saud University , Administrative Sciences , Volume 13 , Issue (2)(2001) .
16	Factors influencing the decision of selecting the type of exporting channel and its export performance effectiveness, Mutah Lil-Buhooth Wa Al-Dirasat, Mutah University, Vol. 17, (2003).
17	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).
18	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, DIRASAT, The University of Jordan, Vol.29; Administrative Science, Vol. 28 , No. 1 (2002) .
19	Classifying the Market for Elderly People in Jordan According to Their Lifestyle Patterns, DIRASAT, The University of Jordan, Vol.30 Administrative Science, No 2, (2003)
20	Problems facing exports of cut flower products from Jordan to European markets DIRASAT, The University of Jordan, Administrative Science, No 2, January, Vol.30, (2003).
21	Classifying the Jordanian Industrial Firms in Terms of their Export Development Stages: Analytical Study DIRASAT, The University of Jordan, Vol.31; Administrative Science, No 2, January,(2004)
22	Factors Affecting the Volume Treated Domestic Appliances Retailers locally manufactured durable as compared to imported Al-Manarh (Economic and Adm. Sciences) 10 (209-241 Al-albayt University, (2004)
23	The effect of the marketing mix upon the housewives purchasing decision of homemade ladies' clothes: an empirical study Mutah Lil-Buhooth Wa Al-Dirasat, Mutah University, Vol. 18. (2003)
24	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).

25	The Effect of the Mix of marketing Elements of Five Star Hotels on the Perceived Image by the Tourists: A Comparative Study <u>Jordan Journal of Business Adm.</u> , 1 (101-120),The University of Jordan,(2005)
26	Do Services Organization Need a Different Strategic Marketing Planning: Gaps Analysis, <u>DIRASAT (Adm. Sciences)</u> : 33(435-449), the University of Jordan, (2006).
27	The Influences of Marketing Mix to attract Arab patients in Jordanian hospitals , <u>DIRASAT, The University of Jordan, Administrative Science, Volume 32 , Issue 2 ,(2006) .</u>
28	The Relationship Between Brand-Building Factors and Branding Benefits in Commercial Banks Operating in Jordan: An Empirical Investigation of Managers\ s Perspectives, <u>Jordan Journal of Business Adm.</u> : 2 (2006).
29	Factors stimulating Chinese Investments in Jordan: An Empirical Study, <u>Jordan Journal of Business Adm.</u> : 3 (212-231) The University of Jordan,(2007).
30	Marketing Orientation of the Higher Education Institutes in Jordan: Analytical Field Study, <u>Jordan Journal of Business Adm.</u> : 3 (296234),The University of Jordan,(2007)
31	The Impact of the Marketing Mix Elements on Residential Flats Purchasing Decision in Western Amman Area in Jordan, <u>DIRASAT (Adm. Sciences)</u> ,: 35( 181-198),The University of Jordan,(2008).
32	Internet Export Marketing by Jordanian and Italian Small-Medium sized Enterprises: A comparative Study, <u>DIRASAT (Adm. Sciences)</u> : 35 (234-259),The University of Jordan,(2008).
33	Factors Influencing the Adoption of Self-Service Technology Automated Teller Machine by the Jordanian Consumer, <u>DIRASAT (Adm. Sciences)</u> : 35 (411-442), The University of Jordan, (2008).
34	Experiences of E-Commerce Use and Perceptions of Export Barriers Among Jordanian Business, <u>Jordan Journal of Business Adm.</u> : 4 (503-517),The University of Jordan, (2008).
35	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, <u>Jordan Journal of Business Adm</u> ,4 (143-163), The University of Jordan: (2008).
36	Factors Affect in Investments Climate in Jordanian Free Zones : An Empirical Study, <u>DIRASAT (Adm. Sciences)</u> ,: 35 (493-513),The University of Jordan, (2008).
37	The Influence of the Promotional Mix elements on Jordanian Consumer's Decisions in Cell Phone Service Usage: An Analytical Study, <u>Jordan Journal of Business Adm.</u> ,4(375-392),The University of Jordan,(2008).

38	Factors affecting Medical Representatives performance in both generic and non-generic pharmaceutical companies in Jordan, <u>Jordan Journal of Business Adm.</u> ,36,The University of Jordan,(2009).
39	Impact of Market Orientation on Marketing Performance: A Study on the tourism Offices Operating in Amman, <u>Jordan Journal of Business Adm.</u> , 5,The University of Jordan,(2009)
40	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).
41	The Impact of the Implementation of Internal Marketing in Job Satisfaction for sales Staff in the Jordan telecoms. Group, <u>Jordan Journal of Business Adm.</u> 5, The University of Jordan, (2010)
42	The Relative Importance of Indicators of Perceived Jordanian Islamic Garments Quality: An Application of Non-Jordanian Consumers in Foreign Market, <u>Jordan Journal of Business Adm.</u> 5, The University of Jordan, (2010)
43	Perceived Image of Petra as a Tourists Destination From the Perspective of Foreign Tourists, DIRASAT (Adm. Sciences): 37 The University of Jordan, (2010).
44	Factors affecting The Competitiveness of The Furniture Industry in Palestine: Field study, Journal of Horizontal Economic, Vol.10 (2010).
45	Factors Affecting Compulsive Buying by Jordanian Housewives: A case Study ,DIRASAT (Adm. Sciences); 38 (493-513),The University of Jordan, (2010)
46	Assessing Electronic Government Systems Success: An Integrated Framework, <u>Jordan Journal of Business Adm.</u> , Vo. 37, No2, (2010).
47	An Empirical Examination of Inter-Organizational Factors Influence on Green marketing Adoption in Jordanian Industrial sector, accepted, Mutah Lil-Buhouth wad-Dirasat,( 2010)
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, <u>Jordan Journal of Business Adm.</u> (2011).
50	Determinants of The Export Performance of the Algerian Non-Oil Product Manufacturing Companies, DIRASAT (Adm. Sciences) The University of Jordan , (2011)
51	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);, The University of Jordan, (2011)
52	Exploring Electronic Cheque Clearing Systems Acceptance by Jordanian Commercial Banks: A Theoretical Integration of Technology Acceptance Model, User Satisfaction and Delone and Mclean Model, <u>Jordan Journal of Business Administration</u> , Volume 7, No. 3, (2011).
53	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. <u>Jordan Journal of Business Adm.</u> Vol.7 No.4 (2011).
54	The Impact of Banking Service Quality on the Loyalty of Customers to Jordanian banks, DIRASAT (Adm. Sciences) The University of Jordan Vol 39 No.1 (2012)
55	Determinants of Real Estate Investment in Aqaba Special Economic Zone , DIRASAT (Adm. Sciences) The University of Jordan , Volume 39 , No.4 . (2012).
56	Examining the Psychometric Properties of Internal Marketing Concept: Scale Development and Validation in Jordanian Manufacturing Sector, <u>Jordan Journal of Business Adm.</u> Vol. 8 No.4 (2012).
57	The impact of social networking sits advertising message on student buying behavior, Mutah Lil-Buhooth Wa Al-Dirasat, Mutah University, Vol.28 (2012).

No.	Articles Published in Regional Refereed Journals
58	Similarities and differences between patients and management staff as to quality components of hospital service; An empirical study of private hospitals in Jordan, <u>Journal of King Saud University</u> , Vol. 12, No1 (2000)
59	The Relative Importance of Quality Indicators of Perceived Durable Goods Quality: An Application to Jordanian consumer, <u>Journal of King Saud University (Adm. Sciences)</u> , Vol. 13, No 2 King Saud University, (2000)
60	Factors influencing Physician's Choice Decision of Hospitals As a place for medical Practice; An empirical Study of Private hospitals of Jordan, <u>Journal of King Saud University, (Adm. Sciences)</u> , Vol. 12, No2 (2001)
61	The Factors Influencing the Price of Exported Industrial Products: An Empirical Study of Exporting Chemical Industries, <u>Journal Of King Saud University (Adm. Sciences)</u> Vol. 15, (2003)
62	The Impact of Innovation in Jordanian Chemical and Pharmaceutical Industries on Export Performance, <u>Qatar University , Scientific Journal of Economic and Management</u> , (2012).
63	Factors affecting the competitiveness of the furniture industry in Palestine, with Salwa Saqallah, <u>Afaq Economic Magazine</u> , Issue 118, pg. 61-

64	An empirical Examination of Inter-organizational factors Influence on green Marketing Adoption in Jordanian Industrial Sector, Journal of Business and Economics, Qatar University, Volume 16, Issue 1, p. 5-18
65	Evaluating the extent of practicing social and ethical responsibility in commercial advertisements for cellular communications companies in Jordan: A field study from the perspective of the Jordanian consumer in the cities of Amman and Irbid, Uday Batayneh, The Arab Journal of Management, Volume 32, p. 132-167.
66	The impact of innovation in Jordanian chemical and pharmaceutical industries on export performance, The Practical Journal of Management and Economics, Qatar University 2012

No.	Articles Published in International Refereed Journals
67	The impact of Transformational leadership and job satisfaction and self-perceived performance of banking employees: The Case of Jordan , International Journal & Economics Research Journal, (2004) Vol. 3. Nov.11.
68	The effect of market orientation on service innovation: A study on the information and communication technology sector in Jordan, ,International Journal of Humanities and Social Science, Vol.12. No.19 (2012) pp232-252.
60	Perceived Service Quality and Customers Satisfaction: An Empirical Investigation of the Re branded Telecommunication Companies in Jordan, , Finance and administrative Sciences, Issues 53, (2012)
70	The effect of Relationship marketing on Customer Loyalty in the Jordanian Pharmaceutical Industry, European Journals of Economics, Finance and administrative Sciences, Issues 53, (2012).
71	Investigating the effects of Human Resources Policies on Organizational Performance: An Empirical Study on Commercial Banks Operating in Jordan, European Journal of Economics , Finance and Administrative Sciences Issue 5, P.45-65, (2012)
72	The effect of service marketing mix element on customer based brand equity on mobile telecom service recipients in Jordan, International Journal of Business and Management, Vol. 8. No.11. (2013)
73	Investigating the effect of pharmaceutical companies gifts on doctors' prescribing behavior in Jordan, European Journal of Social Sciences, Vol.36 No4 pp.528-536 (2013)
74	The Inference of the Characteristics of Pharmaceutical Drug Advertising upon the level of Physicians' Acceptance of Drugs in Jordan, International Journal of Business and Management Vol. 8. No.9 (2013).
75	A Study of Jordanians' Television Viewers Habit, Life Science Journal (2014):11(6)



76	The effect of service marketing mix element on customer based brand equity on mobile telecom service recipients in Jordan, <i>International Journal of Business and Management</i> , Vol. 8. No.11. (2014)
77	The Influence of Mobile Application Quality and Attributes on the Continuance Intention of Mobile Shopping, <i>Life Science Journal</i> 11(10). (2014)
78	Integrated Green Purchase Model: An Empirical Analysis on Jordan, <i>International Journal of Operations and Logistics Management</i> ,Volume 4, Issue 2 139-151 (2015)
79	Determinants of Internet Banking Adoption in Jordan, <i>International Journal of Business and Management</i> , Vol. 9 No.12 (2015).
80	Segmentation of Mobile Banking Applications Market and the Users according to Customer Lifestyles in Jordan. <i>Management Research Review</i> (2016).
81	Factors Affecting the Effectiveness of Cause-Related Marketing Campaign: Moderating Effect of Sponsor-Cause Congruence, <i>International Journal of Marketing Studies</i> ; Vol. 8, No. 5; (2016) ,
82	Factors affecting Jordanian's attitudes toward Facebook advertising: Case study of Tourism, accepted, <i>Advance theory and practice of Emerging Markets</i> , Elsevier publishing (2017).
83	Qualitative Characteristics of Financial Reporting and Non-Financial Business Performance, <i>International Journal of Corporate Finance and Accounting</i> Volume 4. Issue 2. July-December (2017).
84	The effect of lifestyle on online purchasing decision for electronic services: the Jordanian flying e-tickets case. <i>Asian Social Science</i> , (2017) 13(11), 157-169.
85	The effect of lifestyle online purchasing decision for electronic Jordanian flying e-tickets case, <i>Academy of Marketing Studies Journal</i> , accepted, forthcoming issue (2018).
86	Factors Affecting Jordanian Consumers' Attitudes Towards Facebook Advertising: Case Study of Tourism, <i>Emerging Markets from a Multidisciplinary Perspective</i> ,(2018) Elsevier publishing
87	A Conceptual Framework for Determinants of E-Exporting (Marketing Applications) Practices and the Business Performance: Empirical Study, <i>Modern Applied Science</i> , (2018)
88	The Implementation of SysTrust principles and criteria for assuring reliability of AIS: Empirical Study, <i>International Journal of Accounting and Information Management</i> , Vol. 27 No.3 (2019).
89	The effect of Customer Lifestyle Patterns on the Use of Mobile Banking Applications in Jordan, <i>International Journal of Electronic Marketing and Retailing</i> , accepted paper, (2019).

90	Investigating the Impact of ECRM Success Factors on Business Performance: Jordanian Commercial Banks, the Asia Pacific Journal of Marketing and Logistics. Published 31 (1) (2019)
91	The Relationship Between Customer Engagement, Satisfaction, and Loyalty; International Journal of Customer Relationship Marketing and Management (IJCRMM) 10(2) (2019).
92	Factors Influencing Students' Intentions Towards Entrepreneurship: Comparative Study, International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility (IJSECSR) 4(1), (2019)
93	The Impact of Employee Empowerment upon Sales Workforce Performance via the Mediating Role of Work Engagement in the Five Stars Hotels: Empirical Study, Journal of International Business and Management 2(2): 1-22(2019)
94	Factors influencing the intention to buy over-the-counter medicines: empirical study. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> . Vol. 14(2) (2020)
95	Measuring the Effectiveness of the Usage of 3D Printing Technology by Small-Medium Sized Enterprise (SME) in Jordan: Empirical Study. <i>Transylvanian Review</i> , (2020)
96	The Effect of eWOM on E-Loyalty: The Mediating Role of E-Satisfaction. <i>International Journal of Customer Relationship Marketing and Management (IJCRMM)</i> , 11(3), 82-100.(2020)
97	The Effect of the Electronic Word of Mouth (EWOM) on Purchase Intention via the Brand Image as a Mediating Factor: An Empirical Study, <i>Int. J. Networking and Virtual Organizations</i> , accepted and in production (2020).
98	The Effect of Marketing Knowledge Management on Bank Performance Through Fintech Innovations: A Survey Study of Jordanian Commercial Banks. <i>Interdisciplinary Journal of Information, Knowledge, and Management</i> , 15, 203-225, (2020).
99	Validation of the impact of marketing knowledge management on business performance via digital financial innovation as a mediating factor. <i>VINE Journal of Information and Knowledge Management Systems</i> , (2020)
100	Influence of Social Media Platforms on Public Health Protection Against the COVID-19 Pandemic via the Mediating Effects of Public Health Awareness and Behavioral Changes: Integrated Model. <i>Journal of Medical Internet Research</i> , 22(8), (2020)
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103	The effect of the electronic word of mouth on purchase intention via the brand image as a mediating factor: an empirical study." <i>International Journal of Networking and Virtual Organizations</i> 24.2 (2021): 182-199.
104	The influence of knowledge management processes on FinTech innovation: Lebanon evidence." <i>International Journal of Knowledge and Learning</i> 14.1 (2021): 63-85.
105	Technology acceptance dynamics and adoption of e-payment systems: Empirical evidence from Jordan." <i>International Journal of E-Business Research (IJEBR)</i> 17.2 (2021): 61-80.
106	"Factors influencing consumer intentions to adopt E-payment systems: Empirical study." <i>International Journal of Customer Relationship Marketing and Management (IJCRMM)</i> 12.2 (2021): 80-99.
107	The effect of big data analytic capabilities upon bank performance via FinTech innovation: UAE evidence." <i>International Journal of Information Systems in the Service Sector (IJISSS)</i> 13.4 (2021): 62-87.
108	Abuhashesh, Mohammad Yousef, et al. "The role of social media in raising public health awareness during the pandemic COVID-19: an International Comparative Study." <i>Informatics</i> . Vol. 8. No. 4. MDPI, 2021.
109	Al-dmour, Hani H., et al. "The role of marketing knowledge management in enhancing digital financial innovation in commercial banks: empirical study." <i>International Journal of Knowledge Management (IJKM)</i> 18.1 (2022): 1-19.
110	Validation of the impact of marketing knowledge management on business performance via digital financial innovation as a mediating factor." <i>VINE Journal of Information and Knowledge Management Systems</i> 52.1 (2022): 33-56.
111	The role of mass media interventions on promoting public health knowledge and behavioral social change against COVID-19 Pandemic in Jordan." <i>Sage Open</i> 12.1 (2022): 21582440221082125.
112	The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements." <i>International Journal of Pharmaceutical and Healthcare Marketing</i> 16.3 (2022): 376-391.
113	. The role of marketing knowledge management in enhancing digital financial innovation in commercial banks: empirical study. <i>International Journal of Knowledge Management (IJKM)</i> , (2022) 18(1), 1-19.

114	The role of mass media interventions on promoting public health knowledge and behavioral social change against COVID-19 Pandemic in Jordan. Sage Open, (2022) 12(1), 21582440221082125.
115	The Influence of Social Marketing Drives on Customer Satisfaction via Demographic Variables as Moderating Factors. International Journal of E-Business Research (IJEER), 2023, 19(1), 1-13.
116	The role of academics' socio-demographic characteristics as moderating in WFH productivity: Empirical evidence. Uncertain Supply Chain Management, 2023, 11(3), 1319-1332.
117	The influence of the practices of big data analytics applications on bank performance: filed study. VINE Journal of Information and Knowledge Management Systems, 2023, 53(1), 119-141.
118	The impact of the adoption of green marketing on corporate performance of non-profitable organizations: empirical study. Social Responsibility Journal, 2023, 19(1), 1-19.
1119	The Usage of 3D Printing Technology by Small-Medium Sized Enterprise in Jordan. In The Effect of Information Technology on Business and Marketing Intelligence Systems (pp. 593-616). Cham: Springer International Publishing. 2023.
120	The Influence of Social Marketing Drives on Brand Loyalty via Customer Satisfaction as a Mediating Factor in Travel and Tourism Offices. SAGE Open, 2023, 13(2), 21582440231181433.
121	Integrated Model for the Factors Determining the Academic's Remote Working Productivity and Engagement: Empirical Study. SAGE Open, 2023, 13(3). <a href="https://doi.org/10.1177/21582440231194393">https://doi.org/10.1177/21582440231194393</a>

No.	Published Books Refereed
1	International Marketing, 1-5 <sup>th</sup> edition, Dar Waal Co 1999, 2004, 2010, 2012, 2016
2	Service Marketing 1-6 <sup>th</sup> edition, Dar Waal Co 2002, 2004, 2008, 2010, 2014, 2016
3	Sales Management 1-6 <sup>th</sup> edition, Dar Waal Co 2000, 2004, 2010, 2012, 2016
4	Marketing Channels 1-5 <sup>th</sup> edition, Dar Waal Co 1998, 2008, 2012, 2014,
5	Strategic Management, 1 <sup>th</sup> edition AlQuds University, 2006
6	Principle of Marketing, 1 <sup>th</sup> edition, 2007
7	Distribution Channel 1-5 <sup>th</sup> edition, Dar Waal Co 1998, 2008, 2012, 2014,
8	Functions and Management Practices, the Arab Society of Certified Acts, Talal Abu-Ghazaleh in 2001.
9	Distribution Channel, 1 <sup>st</sup> edition, AlQuds Open University, 2006.

10	Principle of Service , 1 <sup>h</sup> edition, Dar Waal Co 2020
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### Honors, Research Award and Scholarship

No.	Academic research awards /certificates of Merits/Scholarship
	<b><u>Research Award</u></b>
1	<u>Abdul Hameed Shoman Award</u> for the Best young Arab Researchers in Management Science and Economic and Financial, the Abdul Hameed Shoman Foundation (The Arab Bank), for outstanding research output over the period in 1999.
2	The Federation of Arab Research Councils Award for the best scientific research in facing the Coronavirus Pandemic 2020
3	The Arab Impact Factor and Citation Award (ARCIF) in the field of business administration 201
	<b>Certificate of Merit and Shelled</b>
1	Appreciation Certificate German Board for Training and Consulting ,2020
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
7	Certificate of Merit from the Amman Chamber of Commerce in 2001
8	Certificate of Merit from the Gulf Innovation for 2003.
9	Certificate of appreciation from the Foundation to verify proliferation to participate in the economic conference, first in 2002.
10	Shield of Al-Ahleiah University, Deanship of Graduate Studies and Scientific Research, 2006.
11	Shield of Arab Amman University, Deanship of Graduate Studies and Scientific Research, 2006
12	Shield of Zarka Private University, Deanship of Graduate Studies and Scientific Research, 2016
	<b>Scholarship</b>
1	The University of Jordan Scholarship, 1985-1986, Edinburgh University, UK.
2	British Conical and the University of Jordan Scholarship, 1988-1992, Sheffield University, UK.

### Training Certificates:

## 1. Coaching certificate : UK Universal Knowledge Academy , 2016

### Conferences/ Seminars Attendance

No.	National and International Conferences and 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.
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	Enhancing Quality of Technology Enhance Learning at Universities, Turku, Finland, 2015.
20	Enhancing Quality Assurance Management in Jordanian Universities, University of Barcelona, Spain 2015
21	China Executive Leadership Academy Pudong Workshop (CLEAP), 2015
22	RecoNow: Knowledge of Recognition Procedures in ENPI South Countries, Bologna, Italy 2016.
23	International Computer Sciences and Information Conference, Amman Arab University, Jordan, 2016.
24	The University Governance Workshop, Ministry of Highers Education and Scientific Research in Collaboration with World Bank and Centre for meditation Integration , Amman-Jordan, 2016.
25	Leadership Management Benchmarking for Quality leadership in Jordanian Universities, Seminar for policy makers and National Experts, Princess Sumaya University for Technology , Amman -Jordan 2016.
26	HERE Study Visit: 5-6 October 2017, Edinburgh, UK
27	Working Conference: Smart working, living and organizing, Portsmouth, UK 25th June 2018
<b>Selected working paper and seminars</b>	
1	Participation in the Fifth Jordanian Scientific Week "Developing Competitiveness: Transparency, Quality and Productivity", The University of Jordan, 1997
2	Participation in the panel discussion "Toward pressure mechanisms to improve the performance of public administration in Jordan" The Jordanian National Center for Studies and Information, 1999
3	Presentation of a lecture on the topic of "Strategic Management in Higher Education Institutions", Association of Arab Private Institutions for Higher Education, Jordan, 2000
4	Presentation of a scientific paper on "The culture of accreditation in higher education: its role and importance", Scientific Week, Deanship of Graduate Studies and Scientific Research, Al-Ahliyya Amman University, 2006
5	Presenting a scientific lecture entitled "Information Technology and Modern Marketing, the Scientific Week of the Faculty of Economics and Administrative Sciences, Al-Ahliyya Amman University, 2006."

6	Presented several lectures on negotiation skills, Higher Council for Youth, Ministry of Youth, 2008-2009
7	Presented several lectures on strategic planning at the Jordanian Royal National Defense College and the Police Academy 2010-2011
8	Presenting lectures and working papers on various topics on higher education in Jordan at the University of Mutah, Jerash University, Amman Arab University, Philadelphia University, Zarqa Al-Ahliyya University, and the Middle East University 2015-2017
9	The new vision for the concept of governance and university independence within the strategic plan for the higher education and scientific research sector 2014-2018, The Association for Educational Sciences, 2016
10	Presenting a scientific paper on the reality and future of postgraduate studies in Jordan, Zarqa Al-Ahliyya University, 2017
11	Presenting a working paper on the role of marketing in attracting Arab and foreign students, Mutah University, 2018
12	Presenting lectures at the Center for Community Development and Service about green campuses and social responsibility outside the university walls (2020)

#### **Keynote/ Commencement Speeches:**

1. 2<sup>nd</sup> Silk Road Higher Education Cooperation Forum, China University of Geosciences (GUG), Wuhan, China, 2015.
2. 4<sup>th</sup> Scientific and Research Conference on New Trends in Business Management and Social Sciences, Istanbul- \_Turkey, 2015 .
3. The international Arab Conference on Quality Assurance in higher education, University of Science Technology, Sudan, 2016.

#### **Consultations and Studies**

<b>No.</b>	<b>Consultations and Studies</b>
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.
5	Preparation a Study plan for the University of Emran University in Yemen, through the Center of Consultations, the University of Jordan 2006.



6	Determine the potential market for the south of Amman for the Bietuna Company through the Center of Studies and Consultations, University of Jordan, 1995.
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#### National Research Project Grant

No.	Project Titles	Year
1	Classification of Jordanian industrial companies according to the stages of export development, UJ, 5000JD	1995
2.	Factors stimulating Joint Venture and determining the selection of a local partner: a strategic marketing approach, UJ, 5000JD	1997
3	The effect of transformational leadership in Jordanian banks: a study on employee satisfaction and performance, UJ, 5000 JD	2001
4	The Effectiveness of Remote Works Practices and Productivity in Jordanian Universities during COVID.19 pandemic, Shouman Foundation	Just Sub.

#### International Research Project and Grant

No.	Project Titles	Year
1	The study of the competitiveness of Jordanian industries by The Royal Scientific Society, German Foundation Friedrich; 150 000 \$	1996
2.	Reform of the labor market : the case of vocational Training in Jordan UJ and UNDP ; 120 000\$	2014
3	Towards a University Enterprise Alliance in Jordan (TEJ) ; 2013-2015 MOHE European Union: Project Funded through EU (TEMPUS) 859.692\$	2014
4	Import and export Diploma Program; UJ and WTO 20 000 JD	2014
5	Enhancing quality of Technology -Enhanced learning at Jordanian Universities 2013-2015 MOHE European Union: Project Funded through EU (TEMPUS) 1,108,866. \$	2014
6	Modernization of In situational Management in South Neighboring Countries: Towards an Internationalization Management Model (MMI) MOHE; European Union Project Funded through EU (TEMPUS) 1,229,958,5\$	2015
7	Enhancing Quality Assurance Management in Jordanian Universities (EQUAM); MOHE and European Union: Project Funded through EU (TEMPUS); 900,873.66\$	2016
8	Knowledge of Recognition Procedures in EnPi South Countries (RECONOW) MOHE and European Union: Project Funded through EU (TEMPUS); 990,813.58\$	2016

## TEACHING EXPERIENCE

Since the beginning of my career, I have enjoyed putting together my business and academic skills to serve my students. With my background in marketing and international business, I was able to teach a large variety of courses, and to bring industry experts in my classes. I have used my connections to teach internationally in a large number of graduate programs, which helped me develop my exposure to various cultures and institutional contexts.

### Courses Taught

1. **Graduate Level (Master and Ph.D.):** Strategic Management & Business Policy, Principle of Marketing, Bank Marketing; International Business, International Marketing, Consumer behaviour, strategic marketing, strategic planning, purchasing management, service marketing.
2. **Undergraduate BSc level:** leadership management; Public policies; Total quality management, Human resources Strategies, Management Information System, Research Methods, Marketing Management, strategic marketing, international marketing, service marketing; Contemporary Issues in Marketing

### Research Supervision (Master and Ph.D. Thesis)

No.	Thesis Titles	Year
1	Factors Affecting the Jordanian Consumer Decision to Buy Life Insurance	1995
2	The effect of government export policies on the export orientation of food industries	1996
3	Attitudes of Export Managers towards the Marketing Dimension of the Jordan Partnership Agreement	1998
4	Factors affecting the decision to choose the type of export channel, their impact on the export performance	2000
5	Factors affecting the tourism marketing mix in the Jordanian Badia	2000
6	Factors affecting sales of durable home appliances at retailers	2001
7	The effect of promotional mix elements on the use of cell phones in Jordan	2003

8	The influence of the marketing mix on the export performance: a comparative study	2003
9	Investors 'evaluation of the investment fundamentals in the Aqaba Free Economic Zone	2003
10	The effect of marketing mix elements on the overall performance of the Jordanian pharmaceutical industries	2003
11	Chinese investment in Jordan: motives and satisfaction	2004
12	The effect of the export marketing mix on the export performance: a comparative study between food and chemical industries companies in Jordan	2005
13	The real image perceived by European tourists to the Jordanian tourism product	2005
14	The effect of the elements of the tourism service marketing mix on the perceived image by tourists	2005
15	Export marketing via the Internet for Jordanian and Italian small and medium-sized commercial and industrial projects	2005
16	Factors affecting investment in the Jordanian free zones	2006
17	Marketing orientation of higher educational institutions in Jordan (analytical study),	2006
18	Obstacles to marketing cut flowers in Jordan (field study from producers' point of view)	2006
19	The effect of the marketing mix of residential real estate on the purchasing decision in the Jordanian market (an applied study on West Amman	2006
20	The effect of export promotional policies on the export performance of industrial companies: a comparative study between food industry companies and chemical industries companies in Jordan	2006
21	The relative importance of indicators of perceived quality of Jordanian Islamic clothing: an applied case for the non-Jordanian consumer in foreign markets	2006
22	Factors affecting the performance of medical agents in drug manufacturers based on their attitudes in both foreign and domestic pharmaceutical companies in Jordan: a comparative study	2006
23	The effect of electronic commerce on the export performance of Jordanian export companies: a comparative study	2006
24	The effect of the level of market orientation of the tourism offices operating in Jordan on their marketing performance	2007

25	Investigating the Users' Trends of the Electronic Clearing System "An Empirical Study on Jordanian Commercial Banks, 2007	2007
26	The effect of applying internal marketing on job satisfaction from the viewpoint of sales employees in Jordan Telecom Group	2007
27	Factors affecting addictive buying among Jordanian housewives	2007
28	The effect of internal marketing application on employee satisfaction	2008
29	The effect of electronic export promotional policies on the export performance of Jordanian companies	2008
30	The perceived image of the quality of Jordanian telecom companies' services after renaming their trademarks	2008
31	The effect of the characteristics of commercial advertisements based on the decision of the University of Jordan student to subscribe to the vacant communications service	2008
32	The Impact of Corporate Social Responsibility on Perceived Performance: A Comparative Study between Local Companies and Foreign Companies	2009
33	Consumer attitudes toward social and ethical responsibility in commercial advertisements for cellular communications companies in Jordan	2009
34	The effect of the medical sales representatives engagement with their work on job satisfaction and self-evaluation of performance	2009
35	The adoption of green marketing in the Jordanian industrial sector	2010
36	Motives for the participation of Jordanian housewives in the boycott campaigns for goods and services	2010
37	The Effect of Service Marketing Mix on Brand Value by Consumer Attribution An Empirical Study on Recipients of Mobile Communications Service in Jordan	2010
38	Factors that influence the effectiveness of the marketing campaign related to a charitable cause and influence high harmony as a modifying factor	2011
39	A comprehensive Strategic Technology -enabled Decisional Alert and intervention framework in crisis Management ; Ph.D. thesis Reda Butosh 2012	2012
40	Factors affecting the adoption of electronic banking in Jordan	2012

41	The Impact of Lifestyle on the Online Purchase Decision for Electronic Services: The Jordanian Electronic Ticket Study	2013
42	Factors affecting the effectiveness of cause _related marketing campaign. Moderating effect of sponsor -cause congruence	2015
43	The influence of foreign market entry strategy on firm exporting performance: a comparative study on the Jordanian food and industries chemical,	2015
44	Factors affecting salesman performance: A practical study in Jordan Factors affecting salesman performance: A practical study in Jordan	2016
45	The impact of the application of the concept marketing ordination	2016
46	Segmenting the market of the mobile banking applications' users according to their lifestyle in Jordan	2016
47	The effect of electronic customer relationship management practices on business performance in Jordanian commercial banks	2016
48	The influence of the organized culture on the adoption of e-commerce	2016
49	Factors affecting Jordanian consumer trends towards tourist ads on Facebook	2017
50	An integrative model to evaluate the impact of strategic orientation and the role of institutional entrepreneurship as modified factor in promoting the competitive advantage :A field study	2017
51	The relationship between customer engagement, customer satisfaction and loyalty: a study on banking services customers	2017
52	The Extent of Use of Social Media Networks Platforms by the Female Entrepreneurs in Jordan: Empirical Study	2017
53	Entrepreneurial Intentions, Students' Personal Characteristics and Contextual Factors: A Comparative Study	2017
54	The impact of knowledge management on strategic orientation and the role of transformational leadership as a moderating variable: An Integrated model	2018
55	The effect of employee empowerment on the performance of sales and marketing staff in five-star hotels in Jordan	2018
56	The Effect of Electronic Word of Mouth on Customer Electronic Loyalty: the Mediating Role of Electronic Customer Satisfaction, 2018	2018
57	The impact of critical strategic leadership practices on strategic performance from balanced scorecard perspective ; the mediating role of strategic flexibility	2019

58	The Effects of Adoption of 3D Printing Technology on the Operational Performance of the Companies of Cross Border Entrepreneurs: An Empirical Study	2019
59	Internal and External Factors Influencing OTC Medicines' Purchase Intention in Jordan,2019	2019
60	Factors Influencing Consumer's Intention to Adopt Electronic payment in Jordan	2019
61	Factors Influencing the Adoption of Big Data By Marketing Decision Makers in Jordanian Commercial Banks,2020	2020
62	The Impact of Marketing Knowledge Management on Business Performance via Innovation as a Mediating Factor in Commercial Banking Sector,2020	2020
63	The Effect of the Electronic Word of Mouth (EWOM) on Purchase Intention Via the Brand Image a Mediating Factor: An Empirical Study,2020	2020
64	The Impact of the Marketing Mix Elements on Women's Purchasing Intention of Children's Dietary Supplements Via the Mediating Role of E-WOM: Empirical Study, 2020	2020
65	Factors Impact on Women's Online Purchase of Cosmetics in Jordan	2020
66	Then impact of social media marketing engagement on brand loyalty in vis the customer satisfaction Factor, empirical study, 2020	2020
67	The adoption of green marketing by non-profit organizations in Jordan 2020 2020	2020
68	The Impact of Social Media Advertising Value on Women's Purchase Intention of Dietary Supplements,2020	2020

### Training Courses

- Successful Leadership skills
- Effective Top Management
- Public management
- Total quality management
- Professional Sales Excellence
- Negotiation skills
- Effective time management
- Presentation skills
- Strategic management
- Human resources management
- Purchasing and Inventory Management
- Public relationship management
- Strategic marketing management
- Sales/Marketing telemarketing
- Managing Change & Stress
- Sales Management

### List of References:

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Prof. Ameen Mahmoud	00962799890989	