

DANA FAWZI KAKEESH

PHD. MBA. BA. TOT.



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Knowledge is an open field which does never end and comes through learning however you are old as it is a continuous process, enjoyable and wonderful for those people who like to grasp new things and learn more everyday. Do not stop learning, acquire the knowledge power and be unstoppable!

EDUCATION

- **2011-2016** **PhD in Marketing - University of York/ UK**
Areas of concentration: Branding, Services Marketing, Strategic Alliances, Airlines, Marketing Strategy

 - **2008-2011** **MBA in Marketing - University of Jordan/ Jordan**
- GPA: 4.00/4.00 awarded with distinction
- Areas of concentration: Services Marketing, Telecommunication Companies Marketing Mix Strategies, Customer-Based Brand Equity

 - **2004-2008** **BA in Marketing - University of Jordan/ Jordan**
- GPA: 3.90/4.00 awarded with First-Class Honours
- Areas of concentration: Services Marketing, Telecommunication Companies Marketing Mix Strategies, Customer-Based Brand Equity

 - **2003-2004** **The National Certificate of Secondary Education - the Greek catholic school/ Jordan**
- GPA: 80.9/100
- Areas of concentration: Scientific Stream
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EMPLOYMENT

- **2016 - PRESENT** **Assistant Professor of Marketing at the school of business – The University of Jordan/ Jordan**
- Areas of concentration: Branding, Services Marketing, tourism Marketing, Public Relations.

- **2021- 2022** **Assistant Dean for Cultural Affairs and Initiatives at The Deanship of Student Affairs- The University of Jordan/ Jordan**

- **2022** **Part time Lecturer in Marketing at E-Marketing and Social Media Departemnt - Princess Sumaya University for Technology/ Jordan**

- **2022** **Director of Career Guidance and Alumni Office / King Abdullah II Fund for Development - The University of Jordan/ Jordan**

- **2016- 2018** **Assistant Dean for Development and Quality Assurance Affairs at The School of Business – The University of Jordan/ Jordan**

- **2018 – PRESENT** **Trainer at Edraak Platform**
- 1st Project: A 4-week massive open online course entitled “Marketing for Startups”.

- **2019 - PRESENT** **Mentor at the University of Jordan Innovation and Entrepreneurship Center (UJIEC)**
- Assist students and offer them marketing advice on their journey with their startups and small businesses. Also, help student with the ideation phase and develop their entrepreneurial ideas to become more feasible.
- Deliver sessions to the member of UJIEC.

- **2017 – PRESENT** **Volunteer and Trainer at All Jordan Youth Commission**
- Talk and sessions about Marketing Science and how to market yourself in a number of Jordanian governorates.

- **2014-PRESENT** **Online Student Ambassador for The Middle East Region - University of York/ UK**

- **2018 – 2019** **Founding Team Member of University of Jordan’s Development initiative**
- Is a fundraising campaign which hopes to collect 100 hundred million dinars in the coming years.

- **2017 – 2019** **Founding Team Member of Zarqa Prevention Network within The Strong Cities Network**
– The project has established six municipal-led “Prevention Networks” across Lebanese, Iraqi and Jordanian municipalities.

- **2014-2015** **PhD Student Representative - The York Management School/ UK**
- **2013-2015** **Coordinator of CEGBI PhD Seminar Series at The York Management School/ UK**

- **2012-2014** **Social Media Representative of York Arab Society at The University of York/ UK**

- **2008-2011** **Teaching and Research Assistance at The School of Business - University of Jordan/ Jordan**

- **2007** **Telemarketer at Orange Telecommunication Company/ Jordan**

CONFERENCES

- **23/NOV/2023** **The Arab Digital Advertising Summit (2ND Edition) – Ritz Carlton Amman/ Jordan**

- **14/JUN/2023** **InnoXera Jordan Summit – Four seasons hotel Amman/ Jordan.**

- **20/OCT/2022** **The Arab Digital Advertising Summit (1st Edition) – Ritz Carlton Amman/ Jordan**

- **24-26/SEP/ 2019** **The 5th International Conference on E-Publishing Icepub2019: Innovation, Engagement and Sustainability - The University of Jordan Library/ Jordan**

- **10-12/JUL/ 2018** **The 4th International Conference on E-Publishing Icepub18: Create, Communicate, and Collaborate- The University of Jordan Library/ Jordan**

- **3-5/JUL/2018** **The 6th International Scientific Conference: “Emerging Issues of Administrative and Economic Sciences and their Role in Improving the Institutional Performance” - The School of Business - University of Jordan/ Jordan in Cooperation with Al Quds Open University/ Palestine**

- **22-23/MAR/2017** **The 5th International Scientific Conference: Governance and Administrative and Economic Development in the institutions: Reality and Aspiration - The School of Business - University of Jordan/ Jordan in Cooperation with Al Quds Open University/ Palestine**

- **18-19/JUN/2015** **CEGBI/CSWL Summer Conference - The York Management School/ UK**

- **30/APR/2015** **Researching in Asia: Concepts, Values and Practice – University of York/ UK**

- **18/FEB/2015** **PhD Students Seminar Series - The York Management School/ UK**
- Given Talk Entitled: Brand Alliances in today's Crowded Skies

- **9-11/SEP/2014** **British Academy of Management (BAM)/ Annual Conference- University of Ulster/ UK**

- **8/SEP/2014** **British Academy of Management (BAM)/ Doctoral Symposium - University of Ulster/UK**
- Presented Paper Entitled: Brand Alliances within The Airlines industry.

- **14-15/JUL/2014** **Annual White Rose Conference “Doing Research That Makes a Difference” - The York Management School/ UK**

- **30 JUN-1 JUL/2014** **CEGBI/CSWL/WRCEO Summer Conference - The York Management School/ UK**
- Given Talk Entitled: The Impact Strategy of Airlines' Alliances on The Brand Management Practices.

- **29-28/JUN/2014** **The Association of Business Historians Annual Conference- Newcastle University Business School/ UK**

- **20/MAY/2014** **The White Rose DTC Spring Conference ‘Impact Through Engagement’ University of Sheffield/ UK**
-Presented Poster Entitled: The Effect of Strategic Alliance on Branding Strategies.

- **13-14/JUN/2013** CEGBI/CSWL Summer Conference - The York Management School/ UK
- **15-19/APR/2013** The York Management School Research Week- The York Management School/ UK
- Given Talk Entitled: Choosing and Implementing Your Method.
- **1-4/MAY/2012** Research Poster Presentation - The York Management School/ UK
- Presented Poster Entitled: The Impact of Strategic Alliances on Brand Management Practices of Airlines industry in Developing Countries.

DELIVERED TRAINING AND JUDGING EXPERIENCE

- **21/Sep/2024** A training session entitled "Navigating the Marketing Maze" as part of the Sixth National Symposium organized by Jordan Pharmaceutical Students' Association (JPSA), Geneva Hotel, Amman, Jordan.
- **8/Sep/2024** A Jury Board Member at the regional final stage of the Entrepreneurship and Innovation Competition for Youth – Fifth Edition, organized by Entro Gate Team, Al Hussein Technical University (HTU), Amman, Jordan
- **28/DEC/2023** A training session entitled "Marketing for Startups" as part of the Future Founders – Bootcamp organized by Zain at Al Balqa' University.
- **15/NOV/2023** A Workshop on Boosting Academic Influence and Personal Branding for Academics. This workshop was part of Global Entrepreneurship Week Events organized by The University of Jordan Innovation and Entrepreneurship Center (UJIEC)
- **8-9/SEP/2023** A trainer, I conducted a 16-hour session on "Strategic Marketing Mastery" at King Hussein Business Park for Fakhoury Medical Supplies employees
- **2/AUG/2023** A training session entitled "Marketing for Startups" as part of the Future Founders – Bootcamp organized by Zain at the University of Jordan.
- **14/MAR/2023** Market study – Training session delivered within "Idea Generation to Prototyping" week which was organized by The University of Jordan Innovation and Entrepreneurship Center (UJIEC)
- **1/MAR/2023** Judge – Hult Prize at Hashemite University on Campus Final Event
- **15/NOV/ 2022** Judge at the competition held during the Global Entrepreneurship Week and organized by The University of Jordan Innovation and Entrepreneurship Center to choose the semifinalists to compete on the national level
- **14/NOV/ 2021** Judge at Green Innovation Fund Competition - Organized by The University of Jordan Innovation and Entrepreneurship Center
- **19/MAY/2021** Judge at Tafila Technical University – I Act as A Judge for The Course Project Submitted by The Students of The Entrepreneurship Course by Dr. Buthina Alobidyeen.

- 14/APR/2021 Trainer at Entrepreneurial Project incubation Program (Start@UJ) – A Bootcamp Organized by The University of Jordan Innovation and Entrepreneurship Center

- 23/MAR/2021 Trainer – Marketing for Non-Marketer – Nahno Platform

- 13/FEB/2021 Counselor and Mentor for Participated Teams at Be influential Annual Conference – Be influential initiative

- 12/DEC/2020 Judge – Hult Prize at Hashemite University on Campus Final Event

- 13/DEC/2019 Judge – Hult Prize at Hashemite University on Campus Final Event

- 9/DEC/2019 Market Study – Training Session for Engineers for Sustainable Development Goals (SDGS) Organized by The University of Jordan Innovation and Entrepreneurship Center (UJIEC) in Partnership with Spark-Jordan.

- 20/AUG – 3 SEP/2019 Tourism Marketing and Planning – Educational Sessions for As-Salt’s Destination Marketing Organization Staff and Local Guides Organized by USAID Building Economic Sustainability Through tourism Project

- 21/MAY/2019 Business Plan Canvas – All Jordan Youth Commission – Amman Branch

- 21/OCT/2018 Marketing 101 – All Jordan Youth Commission – Salt Branch

- 11/JAN/2018 Introduction to Blended Learning – University of Jordan

- 16/JAN/2018 Marketing 101 – All Jordan Youth Commission – Zarqa Branch

- 18/JUL/2018 Introduction to Blended Learning – University of Jordan

- 20/AUG/2018 Introduction to Sales Management – Al-Himma Association for Arts and Crafts

DELIVERED TALKS, SEMINARS, AND WORKSHOPS

- 2/Sep/2024 A panellist at the inaugural ceremony of the new Bachelor of Science in Digital Marketing at German Jordanian University (GJU), Madaba, Jordan

- 26/Feb/2024 A panellist at the Fourth Panel: Marketing Strategy and Agritourism in Rural Economic Enhancement Forum, Four Seasons Hotel, Amman, Jordan

- 23/JUN/2023 A speaker at Tedx Alweibdeh on how to reignite the spark of education, Al-Hussein Cultural Center, Amman/ Jordan

- 19/NOV/2022 Talk on How to Utilize your University Years, successfully! Organized by “AL – Nashama” Students Team

- 12/NOV/ 2022 Panelist at the First Panel Discussion, entitled Reducing the Gap between the Work Environment and the University, during the JSYP 2022 (Jordan Students and Young Professionals Congress), in collaboration with IEEE Young Professional organized by IEEE Hashemite University Student Branch at the Hashemite University, Az Zarqa/ Jordan

- **6/JUL/2022** Keynote Speaker at the Launching Ceremony of the UN Women WeRise app “We Rise Together” to promote gender equality at Land Mark Hotel, Amman/ Jordan

- **7/JUN/2022** Job Search Skills workshop Organized by “Ahel Al Hemmah” Students Team at the University of Jordan, Amman/ Jordan

- **31/MAY/2022** Panelist at the Digital Education and Media session that was held within the Media Forum and Organized by the Deanship of Students Affairs at the University of Jordan, Amman/ Jordan

- **28/MAR/2022** Workshop on Market Research and Problem Solving - The Training Camp for The Seventh National Forum For Young Entrepreneurs 2022, Entitled Women Entrepreneurs, In Cooperation With UNICEF, The Center For Innovation And Entrepreneurship At The University Of Jordan And The Jordan River Foundation

- **14/FEB/2022** Session on Strategies for Marketing Start-Ups and Small Projects – Jordan Innovator Challenge organized by with UNICEF, The Jordan River Foundation, and Youth Ministry

- **11/JAN/2022** Session on Managing Social Media Accounts - The Creative Thinking and Security Leadership Course in Cooperation with The Center for Innovation And Entrepreneurship / University Of Jordan, Which Was Held At The Innovation And Development Center Of The Public Security Directorate.

- **10/JAN/2022** Lecture on Time Management Strategies for Students – “Al Karama” Students Team

- **29/NOV/2021** Online Session on Networking and Personal Branding - The Center for Women’s Studies in The Community (CWSC) at The Hashemite University

- **11/NOV/2021** Talk on Marketing for Startups – A Series of Talks Arranged by Queen Rania Centre for Entrepreneurship in The Entrepreneurship Global week and Delivered for The Students of Princess Sumaya University for Technology

- **27/MAY/2021** Talk on Students’ Academic Excellence – Safi Platform

- **29/APR/2021** The Road to Academic Excellence – “Al Karama” Students Team

- **17/MAR/2021** Session on Personal Branding – Palestine Ahliya University

- **10/MAR/2021** Talk on Women at Business - IEEE Women in Engineering Student Chapter at Hashemite University

- **28/FEB/2021** Talk on Learning in The Time of Covid-19 - “Al Nashama” Student Team

- **13/FEB/2021** Session on Personal Branding and Marketing at Be influential Annual Conference – Be influential initiative

- **11/DEC/2020** Online Session on Personal Branding –Organized in Collaboration with IEEE University of Jordan Students Chapter and IEEE Princess Sumaya University for Technology Student Chapter

- **2/OCT/2020** Talk on How to Earn Money While Studying - Sanad Team

- **22/MAR/2020** Talk on The Pros and Cons of Technology in Education - Be influential initiative

- **26/SEP/2019** Plenary Session on Examining Student Experience of Blended Learning– The 5th International Conference for E-Publishing – University of Jordan

- 14/SEP/2018 Session on Blended Learning for New Faculty Members – Accreditation and Quality Assurance Center - University of Jordan
- 11/JUL/2018 Panelist within A Panel Discussion entitled Blended Learning– The 4th International Conference for E-Publishing – University of Jordan

PROFESSIONAL DEVELOPMENT

- 17/JAN/2023 Students-Centered Learning- Accreditation and Quality Assurance Center at The University of Jordan
- 18-22/SEP/2022 Advanced Training in Entrepreneurship and Innovation – 20 Hours - Delivered by Orange Company
- 31/OCT – 11/NOV/2021 The Advanced Innovation and Entrepreneurship online Training of Trainers (TOT) – 30 Training Hours – Delivered by Innovety Egypt, Care Jordan, and The National Program of "Doctor for Every Factory"
- 12/APR/2021 Strategic Management Using the Balance Scorecards Concept - Accreditation and Quality Assurance Center at The University of Jordan
- 29/MAR/2021 The Analysis of Multiple-Choice Questions - Accreditation and Quality Assurance Center at The University of Jordan
- 17/JUN/ 2020 Employing The Microsoft Teams Application to Facilitate the Distance Learning Process - Accreditation and Quality Assurance Center at The University of Jordan
- 15/JUN/2020 How to Use Salasil Desktop - Accreditation and Quality Assurance Center at The University of Jordan
- 20/ APR/ 2020 How to Make Quiz in Moodle - Accreditation and Quality Assurance Center at The University of Jordan
- 4/MAR/2020 Developing and Editing Educational Videos Using (Camtasia 9) - Accreditation and Quality Assurance Center at The University of Jordan
- 17/JUN/2019– 8/ JUL/2019 Training of Trainers (TOT) International Certificate by Pearson Int.– A 30 Contact Hour by Pioneers Academy.
- 28/MAR/2019 Ultimate Google AdWords Course – Udemy Platform
- 19/DEC/2018 – 21/JAN/2019 Google Analytics – Udemy Platform
- 4/NOV/2018 3/DEC/2018 Managing Marketing in The Hospitality and tourism industry– Edx Platform
- 7/JUN/2018 – 6/JUN/2018 Customer Relationship Management – Edx Platform
- 1/FEB/2018 – 10/ MAR/2018 Customer Centric Marketing for Entrepreneurs – Edx Platform
- 5/MAR/2018 – 3/APR/2018 Managing Electronic Products – Edraak Platform
- 27/APR/2018 – 26/MAY/2018 UX Design – Edraak Platform
- 20/ MAR/2018 – 19/APR/2018 Managing Freelance Job – Edraak Platform

•	16/DEC/2017	Community Leadership and Social Change - All Set and Fit Initiative in collaboration with I Am Here Initiative
•	22/AUG/2017 – 19/SEP/2017	How to Run a Blended Learning Course – Edraak Platform
•	11-12 /Nov & 26 NOV/2017	Educational Media Production Training– Edraak Platform
•	21-24/OCT/2017	The Second Regional Workshop on Preventing Extremism and Radicalization Guidance – The Strong Cities Networks
•	6/MAY/2017	Introduction to Blended Learning as An Alternative Education Approach – The University of Jordan/Jordan
•	3-6/APR/2017	Erasmus+ International Staff Week 2017 - Faculty of Economics – The University of Ljubljana, Slovenia
•	7/DEC/2016	Role of Social Media in Higher Education: Teaching and Learning – The University of Jordan/Jordan
•	15-16/NOV/2016	Learning Outcomes for Academic Programs – The University of Jordan/Jordan
•	13/OCT/2016	Assessment of Student Learning Outcomes – The University of Jordan/Jordan
•	4/OCT/2016	Preparing The Self-Study Report of The Quality Assurance Certificate – The University of Jordan/Jordan
•	11/FEB/ 2016	Networking and Collaboration – The University of York/UK
•	5/FEB/2016	CEGBI Workshop “Global Chains, Retail Revolutions and Consumer Societies” – The York Management School/ UK
•	4/JUN/2015	Planning Assessment Methods for Arts, Humanities and Social Sciences’ Student Work – The University of York/UK
•	28/MAY/2015	Preparing Your Funding Proposal - What Goes into A Grant? – The University of York/UK
•	24/APR/2014	Structuring and Designing Sessions – The University of York/UK
•	19/MAR/2014	Public Engagement of Research – The University of York/UK
•	27/FEB/2014	Hidden Aspects of Academic Practice – The University of York/UK
•	25/FEB/2014	An Introduction to Twitter – The University of York/UK
•	11/FEB/2014	Completing Your Thesis – The University of York/UK
•	20/NOV/2013	Framework Analysis Using NVivo – University of Surrey/ UK
•	18/NOV/2013	Getting Published in The Arts, Humanities, and Social Sciences – The University of York/UK
•	26/APR/2013	Whose Business Is Heritage Workshop - The York Management School/ UK
•	25/APR/2013	What Is Knowledge Transfer, and What Does It Have to Do with My Research? – The University of York/UK
•	14/MAR/2013	Leeds Doctoral Seminar Series “Qualitative Research: Collect, Analyse and Publish Data” – Leeds Business School/ UK
•	7/MAR/2013	Getting Published in The Sciences and Social Sciences – The University of York/UK
•	1/MAR/2013	Social Media – The University of York/UK
•	21/NOV/2012	Postgraduate Who Teaches Residential Program – The University of York/UK
•	8/NOV/2012	Advances in Case Study Research Workshop – Manchester Metropolitan University/ UK

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| 7/NOV/2012 | Basic Presentation Skills – The University of York/UK |
| 31/OCT/2012 | Creativity and Problem Solving – The University of York/UK |
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| 27/SEP/2012 | Archival Research – The Borthwick institute for Archives/ UK |
| 22/JUN/2012 | Working Across Cultures – The University of York/UK |
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| 19/APR/2012 | Effective Researcher – The University of York/UK |
| 7/MAR/2012 | Writing A Thesis (Non-Native Speakers) – The University of York/UK |
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| 2/MAR/2012 | Endnote – The University of York/UK |
| 16/FEB/2012 | Managing Your Research Degree – The University of York/UK |
| 1/FEB/2012 | Creativity and Problem Solving – The University of York/UK |

AREAS OF RESEARCH INTEREST

- Tourism Marketing | Customer Relationship management (CRM) | Services Marketing | Destination Branding | Digital Marketing | Entrepreneurial Marketing |

PUBLICATIONS

- **Takeesh, D. F., Al-Weshah, G., & Alalwan, A. (2024*). Analyzing the Effect of Entrepreneurial Marketing Orientation Adoption on SMEs' Business Performance: The Mediating Influence of Competitive Aggressiveness.** *Journal of Marketing Analytics*, TBC.
- **Takeesh, D. F. (2024*). Female Entrepreneurship and Entrepreneurial Ecosystems.** *Journal of Research in Marketing and Entrepreneurship*, Ahead-of-print.
- Rothman, D.; **Takeesh, D.**; Masoud, E.; Carboni, G.; Shabbir, H.; Brown, L.; Singh, M.; Opresnik, M. O. Kotler, P.; Amigo, R.; Kibria, S.; Crichton-Browne, S.; Hejazi, T. **(2023). Essentials of modern marketing Jordan Edition 2023.** Kotler Impact.
- Kilani, A. A. H. Z., **Takeesh, D. F., Al-Weshah, G. A., & Al-Debei, M. M. (2023). Consumer post-adoption of e-wallet: an extended UTAUT2 perspective with trust.** *Journal of Open Innovation: Technology Market, and Complexity*, 9(3), 100113.
- **Takeesh, D., Al-Weshah, G., Al-Ma'aitah, N. & Abualsamen, L. (2023)* Building e-loyalty through online banking features: mediating role of e-trust.** *International Journal of Management Practice Ahead-of-print.*
- Al-Weshah, G., **Takeesh, D., & Shishan, F. (2023). Integrating Electronic Customer Relationship Management and Artificial Intelligence: A Theoretical Foundation for Marketing Intelligence in the Service Industry.** In *Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence* (pp. 73-104). IGI Global.
- Hyasat, A. S., Al-Weshah, G. A., & **Takeesh, D. F. (2022). Training needs assessment for small businesses: The case of the hospitality industry in Jordan.** *Geo Journal of Tourism and Geosites*, 40(1) 20-29.
- Al-Weshah, G., **Takeesh, D., & Alhammad, F. (2022). Entrepreneurial marketing in Jordanian SMEs Initiatives and challenges.** In *Entrepreneurial Rise in the Middle East and North Africa: The Influence of Quadruple Helix on Technological Innovation*, 67-91.
- Ahmad, A., **Takeesh, D., & Abuhashesh, M. (2022). The role of the online flower of service in enhancing guest loyalty via the mediating role of guest experience: a structural equation modelling approach.** *International Journal of Electronic Marketing and Retailing*, 13(1), 1-24.
- **Takeesh, D., Al-Weshah, G., & Al-Ma'aitah, N. (2021). Maintaining customer loyalty using electronic customer relationship management (e-CRM): Qualitative evidence from small food businesses in Jordan.** *Studies of Applied Economics*, 39(7), 1-18.

- Al-Weshah, G. A., **Kakeesh**, D. F., & Al-Ma'aitah, N. A. (2021). **Digital marketing strategies and international patients' satisfaction: an empirical study in Jordanian health service industry**. *Studies of Applied Economics*, 39(7), 1-14.
- **Kakeesh**, D. F., Al-Weshah, G. A., & Dababneh, R. B. (2021). **Leveraging market share through selling skills: the mediating role of adaptive selling behaviour**. *International Journal of Business Performance Management*, 22(4), 363-379.
- **Kakeesh**, D., & Ahmad, A. (2020). **How tourism quality creates satisfaction from the perspective of international tourists**. *Jordan Journal of Business Administration*, 16(2), 473-495.
- Shatnawi, T., Ashour, L., & **Kakeesh**, D. (2020). **Investigating the impact of atmospherics and online flow cues on visiting intentions: the case of Jordan'virtual tourist centre**. *International Journal of Electronic Marketing and Retailing*, 11(1), 1-23.
- **Kakeesh**, D. (2016). **The Impact of Strategic Airlines Alliances on Brand Management Practices: The Case of Royal Jordanian Airlines in Oneworld Alliance** (Doctoral dissertation, University of York).
- Al-Dmour, H., Zu'bi, M. F., & **Kakeesh**, D. (2013). **The effect of services marketing mix elements on customer-based brand equity: An empirical study on mobile telecom service recipients in Jordan**. *International Journal of Business and Management*, 8(11), 13.

PROOFREADING AND PEER REVIEWING SKILLS

- **PROOFREADING SKILLS**
 - Sales Pitch** by April Dunford.
*I proofread the Arabic Edition published by JABAL Amman Publishers in 2024.
 - Obviously Awesome: How to Nail Product Positioning so Customers Get It, Buy It, Love It** by April Dunford.
*I proofread the Arabic Edition published by JABAL Amman Publishers in 2023.
 - Marketing 5.0: Technology for Humanity** by Philip Kotler, Hermanwan Kartajaya, and Iwan Setiawan.
*I proofread the Arabic Edition published by JABAL Amman Publishers in 2021.
- **GIVEN FOREWORD**
 - **A Guide on How to Build a Professional Account on LinkedIn** by **Khaled Al Ahmad and Ala'a Al Masril**- Published online
 - **Building a Story Brand** by **Donald Miller (Arabic Version)**- JABAL Amman Publishers
 - **Marketing 5.0: Technology for Humanity** by **Philip Kotler, Hermanwan Kartajaya, and Iwan Setiawan (Arabic Version)** - JABAL Amman Publishers
 - **How to build a professional account on LinkedIn** by **Khaled Elahmad and Alaa Almasri** (online book)
 - **Obviously Awesome: How to Nail Product Positioning so Customers Get It, Buy It, Love It (Arabic Version)**- JABAL Amman Publishers
- **REVIEWING SKILLS**
 - The International Journal of Electronic Marketing and Retailing- Inderscience Publishers (1 paper)
 - Journal of Marketing Analytics- Springer Nature Publishers (7 papers)
 - International Journal of Tourism Policy- Inderscience Publishers (4 papers)
 - International Journal of Pharmaceutical and Healthcare Marketing (4 papers)
 - International Journal of Sustainable Economy- Inderscience Publishers (1 paper)
 - Cogent Business & Management (1 Paper)
 - International Journal of Business Performance- Inderscience Publishers (2 papers)

- International Journal of Management Practice- Inderscience Publishers (1 paper)
- Ministry of Higher Education (1 PhD thesis)
- Jordan Journal of Business Administration- Deanship of Scientific Research of the University of Jordan Publisher (16 papers)
- Al-Balqa Applied University/ Deanship of Scientific Research (1 book and 1 scientific research project)
- Al- Balqa Applied University/ School of Graduate Studies (2 Master theses)
- Journal of Business History Review- Harvard Business School Publisher (1 paper)
- Kogan Page Publisher (1 book)

ADDITIONAL SKILLS

- APPLYING FOR RESEARCH GRANT**

I have applied for grants from:
 The Society for Advancement of Management (SAM) UK.
 The Scientific Research Support Fund/ Ministry of Higher Education and Scientific Research. (Currently it is in the second round of evaluation)

- MANAGING QUALITY ASSURANCE AFFAIRS**

As an assistant dean for quality assurance affairs, my duties are as follows:
 -Monitoring staff performance
 -Ensuring that school processes comply with standards of both national accreditation (ISO) and international accreditation (AACSB)
 -Specifying quality requirements and that includes all the documents, processes, and procedures.
 -Assessing staff and students' requirements that are related to the development and quality assurance affairs and ensuring that these are met
 -Writing reports and preparing documents to the Accreditation and Quality Assurance Centre at the University of Jordan
 -Acting as a catalyst for change and improvement in performance and quality.

- TEACHING SKILLS**

I have taught a number of courses as follows:
 - Services Marketing
 - Tourism Marketing
 - Public Relations in Marketing
 - E-Marketing
 - Sales Management
 - Marketing Channels
 - E-Integrated Marketing Communication
 - Consumer Behavior
 - New Product Development
 - Principles of Marketing
 - Principles of Management

- ASSISTANING IN RESEARCH**

I have worked as a research assistant for a number of researchers in Jordan and UK. The main skills I have acquired are:
 - Archival work
 - Data Management
 - Extracting data from MS Access database
 - Using NVivo
 - Questionnaire Design

- SUPERVISING PROJECT**

I have supervised a number of research project for undergraduate students within my capacity as Teaching Assistant at the University of Jordan. in addition, I have supervised a graduation project for Jubilee School's students entitled "Repositioning of Jordanian industrial Products & Marketing them in the Jordanian Market".

MEMBERSHIPS OF BOARDS AND COMMITTEES

- A member of the Financial Consumer Empowerment and Market Behavior team within the National Financial Inclusion Strategy Preparation Team in Central Bank of Jordan 2023.
- Board Member of School of Business for the Academic Year 2020/21
- Board Member of School of Business for the Academic Year 2018/19
- Board Member of School of Business for the Academic Year 2017/18
- Member of the Preparatory Committee for the Fifth International Scientific Conference titled : Governance, Administrative and Economic Development in Institutions: Reality and Ambition which was organized by the School of Business in cooperation with the Al-Quds Open University, 22-23/3/2017.
- Member of the Preparatory Committee for the Sixth International Scientific Conference titled: Updates of administrative and economic sciences and their role in improving the performance of institutions which was organized by the School of Business in cooperation with the Al-Quds Open University, 3-5/7/2018.
- Member of the media committee of the University of Jordan's donations team.
- Member of the University of Jordan's Donations initiative Committee.
- Committee Member for preparing and developing « Life and Practical Skills » Course (3410102)
- Committee Member for preparing and developing « Life and Practical Skills/ Marketing » Course (3410102)
- Committee Member for Developing the Content of « the National Culture » Course (3400100)
- Member of the Scientific Research Committee for the Academic Year 2019/20
- Coordinator of Blended Learning at School of Business for the Academic Years 2017/2018
- Coordinator of Blended Learning at School of Business for the Academic Years 2018/2019
- Coordinator of Blended Learning at School of Business for the Academic Years 2019/2020.
- Committee Member for Writing a Proposal for Creation the Digital Marketing Master Program (The Academic Year 2020/21)
- Committee Member for Developing a Study Plan for the Digital Marketing Master Program (The Academic Year 2020/21)

AWARDS

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| • | MAY/2014 | First Runner Up in White Rose DTC Poster Competition at The University of Sheffield/ UK |
| • | JAN/2011 | PhD Merit-Based Scholarship. |
| • | JUN/2011 | The University of Jordan President's List. |
| • | JUN/2011 | The Faculty of Graduate Studies Dean's List. |
| • | SEP/ 2008 | MBA Merit-Based Scholarship. |
| • | JUN/2008 | The School of Business Dean's List. |
| • | JUN/2008 | Marketing Department Head's List. |
| • | JUN/2008 | Prize of Abd Al Hamid Shoman for Distinguished Academic Performance of Business Student. |
| • | MAY/2008 | Prize of The School of Business Dean for Distinguished Academic Performance. |
| • | MAY/2007 | Marketing Department Head's List. |
| • | MAY/2006 | Marketing Department Head's List. |
| • | MAY/2005 | Marketing Department Head's List. |

MASTER'S THESES SUPERVISION

- **DEC/ 2019** The Impact of Pharmaceutical Sale Representative's Personal Skills on Sales Performance : The Role of Adaptive Selling Behaviour as a Mediating Factor in Jordan.
– Student: Ruba Dababneh.

- **DEC/ 2019** Factors Affecting International Patients' Satisfaction: The Case of the King Hussein Cancer Center.
– Student: Manar Dirani.

- **DEC/ 2019** The Effect of Online Banking Features on Brand Loyalty: The Mediating Role of Satisfaction and Trust.
– Student: Lareine Abu Al-Samen.

- **JAN/ 2022** Consumer Adoption of E-Wallet in Jordan: A UTAUT2 Model Perspective.
– Student: Abd Al-Haleem Zaid Kilani.

- **JAN/ 2023** Factors affecting organ donation intentions in Jordan: a study of behavior to influence social marketing
– Student: Omar Aldabbas.

- **JAN/ 2023** The impact of Instagram Micro-Influencers on Purchasing Intention : the Mediating Role of Customer's engagement.
– Student: Ahmed Adaileh.

- **JAN/ 2024** Factors Influencing The Choice of Medical Tourism Destination Amongst Private Hospitals in Jordan: The Role of Destination Competitiveness As A Mediating Factor
– Student: Hala Al Ali.

- **JAN/ 2024** Exploring Gamification Dynamics on Usage Intentions within Sports Apps: An Examination of Autonomous Motivation, User Intentions, and Information Quality.
– Student: Leen Abu Jbara.

- **AUG/ 2024*** Boycotts and buying decisions: Examining the role of brand perception as a mediator in consumer boycott intention.
– Student: Bayan Abualinin.

- **DEC/2025*** Corporate Digital Responsibility in the Medical Services Sector: An In-depth Qualitative Study
– Student: Jude Al Hweidi.

- **DEC/2025*** Narrative Flavors: A Model of Food Attributes, Satisfaction, and Storytelling's Mediating Role in Enhancing Revisit Intentions in Jordanian Restaurants
– Student: Amenah Adnan Hameed.

MEMBERSHIP OF MASTER'S THESES DEFENSE COMMITTEE

- **NOV/2019** Factors' Impact on Women's online Purchase of Cosmetics in Jordan.
– Student: Sameh Kamal (His supervisor was Prof. Hani Al Dmour/ The University of Jordan)

- **DEC/2019** The Effect of Mobile Banking services on E-loyalty and Customer retention The mediating role of E-trust.
– Student: Anas Sahawneh (His Supervisor was Dr. Rami Al Dweeri/ The University of Jordan)

- **DEC/2019** The Effect of Service Recovery Strategies on the online Customer Engagement: An Empirical Study on Telecom Sector in Jordan.
– Student: Fawzi Al Shaar (His supervisor was Dr. Rand Al Dmour/ The University of Jordan)

- **DEC/2019** The Impact of Social Media Marketing on Brand Loyalty in The tourism Field, Via The Mediating Customer Satisfaction Factor.
– Student: Ola Al-Khateeb (Her supervisor was Prof. Hani Al Dmour/ The University of Jordan)

- **DEC/2019** Factors Affecting the Adoption of Green Marketing by Non-Profitable Organizations.
– Student: Haifa Haddad (Her supervisor was Prof. Hani Al Dmour/ The University of Jordan)

- **MAY/2020** The Impact of Marketing Knowledge Management on Business Performance Via Innovation as a mediating Factor in Commercial Banking Sector.

- Student: Foton Asfour (Her supervisor was Prof. Hani Al Dmour/ The University of Jordan)

- **MAY/2020** The Impact of Marketing Mix Elements on Women's Purchasing Intention of Children's Dietary Supplements through the Mediating Role of E-WOM: Empirical Study.
 - Student: Sheraz Al Qwasmi (Her supervisor was Prof. Hani Al Dmour/ The University of Jordan)

- **AUG/2020** The Impact of Facebook Content on Customer Engagement: The Mediating Role of E-Satisfaction and E -Trust: An Empirical Study on Casual Dining Restaurants in Jordan.
 - Student: Nabeela Seyam (Her Supervisor was Dr. Rami Al Dweeri/ The University of Jordan)

- **MAR/2021** The Effect of Customers Perceived attributes on the Customers' Intention to Use Mobile Banking in Jordan.
 - Student: Ahmad Elyan (His Supervisor was Dr. Zaid Obidat/ The University of Jordan)

- **AUG/2021** The Impact of E-Commerce Quality on online Purchase Intention Highlighting The Role of COVID 19 on Buying Behavior
 - Student: Miral Juma (Her Supervisor was Dr. Rami Al Dweeri/ The University of Jordan)

- **MAY/ 2023** Customers' intention to use self-service kiosks at fast-food restaurants - a study integrating Technology Acceptance Model, Technology Readiness Index, and Theory of Planned Behavior - McDonald's Jordan case study
 - Student: Fadi Jamal Ahmad Amiri (His supervisor was Dr. Farah Shishan/ The University of Jordan)

- **AUG/ 2023** The Relationship Between Human Factors And Transportation Services Factors On A Tourist Revisiting A Destination: The Mediating Effect Of Satisfaction
 - Student: Raghad Mousa Qubbeia (Her supervisor was Dr. Farah Shishan/ The University of Jordan)

- **AUG/ 2023** Virtual banking adoption and customer perception in Jordan
 - Student Reem Shraim (Her supervisor was Dr. Imad Ahmad/ Arab Open University-Amman Branch)

- **JAN/ 2024** The Effect of Green Marketing on Consumer Purchasing Intention of Cosmeceuticals in Jordan Through the Mediating Role of Green Brand Image
 - Student: Reand Qudah (Her Supervisor was Dr. Rami Al Dweeri/ The University of Jordan)

- **MAR/ 2024** Marketing Intelligence on Patronage intentions: The mediating effect of Customer satisfaction in the Commercial Banking sector
 - Student: Anoud Dababneh (Her Supervisor was Dr. Zaid Obidat/ The University of Jordan)

REFERENCES

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- **Prof. Mohannad Almubaid in**
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