

Amjad Abu-ELSamen

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OBJECTIVES

Tenacity to work hard yet being a social active person is what signifies me. My goals for achievements are clearly defined in developing new experiences and acquiring higher level of education to provide answers for questions in a precise and an accurate manner. When I set my goals, I keep going toward it no matter what obstacles come in the way. Achievement oriented and competitive, I always try to move forward, do not accept delays, and refuse rolling back.

Throughout the years, I have developed an interest in community services inside and outside my work environment. Getting my education in the United States has helped me adjusting to any lifestyle and social setting quickly and fairly easy. I have adopted the differences and have learned to appreciate the commonalities, which have helped me become a more open-minded person with broader horizons and high tolerance nature. I believe I have the necessary social skills as well as flexibility to be able to “fit” in any work environment. Ultimately, I am keen toward utilizing my knowledge and experiences to make a difference in my nation’ people lives. My career goal is not to be successful but to be significant. In saying this, I believe that success only lasts a lifetime whereas significance can last many lifetimes.

EDUCATION

2004-2009	Ph.D. in Business Administration, Oklahoma State University
2000-2003	Master of Business Administration, University of Jordan
1996- 2000	Bachelor of Business Administration, University of Jordan

CERTIFICATIONS

2010	Certified Trainer, Business Development Center, USAID, Jordan
2004-2008	Certified Predictive Modeler using SAS Enterprise Miner
2004-2008	OSU SAS and Data Mining Certificate
2004-2008	Graduate Collage for Business and Data Mining Certificate

HONORS/AWARDS

- Recipient of the best paper award in ACME Conference, Retailing track. Houston, TX, March, 2011
- Recipient of the 2nd best model building award in Data Mining Shootout, Data Mining Conference, Las Vegas, NV, October, 2008
- Recipient of the Excellence award for a Graduate Student, Marketing Department, University of Jordan, 2002-2003.
- Recipient of University of Jordan Scholarship, University of Jordan, 2003-2004

ACADEMIC EMPLOYMENT

2010	Chairman of Marketing Department, University of Jordan
2009-2010	Assistant Professor in Marketing, University of Jordan Part Time lectures at German Jordanian University, TAG College of Business
2006- 2009	Graduate Teaching Assistant, Oklahoma State University
2005- 2007	Graduate Research Assistant for Spears School of Business Performance Assessment and Accreditation Committee, Oklahoma State University
2004- 2005	Graduate Assistant, Statistician for the Truth Campaign, Oklahoma State University
2003- 2004	Teaching Assistant, University of Jordan
2001-2003	Graduate Assistant, University Jordan, Department of Accounting
2000-2003	Graduate Assistant, University Jordan, Department of Marketing

TEACHING EXPERIENCE

I have over five years of experience in teaching in Oklahoma State University, The University of Jordan, and TAG College of Business for both undergraduate and graduate level course.

As for my teaching philosophy, I have shown a great deal of flexibility in teaching different courses. However, I tried to maintain few things. First, students' involvement is of great importance. I am fortunate to have a real world experience in the marketing research field that has helped me breaking down the information for my students are relating it to the real world setting. Second, learn by doing has been the ultimate driver in all my courses that I taught. It is important to give the student the correct information, equally important, however, is help them relating this information to the real world. In every class I teach, I have case discussion, individual assignment, and a group project. This is important not only to have the students more involved, but also to give them the chance to know each other and demonstrate their leadership abilities among their group members.

Perhaps my greatest strength is the ability to pass knowledge of diverse subjects on to others. I am a charismatic person and enjoy presenting ideas through both oral and written form which is an ideal balance for the dissemination of knowledge in my area of specialization.

Undergraduate Level	Graduate Level
• Principles of Marketing	• Advanced Research Methodology
• Promotion Strategy	• Advanced Business Research
• Marketing Research	• Seminar in Consumer Behavior
• Consumer Behavior	• Seminar in Marketing Strategy
• Relationship Marketing	• Seminar in Promotional Strategy
• Marketing Strategy	

SELECTED PUBLICATIONS

Abu ELSamen, Amjad, Goutam Chakraborty, and David Warren (2010)" A Process-based Analysis of e-procurement in B2B Markets", *Journal of Internet Commerce*, No. 9, pp. 243-259.

Akroush, Mamoun, **Amjad Abu ELSamen,** Motteh Al-Shibly, and Fayez Al-Khawaldeh (2010)"Conceptualisation and development of customer service skills scale: an investigation of Jordanian customers" *International Journal of Mobile Communication*, Vol. 8, No. 6, pp. 625-653.

Abu ELSamen, Amjad,(2011)" Examining the Construct Validity of the Lockwood Goal Orientation Scale Using the General Hierarchal Model: An Exploratory Study", *Journal of Management Policy and Practice*, Vol.12, No. 4, pp.81-94.

Amjad Abu ELSamen and Mamoun Akroush, (2011)" Consequences of Customer Service Skills: An Integrated Model", *International Journal of Service Standards* Vol. 7, No. 1, pp. 50-76.

Abu-ELSamen, Amjad, Mamoun Akroush, Fayez al Khawaldeh, and Motteh Al-Shbily, (2011)" Towards An Integrated Model of Customer Service Skills and Customer Loyalty: The Mediating Role of Customer Satisfaction" *International Journal of Commerce Management*, Vol. 21, No. 4, pp. 349-380.

Abu ELSamen, Amjad, Hani Al Dmour (2011)"An Empirical Examination of Inter-Organizational Factors Influence on Green Marketing Adoption in Jordanian Industrial Sector" *Studies In Business and Economic*, Vol. 16, No.1, pp. 5-18.

Mamoun Akroush, and **Amjad Abu ELSamen,**"(2011)The Influence of Mall Shopping Environment and Motives on Shoppers' Response: A Conceptual Model and Empirical Evidence" *International Journal of Service and Operation Management*, Vol. 8, No. 6, pp. 168-198.

Al-Weshah , Ghazi, Khalil Al-Hyari, **Amjad Abu-ELSamen** and Marwan Al-Nsour (2011)" Electronic Networks and Gaining Market Share: Opportunities and Challenges (Cases from the Jordanian Handicrafts Sector)" *International Journal of Information Communication Technologies and Human Development* , Vol. 3, No. 3, pp. 1-15.

Abu ELSamen, Amjad, (2011) "Factors Influencing Consumers' Warranty Purchase: The Interaction Effect of Mood and Involvement," *Jordanian Journal of Business Administration*, Vol. 7, No. 4, pp.699-708

Abeer A. Al- Rabayah, Hani Al Dmour, and **Amjad Abu ELSamen**, (2011) "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" *Jordanian Journal of Business Administration*, Vol. 7, No. 4, pp.681-689

Mamoun Akroush, and **Amjad Abu ELSamen**, (2012) "Examining the Effect of Customer Satisfaction on Customer Loyalty; The Meditational Role of Relationship Marketing" *International Journal of Internet Marketing and Advertising*, Vol. 7, No. 1, pp.1-30

SELECTED RESEARCH UNDER REVIEW

Abu ELSamen, Amjad, and Fernando R. Jiménez, " Factors that Influence Consumers' Warranty Purchase Decision: The Role of Framing and Mood," under revision in *Journal of Marketing Theory and Practice*

Abu ELSamen, Amjad, Hani Al Dmour "Examining The Psychometric Properties of Internal Marketing Concept: Scale Development and Validation In Jordanian Manufacturing Sector" under review in *Jordanian Journal of Business Administration*

Abu-ELSamen, Amjad, Mamoun Akroush and Bayan N. Abu-Lail" Mobile SERVQUAL: A Comparative Analysis of Customers' and Managers' Perceptions" under review in *Journal of Marketing Management*

KEY NOTE SPEAKER AND SEMINARS:

Abu ELSamen, Amjad (2010)," When Does Mood Matter? The Effect of Mood and Involvement on Purchase Intention," Presented at 2010 Federation of Business Disciplines Association of Collegiate Marketing Educators Dallas, Texas, U.S.A.

Abu ELSamen, Amjad (2010)," Examining the Construct Validity of the Lockwood Goal Orientation Scale Using the General Hierarchal Model: An Exploratory Study," to be presented at The Academy of Marketing Science Annual Conference in Portland, Oregon, U.S.A.

Abu ELSamen, Amjad, Fernando Jimenez (2010)," The influence of Mood and Framing on Warranty Purchase; the Meditational Effect of Purchase Risk" Presented at The American Marketing Association Annual Conference in Boston, U.S.A.

Abu ELSamen, Amjad (2007)," Mood and Framing Influence on Individuals' Risk Perception" Presented at Oklahoma Kansas Judgment Decision Making Conference. Oklahoma City, OK

Abu ELSamen, Amjad (2007)," Barriers of E-Procurement Adoption: When They Really Matter," Presented at Oklahoma State University Research Symposium.

Abu ELSamen, Amjad, Goutam Chakraborty (2007),”Process-based Analysis of e-procurement in B2B Markets,” Presented at Summer American Marketing Association Conference, Seattle, Washington

Abu ELSamen, Amjad (2006),” Reducing the Perceived Barriers of Adopting E-Procurement Techniques: The Role of Trust and Commitment” Presented at Oklahoma State University Research Symposium

Abu ELSamen, Amjad, Goutam Chakraborty, and Gary L. Frankwick (2006), “The Role of Trust and Commitment in Adopting E-Procurement Techniques,” Presented at Summer American Marketing Association Conference, Chicago, Illinois

Abu ELSamen, Amjad (2005),” E-Procurement Adoption, A Contingency Perspective” Presented at 2005 Federation of Business Disciplines Association of Collegiate Marketing Educators Oklahoma City, Oklahoma, U.S.A

University of Jordan: How to starts a successful dental business practice from a service marketing perspective

University of Jordan: State of the art of Tourism marketing in Jordan

SERVICES TO THE FIELD

- American Marketing Association, Member
- Academy of Marketing Science, Member
- Advertising and Communication Track Chair, 2011 ACEM Conference, Houston. TX. USA.
- Asian Pacific Journal of Marketing and Logistics, Reviewer
- Jordanian Journal of Business Administration, Reviewer

SERVICES/APPOINTMENTS

- Served in multiple committees in the University of Jordan such as:
 - Accreditation committee For higher education
 - Higher committee for JU website development
 - Marketing campaign for the JU 50th anniversary
- Representative for Jordanian students and community, School of International Business, Oklahoma State University, 2008-2009
- Representative for Marketing doctoral students in Graduate and Professional Student Government Association [GPSGA], Oklahoma State University, 2008-2009
- Student members of the Spears School of Business Ph.D. Programs Advisory Committee, Oklahoma State University, 2007-2009
- Research Assistant for Spears School of Business Performance Assessment and Accreditation Committee, Oklahoma State University, 2005-2007
- Statistician for the Truth Anti Tobacco Campaign, Oklahoma State University, 2004-2006

TRAINING & CONSULTATION AREAS OF INTERSTES:

- Marketing strategy formulation which includes:
 - Market segmentation
 - Product positioning
 - Brand audit and management
 - Competitive analysis
 - Customer relationship management
 - Internal marketing implementation

- Marketing research and data mining:
 - Designing and testing data collection instruments (i.e. surveys, experiments)
 - Applied Business Statistical Analysis
 - Database Marketing and Data Mining
 - Multivariate Data Analysis
 - Structural Equation Modeling

- Service Marketing and Self Development Skills
 - Assessment of service quality and customer service skills
 - Assessment of customers' satisfaction and customers' loyalty enhancement
 - Psychology of Persuasion and Negotiation Skills
 - Emotional Intelligence & Positive Thinking
 - Business Etiquette

PROFESSIONAL EXPERIENCE:

2011- Present:

- Chairman of Marketing Department- The University of Jordan
- National Centre For Security and Crises Management: strategic Center for Research and Strategy
- Orchid Education: Product Development Specialist
- University of Jordan: Post Graduate Diploma in Marketing- Total of 150 Hours
- EJABI: Euro- Jordan Association for Business for Business Improvement: Certified Trainer for CMM: Certified Marketing Manger

2010- Present: Freelance Trainer and Consultant at:

- Optimal Academy
- IStrategia
- Business Development Center
- ACNielsen- Jordan
- Tala Abu Ghazaleh
- Orange Communication
- Nuql Group
- Advice For Consulting and Training
- Jordan Export Association

- Salam International Group

2007-2009: VALERO: Promotion and Marketing Strategist

- Designing and implementing promotional campaigns for the different stores in the chain
- Creating and maintaining a database for the business operations
- Benchmarking studies
- Designing and implementing a comprehensive internal marketing program for the corporation

2008: SAS/ USA Model Building Tournament:

The main objective is to develop a model(s) that will help an airline company in:

- Determine what kinds of bad weather will trigger to blanket reserve all available car rentals and/or hotels in the region tour agency due to flight cancellation.
- Determine how many cars and rooms should be reserved for any day when the blanket reservation is triggered.
- Determine the net profit for the blanket cancellation policy

2002-2004: AC Nielsen- Jordan: Statistician

- Analyzing Marketing Performance for Multi-national companies operating in Jordan
- Retail measurement science
- Ensuring data quality
- Products' performance assessment
- Sampling and sales prediction

PROJECTS UNDERTAKEN

- Customers Satisfaction and Customers Loyalty Mobile Service Operators (MSO) in Jordan.
- Customers Service Skills Mobile Service Operators (MSO) in Jordan
- Customers Adoption of New Products and Services
- Consumers Shopping Motives
- Customers' Evaluation of the Service Brand
- Building Corporate Brand Image
- 3D Product Presentation
- Internal Marketing Implementation in Industrial and Service Firms

WORKING PROJECTS

- Evaluating Citizens Perceptions of USAID Projects
- Examining the Market Needs For INJAZ Self Development Program

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REFERENCES

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