



Dr. Jumana Ziad Al-Zoubi

CURRICULUM VITAE



Personal Information

Title and Current Position and Place of Work	Associate Professor of Public Administration. Department of Public Administration, School of Business. The University of Jordan Amman, The Hashemite Kingdom of Jordan.
<u>Date and Place of Birth</u>	<u>14th June 1977 / Abu Dhabi -UAE</u>
<u>Nationality</u>	<u>Jordanian</u>
<u>Address</u>	<u>University of Jordan, P.O. Box 13276,</u> <u>Postal Code 11942, Amman – Jordan</u>
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Academic Qualifications

Doctor of Philosophy (Ph.D.) in Public Administration- Knowledge Management in Public Sector	2006–2010 Faculty of Economics and Political Science - The University of Cairo – Cairo, Egypt <i>Graduated with a grade of Excellent</i> <i>Thesis: The Effect of Information Technology on Knowledge Management: An Applied Study on Jordanian Ministries</i>
Master of Arts in Public Administration	2003–2005 Faculty of Graduate Studies The University of Jordan – Amman, Jordan Graduated with a GPA of 3.44 out of 4 <i>Thesis: Organizational Factors Affecting the Creative Behavior of Managers in Jordanian Ministries: A Field Study</i>
Bachelor of Arts in Graphic Design	1995–1999 College of Arts, Yarmouk University, Irbid, Jordan



Academic Teaching and Supervision

I have taught and developed the following courses since 2015 at the University of Jordan.

1. Undergraduate (Bachelor) Level:

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| • MODERN PUBLIC MANAGEMENT,
<u>Course Coordinator, 2015–present</u> | School of Business |
| • Administrative Training | School of Business |
| • READINESS SKILLS OF LABOUR FOR PA STUDENTS (1) | School of Business |
| • CONTEMPORARY ISSUES IN PUBLIC ADMINISTRATION | School of Business |
| • MANAGING NON-PROFIT ORGANIZATIONS | School of Business |
| • CRISES MANAGEMENT IN PUBLIC SECTOR | School of Business |
| • Administrative Leadership | School of Business |
| • Decision-Making | School of Business |
| • ETHICS AND SOCIAL RESPONSIBILITY,
<u>Course Coordinator, 2024–present</u> | General University Requirements Center |
| • National Culture | General University Requirements Center |

2- Postgraduate (Master of Business Administration) Level:

Supervised master's students from the School of Business at the University of Jordan, Amman, whose theses were implemented within various Jordanian ministries and public sector organizations.

* Academic Managerial Experience

Local Community Services and Development Center Director

	2022- 2023	The university of Jordan
Media and Public Relations Unit Director	2020- 2022	The university of Jordan.
Vice Dean of Student Affairs	2019-2020	The university of Jordan.
Assistant Dean for Student Affairs	2016-2018	The university of Jordan.
School of Business		



* Managerial Experience

Program (USAID Funded Project. (2009–2011)

At Ministry of Industry and Trade – Economic Policy and Consultation Directorate, Amman, Jordan

- Prepared the Strategic Plan for the Jordanian Ministry of Industry and Trade for the years 2010–2012.
- Contributed to the drafting and development of key legislation, primarily the Consumer Protection Law, utilizing the Regulatory Impact Assessment (RIA) method.

Embassy of the Hashemite Kingdom of Jordan – Cairo, Egypt 2006–2007

- Developed and implemented a comprehensive electronic archiving and communication system to manage internal correspondence, computer and IT operations, database creation and management, and the modernization of communication channels within the embassy and with the **Jordanian Ministry of Foreign Affairs**.
- Supervised the establishment of operational internal networks and security management programs to enhance data protection and communication efficiency.
- Achieved a milestone by making **the Embassy of Jordan in Cairo the first Jordanian embassy** worldwide to adopt and implement such an advanced system.

Director, Organizing and Event Management

- Directed the organization of the **First Conference of the Pan Arab Project for Family Health (PAPFAM)** (2006), held under the patronage of HH Prince Talal Ibn AbdelAziz, as part of the Arab Gulf Program for United Nations Development Organizations (AGFUND) and the League of Arab States.
- Directed the organization of the **2nd Arab Women Summit** (2002), held under the patronage of Her Majesty Queen Rania Al Abdullah.

International Conferences Coordinator (1999–2001)

- Coordinated the **European Youth Program** (for the Ministry of Culture).
- Coordinated the **Immigrant Arab Women Conference**, held under the patronage of Her Majesty Queen Rania Al Abdullah.

Advertising Campaigns for Medical Conferences:

4th Spine Surgery Conference, 2nd and 3rd Ear, Nose, and Throat Conferences, 5th Internal Medicine Conference, 2nd International Diabetes Conference, 8th International Dentistry Conference.



Publications

1. Twaissi, N. M., Al Zoubi, M. O., Masa'deh, R. E., Zoubi, J. Z. A., & Alhelalat, J. A. (2025). The mediating role of TQM interventions and benchmarking in the impact of organizational culture on organizational performance. *Journal of Industrial Engineering and Management*, 18(1), 10-32.
2. Hmoud, H., Al-Adwan, A. S., Horani, O., Yaseen, H., & Al Zoubi, J. Z. (2023). Factors influencing business intelligence adoption by higher education institutions. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(3), 100111.
3. Zoubi, J. Z. A., Dahiyat, S. E., Obeidat, A. M., & Aboyassin, N. A. (2022). National culture, trust, social networking and knowledge sharing within a knowledge-intensive sector: a mediation analysis. *International Journal of Productivity and Quality Management*, 35(4), 543-575.
4. Qasem, Z., Hmoud, H. Y., Hajawi, D. A., & Al Zoubi, J. Z. (2022, June). The effect of technostress on cyberbullying in Metaverse social platforms. In International Working Conference on Transfer and Diffusion of IT (pp. 291-296). Cham: Springer International Publishing
5. Hmoud, H. Y., Qasem, Z., Hajawi, D. S., & Zoubi, J. Z. A. (2022, June). Open Source Software Governance: Towards a Link to the Business World. In International Working Conference on Transfer and Diffusion of IT (pp. 137-141). Cham: Springer International Publishing.
6. Al Zoubi, J. Z. A. Z. (2022). Impact of Trust on Innovation: The Mediating Effect of Knowledge Sharing at Jordanian Hospitals. *Jordan Journal of Business Administration*, 18(1).
7. Najm, A. N., Yousif, A.S.H., Aboyassin, N. A., Alhmeidiyeen, M.S., Al Zoubi, J., (2020). The role of national culture in change management in Jordanian firms, *Int. J. Productivity and Quality Management*, vol. 31(2), pp 244-270
8. Al- Zoubi, J., Al- Shawabkeh K., Al.Shaar Q. (2014). E-Government and its Impact on Knowledge Management Processes: A Case Study: Ministry of Industry and Trade in Jordan, *European Journal of Business and Management*, Vol. 6, No 38.pp. 46-56.
9. Al- Zoubi, J., Aboyassin N., Nsor N. (2016). The Effect of Knowledge Management Applications on Innovation: A Case Study. *International Journal of Business and Management*; Vol. 11, No. 4, pp 282-290.

ACCEPTED PUBLICATIONS

- 1- AL Zoubi, J., Obeidat, Z., Almajali, D., Masa'deh, R., Hmoud, H., and Al-Zoubi, M. (accepted). Impact of Knowledge-oriented Leadership and Organizational Learning on Innovation Performance: A Mediating Role of Knowledge Management. *VINE Journal of Information and Knowledge Management Systems*, Emerald Publications, Scopus.



- 2- Smadi, A., AL Zoubi, J., and Masa'deh, R. (accepted). The Effect of Technological Infrastructure on Managerial Innovation: The Mediating role of Knowledge Management Processes. Jordan Journal of Business Administration, Deanship of Scientific Research\University of Jordan, Scopus.

* Training and Certification Activities

Training Courses and Workshops Delivered

- Prepared and delivered training sessions titled **"Social Responsibility"** within the Mandatory Training Program for the Development of New Faculty Members, organized by the Center for Innovation in Teaching and Learning – **University of Jordan** (20 February 2024, 2 October 2024, 16 February 2025).
- Prepared and delivered training for New Faculty Members on the course titled **"Ethics and Social Responsibility"** at the Center for University Requirements – **University of Jordan** (Academic Year 2024–2025)
- Prepared and delivered training sessions on **the Mandatory Training Program for the Development of New Faculty Members**, organized by the Accreditation and Quality Assurance Center – **University of Jordan** (5 October 2023, 6 October 2022, 16 February 2023).
- Prepared and delivered a lecture titled **"The Impact and Relationship of Knowledge Management with Crisis Management"** at the **National Center for Security and Crisis Management** (2017).
- Prepared and delivered mentoring sessions for women entrepreneurs during the W5: **When Women Work, Work Wins** event organized by **the British Embassy** – Amman (2016).
- Prepared and delivered **eleven training workshops** titled **"Knowledge Management"** for employees of the **Ministry of Justice** at the Jordanian Judicial Institute, as part of the Employee Promotion Courses (2015).

Training Certificate:

- **Training of Trainers (TOT) Workshop** titled **"Rule of Law is Our Guarantee"**, organized by the Arab World Center for Democratic Development and Human Rights, with the support of the German Federal Foreign Office (9–11 January 2021).
- **Train the Trainers Course – Amman Chamber of Commerce** (17–24 November 2018).
- **Train the Trainers Course** for Delivering the Entrepreneurship Course – **SPARK** (21 February 2018).
- Course titled **Utilizing Microsoft Teams to Facilitate Distance Learning**– University of Jordan (2 April 2020).



- Workshop titled **Facts and Tips on How to Publish in Scopus**– University of Jordan (7 May 2020).
- Course titled **Social Innovation and Entrepreneurship**– University of Jordan (14 March 2019).
- Course titled **Cybercrimes Awareness for Faculty Members**– University of Jordan (2 April 2019).
- Course titled **An Entrepreneurial Approach to Teaching Action-Based Learning**– University of Jordan (2 April 2019).
- Course titled **E-Learning and Blended Learning** – University of Jordan (2017).

*** Institutional Cooperation and Partnership Agreements**

Organized the negotiation, preparation, and signing processes of institutional cooperation agreements between the University of Jordan and several civil society organizations, most notably:

National Youth Engagement and Volunteering Program (Nahno) by the Crown Prince Foundation, SOS Children's Villages Association, Tkiyet Um Ali, The Children's Museum Jordan, The Regional Food Banking Network

*** Academic and Administrative Committee Involvement- the University of Jordan**

- **Chair, E-Learning Committee**, Department of Public Administration – School of Business (Academic Year 2023–Present).
- **Member, Curriculum Committee**, Department of Public Administration – School of Business (Academic Year 2024–2025).
- **Member, National Qualifications Framework (NQF) Committees**, Department of Public Administration (2024–2025).
- **Chair, Development and Social Responsibility Committee**, School of Business (2024–2025).
- **Member, Committee for Planning and Organizing the Research and Supervisory Student Community Tasks**, School of Business (2024–2025).
- **Member, 60th Anniversary (Diamond Jubilee) Celebration Committee**, School of Business (2024–2025).
- **Chair, Examination Committee for the "Ethics and Social Responsibility" and "Traffic Safety" Courses**, General University Requirements Center (2024–2025).
- **Chair, Course Content and Curriculum Committee for "Ethics and Social Responsibility,"** General University Requirements Center (2024–2025).
- **Member, Student Affairs Committee**, General University Requirements Center (2024–2025).



- **Member, Committee for the Preparation and Implementation of Collective Initiatives for the "Ethics and Social Responsibility" Course**, General University Requirements Center (2024–2025).
- **Member, Resources Development Committee**, School of Business (2022–2023).
- **Chair, Team for Standard 8: Community Results**, Distinguished University Award; developed an electronic system for Standard 8 (2022–2023).
- **Chair, Committee for the Selection and Operation of Talented Students** for the University of Jordan **Radio** (2020).
- **Chair** of the Organizing and Implementation Committee for the **Joint Training and Employment Project** with the **American Embassy** and the Jordan-US Chamber of Commerce Association (February 2020).
- **Chair of the Committee for Establishing Guidelines and Regulations for the International Students Club**, International Students Services Office (July 2020).
- **Chair of the Emergency Committee** – Creating Moodle Pages for Public Administration Department Courses (March 2020).
- **Chair of the Joint Coordination Committee** between the Deanship of Student Affairs, Student Union, and Student Lists for Managing Housing and International Dormitory Affairs (2019- 2020).
- **Member of the Events and Activities Committee**, Deanship of Student Affairs (2019-2020).
- **Member of the Crisis Management Committee**, Deanship of Student Affairs (2020).
- **Member of the Festivals and National and Religious Celebrations Committee** – Cultural Forum (2019–2020).
- **Member of the Selection Committee** for Students Applying to the Asian Arabic Debate Championship (December 2019).
- **Chair of the Committee for Arrangements and Supervision of the Graduation Ceremony for the 20th Cohort**, School of Business, Deanship of Student Affairs (February 2017).
- **Member of the Student Code of Conduct Development Committee** (February 2017).
- **Member of the Financial Rewards Committee** for Supervisors at Dormitories During the COVID-19 Crisis (8 June 2020).
- **Senior Member of the Student Elections Higher Committee** (2016–2017, 2017–2018).
- **Member of the Committee for Preparing the New Student Reception Ceremony** for the Academic Year 2019/2020
- **Member of the Committee for Preparing the University Life and Ethics Course** (April 2017).



- **Member of the Selection Committee** for Choosing a Student Representative for the Debate Training Course in Qatar (2018).
- **Member of the Committee** for Organizing and Preparing the **School of Business Open Day** (2019).
- **Member of the Committee** for Organizing and Preparing the **Business School Alumni Forum** (2019).
- **Member of the Student Affairs Committee** – School of Business (2016–2018).
- **Member, Steering Committee for the Preparation of the "University Life" Course Curriculum** at the University of Jordan (2017).

* Initiatives and Programs

Organized and supervised volunteer campaigns involving the University of Jordan community and students, including:

- Student volunteering with **the Greater Amman Municipality** during the 15th Amman Summer Festival at Al Hussein Gardens (2022).
- Organizing **charitable Ramadan Iftar events** at the University of Jordan for children and elderly individuals from social care institutions affiliated with the **Ministry of Social Development** (2022–2023).
- Coordinating a **student volunteer program** with the **Charity Clothing Bank** as part of campaigns to distribute clothes to underprivileged families (2022–2023).
- Organizing **blood donation campaigns** at the University of Jordan in collaboration with the **National Blood Bank** (2022–2023).
- Managing **clothing distribution campaigns** at the *"Student Corner"* for underprivileged students at the University of Jordan (2022–2023).
- **Preparation and Launch of the First Strategic Partnership Projects Initiative** between the University of Jordan, **Tkiyet Um Ali**, and **Dar Abu Abdullah**, including the Opening of Tkiyet Um Ali Liaison Office (2019).
- **Organization of the "discover by Yourself" Initiative** in collaboration with **Tkiyet Um Ali** for Public Administration students- the School of Business (2019).
- **Founder and Manager of the Business Ambassadors Program and its Electronic Platform**, University of Jordan (2016–2018).
- **Coordinator of the International Corporate Social Responsibility Projects Program** for Al Ahli Holding Group, **Dubai** (2018).



- **Launch of the Anti-Smoking and Drug Awareness Program** at the University of Jordan (2018).
- **Launch of the Creativity Festival Initiative** to support entrepreneurial ideas among Business School students (2017).

* Awareness Sessions and Educational Workshops

Organized and coordinated multiple awareness sessions, educational workshops, and professional visits **at the University of Jordan**, including:

- Organized and moderated a dialogue session with Dr. Mohammad Al-Hadid titled "**The Jordanian Red Crescent's Experience in Serving the Community Locally and Globally**" (30 May 2022).
- Organized a dialogue session on **Cybercrimes** (24 May 2022).
- Organized a lecture titled "**Blood Donation: Benefits and Impacts**" (9 November 2022).
- Organized and moderated a dialogue session titled "**The Status of Women in Jordanian Society**" (8 December 2022).
- Organized a lecture titled "**Pharmacovigilance and the Optimal Use of Antibiotics**" (7 August 2023).
- Organized a lecture titled "**The Disciplinary and Criminal Liability for Student Behavior on Campus**" (6 August 2023).
- Organized and moderated a dialogue session titled "**Jordanian Women's Experiences in Leadership Roles**" at the School of Business (2017).
- Organized a scientific visit to **the Jordan Securities Commission** for Business School students (2015).
- hosted representatives from the following institutions for guest lectures and sessions:

The **General Directorate of Gendarmerie** (2016), The **Ministry of Social Development** (2018), The **Ministry of Energy and Mineral Resources** (2017)

- Coordinated training workshops for Business School Business Ambassadors students titled **Setting SMART Goals, Action Planning, and Emotional Intelligence** (2018).

* Conferences

- **Chaired Conference Session 15: Business Transformation through Technology** at the *2nd* International Conference and Forum on Business and Digital Economy -the School of Business at the **University of Jordan** (IBDE 2024).
- **Speaker** at the **Media and Youth Conference**, during the session titled "New Media and Youth Work" -the **University of Jordan** (1 June 2022).



- **Attended** the activities of the **World Medical Tourism and Global Healthcare Congress. Amman-Jordan** (19–21 November 2021).
- **Member of the Scientific Committee** for the **Conference on Tourism and Development**, Hebron, Palestine (22–24 April 2018).
- **Attended and participated** as a **Jury Member** for the **International Corporate Social Responsibility Projects Program** organized by **Al Ahli Holding Group, Dubai**, United Arab Emirates (2017).

* Social Activities

- **Chaired the *Parents' Ambassadors Program*** at **Mashrek International School**, Amman, Jordan (2016–Present).
- Member of the **Jordanian Osteoporosis Prevention Society** (2023–present).
- Member of the **National Society for Consumer Protection**, Amman, Jordan (2018–2020).