Curriculum Vitae

- First name: Barween
- Middle name: Hikmat
- Family name: Al Kurdi
- Nationality: Jordanian
- Mobil number - Jordan: +962 798705111
- E-mail: barweenalkurdi@yahoo.com
- E-mail: b_alkurdi@ju.edu.jo

Qualifications

- **Ph.D. - Marketing,** Durham Business School. Durham University - UK (2016).
  Master - Marketing, Amman Arab University, Amman – Jordan - (2003-2005) - **Marketing (Very Good) (3.57)**.
- **Bachelor -** Business Administration, Jarash University, Amman – Jordan - (1998-2001) **(Excellent) (86.5)**

- ✓ ORCID Number: https://orcid.org/0000-0002-0825-4617
- ✓ Google Scholar:
  https://scholar.google.com/citations?hl=ar&user=mwgvkcAAAAAJ&view_op=list_works&sortby=pubdate

Bibliography

Barween Al Kurdi
Department of Marketing, School of Business, The University of University,
Amman, Jordan

D. Barween Al Kurdi is an Assistant Professor in Marketing and she is working for the Department of Marketing, School of Business, the University of University. She is a member of many committees, mainly the quality committee. She used to publish in high-ranked journals such as the Journal of Marketing Communications and the International Journal of Marketing Studies.

Experience

Name of firm/institution	Address	Dates		Position
		From	**To**	
The Hashemite University	Zarqa, Jordan.	Oct 2020	To present	**Assistant Professor of Marketing**
Amman Arab University	Amman	1-09-2016	31 August 2020	**Assistant Professor of Marketing**
Skyline University College	UAE Sharjah	1-09-2015	31-08-2016	**Full-time Lecturer (Management & Marketing)**
The University of Jordan	Amman	2011	To present	**Part-time Lecturer (Marketing & Management)**
Middle East University	Amman	2009	2013	**Full-time Lecturer (Marketing)**
Durham University	UK	2009	2011	**Part-time lecturer (Marketing)**
Alesra' Private University	Amman	2005	2006	**Part-time Lecturer (Marketing)**
Esmat Barakat Establishment	Amman	01/03/2003	13/5/2004	**Customer Relationships Manager**
General Statistics Department	Amman	23/4/2002	01/04/2003	**Researcher**
Esmat Barakat Establishment	Amman	01/2001	31/3/2002	**Customer Relationships Manager**

Published academic papers and conferences participation

1. The effect of process quality improvement and lean practices on competitive performance in the UAE healthcare industry(2023)

   B Kurdi, E Alquqa, H Alzoubi, M Alshurideh, S Al-Hawary
   Uncertain Supply Chain Management 11 (1), 261-266(Scopus – Q1)

2. Impact of supply chain 4.0 and supply chain risk on organizational performance: An empirical evidence from the UAE food manufacturing industry(2023)
   B Kurdi, H Alzoubi, M Alshurideh, E Alquqa, S Hamadneh
   Uncertain Supply Chain Management 11 (1), 111-118(Scopus – Q1)

3. Estate Price Predictor for Multan City Townships Using Marching Learning(2022)
   B Al Kurdi, H Raza, S Muneer, MB Alvi, N Abid, MT Alshurideh
   International Conference on Cyber Resilience (ICCR), 1-5(Scopus)

4. Fuzzy assisted human resource management for supply chain management issues(2022)
   MT Alshurideh, B Al Kurdi, HM Alzoubi, TM Ghazal, RA Said,
   Annals of Operations Research, 1-19(Scopus – Q1)

5. Does the Past Affect the Future? An Analysis of Consumers' Dining Intentions towards Green Restaurants in the UK(2022)
   F Shishan, R Mahshi, B Al Kurdi, FJ Alotoum, MT Alshurideh
   Sustainability 14 (1), 276(Scopus – Q1)

6. [The effect of blockchain and smart inventory system on supply chain performance: Empirical evidence from retail industry](2022)
B Kurdi, H Alzoubi, I Akour, M Alshurideh
Uncertain Supply Chain Management 10 (4), 1111-1116(Scopus – Q1)

7. [The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention](2022)
B Kurdi, M Alshurideh, I Akour, E Tariq, A AlHamad, H Alzoubi
International Journal of Data and Network Science 6 (4), 1135-1146(Scopus – Q1)

8. [The role of digital marketing channels on consumer buying decisions through eWOM in the Jordanian markets](2022)
B Kurdi, M Alshurideh, I Akour, H Alzoubi, B Obeidat, A Alhamad
International Journal of Data and Network Science 6 (4), 1175-1186(Scopus – Q1)

9. [Antecedents and consequences of relationship quality in pharmaceutical industries: A structural equation modeling approach MT (2023)]
Alshurideh, B Al Kurdi, Almomani, ZM Obeidat, R Masa'deh
PloS one 18 (1), e0279824

10. [Factors affecting online cheating by accounting students: The relevance of social factors and the fraud triangle model factors (2021)]
MO Al Shbail, H Alshurafat, H Ananzeh, BH Al Kurdi.
Academy of Strategic Management Journal 20 (Special Issue 6), 1-16

11. [Expats Impulse Buying Behaviour in UAE: A Customer Perspective (2021)]
SH S. Joghee, B. Al Kurdi, M. Alshurideh, H. Alzoubi, A. Vij, M.
Muthusamy Journal of Management Information and Decision Sciences 24 (Special Issue1)

12. [An investigation of the role of supply chain visibility into the Scottish blood supply chain](2021)
H Hamadneh, S., Pedersen, O., Alshurideh, M., Al Kurdi, B., Alzoubi
Journal of Legal, Ethical and Regulatory Issues 24 (Special Issue 1), 1-12

13. [The effect of brand personality on consumer self-identity: The moderation effect of cultural orientations among British and Chinese consumers (2021)]
A Hamadneh, S., Hassan, J., Alshurideh, M., Al Kurdi, B., Aburayya Journal of Legal, Ethical and Regulatory Issues 24 (Special Issue 1), 1-14

14. [The interplay among HRM practices, job satisfaction and intention to leave: An empirical investigation]
Al Kurdi, B., Elrehail, H., Alzoubi, H., Alshurideh, M., & Al-Adaila
Journal of Legal, Ethical and Regulatory Issues 24 (Special Issue 1), 1-14

15. [IoT for smart cities: Machine learning approaches in smart healthcare—A review (2021)]
TM Ghazal, MK Hasan, MT Alshurideh, HM Alzoubi, M Ahmad, SS Akbar, ...
Future Internet 13 (8), 218

16. [Digital transformation metrics: A conceptual view(2021)]
S Ahmad, A., Alshurideh, M., Al Kurdi, B., Aburayya, A., Hamadneh.
Journal of Management Information and Decision Sciences 24 (7), 1-18

17. [Digital Strategies: A Systematic Literature Review (2021)](#)
    A Ahmad, MT Alshurideh, BH Al Kurdi, HM Alzoubi.
    The International Conference on Artificial Intelligence and Computer Vision

18. [Gender Discrimination at Workplace: Do Artificial Intelligence (AI) and Machine Learning (2021) (ML) Have Opinions About It](#)
    MT Nuseir, BH Al Kurdi, MT Alshurideh, HM Alzoubi
    The International Conference on Artificial Intelligence and Computer Vision

19. [The Main Catalysts for Collaborative R&D Projects in Dubai Industrial Sector (2021)](#)
    SR AlSuwaidi, M Alshurideh, B Al Kurdi, A Aburayya The International Conference on Artificial Intelligence and Computer Vision

20. [The Role of Business Intelligence Systems on Green Supply Chain Management: Empirical Analysis of FMCG in the UAE S Joghee,](#)
    HM Alzoubi, M Alshurideh, B Al Kurdi
    The International Conference on Artificial Intelligence and Computer Vision

21. [The Impact of COVID-19 on E-learning: Advantages and Challenges BM (2021)](#)
    Amarneh, MT Alshurideh, BH Al Kurdi, Z Obeidat
    The International Conference on Artificial Intelligence and Computer Vision

22. [Factors affecting the use of smart mobile examination platforms by universities' postgraduate students during the COVID 19 pandemic: an empirical study(2021)](#)
    MT Alshurideh, BA Kurdi, AQ AlHamad, SA Salloum, S Alkurdi, ... Informatics 8 (2), 32

23. [The Effect of Covid-19 Pandemic on Business Systems' Innovation and Entrepreneurship and How to Cope with It: A Theatrical View((2021)](#)
    KA Alameeri, MT Alshurideh, B Al Kurdi
    The Effect of Coronavirus Disease (COVID-19) on Business Intelligence 334 (288-275)

24. [Factors Impacts Organization Digital Transformation and Organization Decision Making During Covid19 Pandemic(2021)](#)
    A Ahmad, MT Alshurideh, BH Al Kurdi, SA Salloum
    The Effect of Coronavirus Disease (COVID-19) on Business Intelligence 334(106-95)

25. [The moderation effect of gender on accepting electronic payment technology: a study on United Arab Emirates consumers. (2021)](#)
    Alshurideh, M., Al Kurdi, B., Masa'deh, R., & Salloum, S.,
    Review of International Business and Strategy. Emerald Publishing Limited.
    https://doi.org/10.1108/RIBS-08-2020-0102. (Scopus – Q2).

26. [Using machine learning algorithms to predict people's intention to use mobile learning platforms during the COVID-19 pandemic: machine learning approach. (2021)](#)
    Akour, I., Alshurideh, M., Al Kurdi, B., Al Ali, A., & Salloum, S.
    Journal of Medical Internet Research (JMIR), 7(1), 1-17. (ISI & Scopus Q1).

27. Al Kurdi, B., & Alshurideh, M. (2021) Facebook Advertising as a Marketing Tool: Examining the Influence on Female Cosmetic Purchasing Behaviour. International Journal of Online Marketing (IJOM). 11(2), 52-74. IGI Global.

28. AlHamad, A., Akour, I., Alshurideh, M., Al-Hamad, A., Al Kurdi, B., & Alzoubi, H. (2021) Predicting the intention to use google glass: A comparative approach using machine learning models and PLS-SEM. International Journal of Data and Network Science. 5(3), 311-320. (Scopus Q1).

29. Al-Hamad, M., Mbaidin, H., AlHamad, A., Alshurideh, M., Al Kurdi, B., & Al-Hamad, N. (2021) Investigating students' behavioral intention to use mobile learning in higher education in UAE during Coronavirus-19 pandemic. International Journal of Data and Network Science. 5(3), 321-330. (Scopus Q1).

30. Ahmad, A., Alshurideh, M., Al Kurdi, B., & Alzoubi, H. (2021) Digital Strategies: A Systematic Literature Review, The International Conference on Artificial Intelligence and Computer Vision. 807-822, Springer.

31. Nuseir, M., Al Kurdi, B., Alshurideh, M., & Alzoubi, H. (2021) Gender Discrimination at Workplace: Do Artificial Intelligence (AI) and Machine Learning (ML) Have Opinions about It. The International Conference on Artificial Intelligence and Computer Vision. 301-316, Springer.

32. AlSuwaidi, S., Alshurideh, M., Al Kurdi, B., & Aburayya, A. (2021) The Main Catalysts for Collaborative R&D Projects in Dubai Industrial Sector. The International Conference on Artificial Intelligence and Computer Vision. 795-806, Springer.

33. Joghee, Sh., Alzoubi, H., Alshurideh, M., & Al Kurdi, B. (2021) The Role of Business Intelligence Systems on Green Supply Chain Management: Empirical Analysis of FMCG in the UAE. The International Conference on Artificial Intelligence and Computer Vision. 539-552, Springer.

34. Al Kurdi, B., Alshurideh, M., Nuseir, M., Aburayya, A., & Salloum, S., (2021) The effects of subjective norm on the intention to use social media networks: an exploratory study using PLS-SEM and machine learning approach. Advanced Machine Learning Technologies and Applications: proceedings of AMLTA 2021. 1339. 581-592. Springer. (A conference paper – Scopus).

35. Amarneh, B., Alshurideh, M., Al Kurdi, B., & Obeidat, Z. (2021) The Impact of COVID-19 on E-learning: Advantages and Challenges. The International Conference on Artificial Intelligence and Computer Vision. 75-89, Springer.

36. Alshurideh, M., Al Kurdi, B., AlHamad, A., Salloum, S., Alkurdi, Sh., Dehghan, A., Abuhashesh, M., & Masa'deh, R. (2021) Factors affecting the use of smart mobile examination platforms by universities' postgraduate students during the COVID 19 pandemic: an empirical study. Informatics, 8(2), 21-1. Multidisciplinary Digital Publishing Institute (MDPI). (Scopus – Q1).

37. Alameeri, K., Alshurideh, M., & Al Kurdi, B. (2021) The Effect of Covid-19 Pandemic on Business Systems' Innovation and Entrepreneurship and How to Cope with It: A Theatrical View. The Effect of Coronavirus Disease (COVID-19) on Business Intelligence- 334. 288-275. Springer. (A book chapter paper – Scopus).

38. Ahmad, A., Alshurideh, M., Al Kurdi, B., & Salloum, S. (2021) Factors Impacts Organization Digital Transformation and Organization Decision Making During Covid19 Pandemic. The Effect of Coronavirus Disease (COVID-19) on Business Intelligence- 334. 106-95. Springer. (A book chapter paper – Scopus).

39. Ahmad, A., Alshurideh, M., & Al Kurdi, B. (2021) The Four Streams of Decision Making Approaches: Brief Summary and Discussion. Advanced Machine Learning Technologies and Applications: Proceedings of AMLTA 2021. 570-580. Springer. (A conference paper – Scopus).

40. Al-Khayyal, A., Alshurideh, M., Al Kurdi, B., Salloum, S. (2021) Factors influencing electronic service quality on electronic loyalty in online shopping context: data analysis approach. Enabling AI Applications in Data Science. 367-378. Springer. (A book chapter paper – Scopus).

41. Al Kurdi, B., Alshurideh, M., Al afaishat, T. (2020). Employee retention and organizational performance: Evidence from banking industry. Management Science Letters. 10(16), 3981-3990. (Scopus – Q2).

42. Al Naqbi, E., Alshurideh, M., Al Kurdi. (2020). The Impact of Innovation on Firm Performance: A Systematic Review. International Journal of Innovation, Creativity and Change. 14(5), 31-58. (Scopus – Q2).

43. AlMehrzi, A., Alshurideh,M., Al Kurdi. (2020). Investigation of the Key Internal Factors Influencing Knowledge Management, Employment, and Organizational Performance: A Qualitative Study of the UAE Hospitality Sector. International Journal of Innovation, Creativity and Change. 14(1), 1396-1394. (Scopus – Q2).

44. Al Kurdi, B., Alshurideh, M., Alnaser. A. (2020). The impact of employee satisfaction on customer satisfaction: Theoretical and empirical underpinning. Management Science Letters. 10(15), 3561-3570. (Scopus – Q2).

45. Al Kurdi, B., Alshurideh, M., Salloum, S. (2020). Investigating a theoretical framework for E-learning technology acceptance. International Journal of Electrical and Computer Engineering (IJECE). 10(6), 6484-6496. (Scopus - Q2).

46. S Alketbi, M Alshurideh, B Al Kurdi (2000). The Influence of Service Quality On Customers' retention And Loyalty In The UAE Hotel Sector With Respect To

The Impact Of Customer' satisfaction, Trust, And Commitment: A Qualitative Study. PalArch's Journal of Archaeology of Egypt/Egyptology 17 (4), 541-561

47. Ahlam Al-Khayyala, Muhammad Alshuridehb, Barween Al Kurdic, Ahmad Aburayyad(2000).The Impact of Electronic Service Quality Dimensions on Customers' E-Shopping and E-Loyalty via the Impact of E-satisfaction and E-Trust: A Qualitative Approach. International Journal of Innovation, Creativity and Change. 14(9),257-281

48. Al Kurdi, B., Alshurideh, M., Salloum, S., Obeidat, Z., and Al-dweeri, R. (2020). An empirical investigation into Examination of factors Influencing University Students' Behavior towards E-learning acceptance using SEM Approach. International Journal of Interactive Mobile Technologies. 14(2), 19-41. (Scopus - Q3)

49. Fatima Saeed Al-Dhuhouri, Muhammad Alshurideh, Barween Al Kurdi, Said A Salloum.(2000). Enhancing our understanding of the relationship between leadership, team characteristics, emotional intelligence and their effect on team performance: A Critical Review. International Conference on Advanced Intelligent Systems and Informatics.644-655

50. J Almaazmi, M Alshurideh, B Al Kurdi, SA Salloum .(2000) The effect of digital transformation on product innovation: a critical review. International Conference on Advanced Intelligent Systems and Informatics.731-741

51. Asma Omran Al Khayyal, Muhammad Alshurideh, Barween Al Kurdi, Said A Salloum(2000). Women empowerment in UAE: A systematic review. International Conference on Advanced Intelligent Systems and Informatics.742-755

52. Alzoubi, H., Alshurideh, M., Al Kurdi, B & Inairat, M. (2020). Do perceived service value, quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication context. Uncertain Supply Chain Management, 8(3), 579-588. (Scopus - Q2).

53. Alhashmi, S. F., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2020, April). A Systematic Review of the Factors Affecting the Artificial Intelligence Implementation in the Health Care Sector. In Joint European-US Workshop on Applications of Invariance in Computer Vision (pp. 37-49). Springer, Cham. (Scopus Indexed).

54. Alzoubi, H., Ahmed, G., Al-Gasaymeh, A., & Al Kurdi, B. (2020). Empirical study on sustainable supply chain strategies and its impact on competitive priorities: The mediating role of supply chain collaboration. Management Science Letters, 10(3), 703-708. (Scopus – Q2)

55. Alshurideh, M., Gasaymeh, A., Ahmed, G., Alzoubi, H & Al Kurd, B. (2020). Loyalty program effectiveness: Theoretical reviews and practical proofs. Uncertain Supply Chain Management, 8(3), 599-612. (Scopus - Q2).

56. Alshurideh, M., Al Kurdi, B. A., Shaltoni, A. M., & Ghuff, S. S. (2019). Determinants of pro-environmental behaviour in the context of emerging economies. International Journal of Sustainable Society, 11(4), 257-277. (Scopus - Q2).

57. Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2019, October). Examining the main mobile learning system drivers' effects: A mix empirical examination of both the Expectation-Confirmation Model (ECM) and the Technology Acceptance Model (TAM). In International Conference on Advanced Intelligent Systems and Informatics. (406-417). Springer, Cham. (Scopus Indexed).

58. Alshurideh, M., Al Kurdi, B., et al. (2019). Understanding the Quality Determinants that Influence the Intention to Use the Mobile Learning Platforms: A practical study. International Journal of Interactive Mobile Technologies (iJIM) 13(11), 157-183. (Scopus Indexed - Q3).

59. Alshurideh, M., Al Kurdi, B., et al. (2019). Factors affecting the Social Networks Acceptance: An Empirical Study using PLS-SEM Approach. Proceedings of the 2019 8th International Conference on Software and Computer Applications. (Scopus Indexed).

60. Alshurideh, M., Alsharari, N., Al Kurdi, B. (2019) Supply Chain Integration and Customer Relationship Management (CRM) in the Airline Logistics. Theoretical Economics Letter, 9(1), 392-414. (ABDC Journal Quality List: B).

61. Sulieman.A., and Al Kurdi, B. (2019) The Impact of electronic customer relationship management on customer satisfaction of telecommunication companies in Jordan. The fourth international conference of the faculty of business (رأس المال البشري في عصر المعرفة) Amman Arab university conference April 2019 - Amman, Jordan.

62. Salloum. S., Maqableh, W., Mhamdi, C., Al Kurdi, B. and Shaalan, K. (2018) Studying the Social Media Adoption by university students in the United Arab Emirates, International Journal of Information Technology and Language Studies 2(3), 83-96.

63. Salloum, S., Mhamdi, C., Al Kurdi, B. and Shaalan, K. (2018) Factors affecting the Adoption and Meaningful Use of Social Media: A Structural Equation Modeling Approach. International Journal of Information Technology and Language Studies, 2(3), 96-109.

64. Alshurideh, M., Al Kurdi, B. et al. (2018) Pharmaceutical Promotion Tools Effect on Physicians' Adoption of Medicine Prescribing: Evidence from Jordan. Modern Applied Science, 12(11), 20-222. (ERA A).

65. Aburumman, A., Malkawi, M., Al kurdi, B., Alshamailh, M. (2018). Tourist Perception Toward Food and Beverage Service Quality and Its Impact on Behavioral Intention: Evidence from Eastern Region Hotels in Emirate of Sharjah in United Arab Emirates. European Journal of Social Sciences, 56(3). 136-147. (Scopus Indexed).

66. Al kurdi, B. (2017). Investigating the Factors Influencing Parent Toy Purchase Decisions: Reasoning and Consequences. International Business Research, 10(4), 104-116.

67. Alshurideh, M., Al Kurdi, B., Abu Hussien, A., & Alshaar, H. (2017). Determining the main factors affecting consumers' acceptance of ethical advertising: A review of the Jordanian market. Journal of Marketing Communications, 23(5), 513-532. (Scopus - Q1)

68. Alshurieh, M., Al-Hawary, S., Muhammad, A., Mohammad, A. & Al kurdi, B. (2017). The Impact of Islamic Bank's Service Quality Perception on Jordanian Customer's Loyalty, Journal of Management Research, 9(2), 139-159.

69. Ammari, B Alkurdi, A Alshurideh, A Alrowwad. (2017). Investigating the Impact of Communication Satisfaction on Organizational Commitment: A Practical Approach to Increase Employees' Loyalty. International Journal of Marketing Studies, 9(2), 113-133.

70. Alshurideh, M., Al Kurdi, B. H., Vij, A., Obiedat, Z., & Naser, A. (2016). Marketing ethics and relationship marketing-An empirical study that measure the effect of ethics practices application on maintaining relationships with customers. International Business Research, 9(9), 78-90.

71. Alshurideh, M., Bataineh, A., Al kurdi, B. & Alasmr, N. (2015). Factors affect Mobile Phone Brand Choices – Studying the Case of Jordan Universities Students. International Business Research, 8(3), 141-155.

72. Alshurideh, M., Alhadeed, A. & Al kurdi B. (2015). The Effect of Internal Marketing on Organizational Citizenship Behavior an Applicable Study on the University of Jordan Employees. International Journal of Marketing Studies, 7(1), 138-145.

73. Alshurideh, M. Masa'deh, R. & Al kurdi, B. (2012). The effect of Customer Satisfaction Upon Customer Retention in the Jordanian Mobile Market: An

Empirical Investigation. The European Journal of Economics, Finance, and Administrative Sciences, ISSN: 1450-2275. Issue 47, 69-78.

74. Alshurideh, M. Masa'deh, R. & Al kurdi, B. (2012). The Effect of Customer Satisfaction Upon Customer Retention in the Jordanian Mobile Market: An Empirical Investigation. British Academy of Management, Cardiff conference, England BAM 11-13 September 2012.

75. Al kurdi, B. & Alshurideh, M. (2010). Student Satisfaction with Healthcare Services Provided by Jordanian Universities: The University of Jordan Case. The 1st Jadara conference. Irbid. Jordan. November- 2011.

76. Al kurdi, B. & Alshurideh, M. (2009). "An Empirical Investigation of the Factors Affecting a Mobile Phone Service Provider Choice". The 7th International Conference on Marketing. Athens Institution for Education and Research-Athens, Greece. July -2009.

Teaching and Research Interests

All topics in Marketing Specialist and some in Business Administration such as:
1. Principle of Marketing
2. Fundamentals of Management
3. Marketing Management
4. Social Marketing
5. Public Relation
6. Sales Management
7. Personal selling
8. Consumer Behavior
9. Applied advertising
10. Channels of Distribution
11. Strategic Marketing
12. Ethics Issues in Marketing
13. Entrepreneurship
14. Service Marketing
15. International Marketing
16. Branding
17. Marketing Research Methods
18. Personal selling
19. Digital Marketing
20. Advertising

Training sessions

Titles of Training Sessions & Dates	Titles of Training Sessions& Dates
• The Hashemite University Microsoft Teams 2021	• The Hashemite University Education Course 2021

• 2020 Sharjah University How to Supervise PhD Students	• Sharjah University Writing Effective Research Proposal • Circular Economy
• An introduction to SPSS for Windows / Durham University. November 2007	• Durham University Teaching and Learning Award / Durham University June and July 2009.
• Focus Group 1+2 / Durham University. July 2009	• Giving Presentations / Durham University. November 2007
• Long Documents in Word / Durham University. November 2007	• Interviews 2 / Durham University. January 2009
• Interviews 1 / Durham University. November 2008	• An introduction to PowerPoint-Durham University. November 2007
• Finding and managing information for your PhD (including Endnote): the basics / Durham University. November 2007	• Teaching Induction for Postgraduates Session 2 Preparing to Teach - Assessment in the Arts and Human / Durham University October 2007
• The International Teaching Assistant / Durham University. October 2007	• Teaching Induction for Postgraduates Session 2 Preparing to Teach - Small group teaching in the Arts / Durham University October 2007
• Word for Thesis Writing / Durham University. February 2007	• Library - Discovering Databases: the published literature / Durham University January 2007
• Creating a longer document in Word 2003 / Durham University. December 2006	• The Key Skills Award for Postgraduate Research Students I. Introduction / Durham University. November 2006
• Introduction to Endnote / Durham University. November 2007	• Introduction to the Postgraduate Training Program / Durham University. October 2007
• An introduction to PowerPoint 2003	• An introduction to SPSS for Windows
• International Research Students Orientation / Durham University. October 2007	• Long Documents in Word-1
• Introduced Conversation	• Introduction to Endnote-1+2
• Introduction to the Postgraduate Training Programmed	• Office Session
• A guide to the viva and how to survive it	• MES and Internet
• Word for Thesis Writing	• English Language levels

Courses and program participation

- Research Methods – MA Student, Durham University (2008/2011)
- Marketing Management - Undergraduate Student, Durham University (2008/2011)
- Family learning fun to talk, fun to listen.

- Workshops: Activities to Promote Physical Development Activities to Promote Social & Emotional Development Listening to Children to Raise Self Esteem Play as A Behavior Management Tool
- CACHE Level 1 Award in Getting Started in a Pre-School Setting
- CACHE Level 2 Award in Getting Started in a Pre-School Setting
- Invigilation and training
- I worked in a placement for 30 hours related to the course CACHE level 2

Current Membership in Charitable Organizations
- Member of CCCPS
- Member Jordanian Kurdish Association

Administrative Tasks

- Prepare the "Thought leadership" form for AACSB
- Prepare the Eligibility form for AACSB
- Preparing syllabuses for Marketing Department
- Preparing all schedules, appointments, and meetings
- Preparing different printing promotion and advertising materials such as cards
- Taking the initiative and conducting marketing and field studies
- Conducting market research as needed by GSD and operating with any consultancy
- Acting as support and reference person for all marketing & promotional activates
- Participating in campaigns to train employees and trainees
- Preparing the promotional campaign for all the firm activities
- Preparing the market, planning, and advertising studies

Training Courses

No.	Training Title	Place	Period
1.	Promotional applications	Amman	Feb/2015
2.	Principles of Marketing	Amman	Jan/2015
3.	Etiquette and Protocol	Amman	Oct 2014
4.	Communication Skills	Amman	Oct 2014
5.	Customer Service	Amman	Oct 2014
6.	Customers Complaints Handling	Amman	Sep 2014
7.	Office Administration	Amman	Sep 2014
8.	Public Relation	Amman	Sep 2014
9.	Time Management	Amman	August 2014
10.	Work Pressure Handling	Amman	August 2014
11.	Analyzing Consumer Behaviour	Amman	May 2014
12.	Organization behavior and structure	Amman	Feb 2013
13.	Human Resource Management	Amman	Feb 2013

14.	**Creative Advertising and Graphic Design**	**Amman**	**Jan 2013**
15.	**Communications Skills**	**Amman**	**Jan 2013**
16.	**Balanced Scorecard Workshop**	**London**	**July 2011**
17.	**Sales Management**	**Amman**	**June 2011**
18.	**Customer Retention**	**Amman**	**May 2011**

References

	DBS Staff	Job description	Contact Information
i.	Dr. Mohit Vij	A professor in Tourism at Liwa College of Technology (Formerly Emirates College of Technology)	Telephone: +971505904702 dr.mohit.vij@gmail.com
ii.	Prof Mike Nicholson	A professor in Marketing & Head of Educational Development in the Business School, Durham University, UK	Telephone: +44 (0) 191 33 45329 mike.nicholson@durham.ac.uk
iii.	Dr. Sarah Xiao	A professor in Marketing & Programmer Director, Fudan DBA in the Business School, Durham University, UK	Telephone: +44 (0) 191 33 46353 hong.xiao@durham.ac.uk
iv.	Dr. Aly Salama	A professor in Accounting and Chair of the Accounting and Finance Exam Board, Newcastle University Business School, UK	Telephone: +44 (0) 191 208 1662 aly.salama@ncl.ac.uk

Supervisor and examiner for thesis

	Research title	Date	To whom
Supervision	MBA Student - The Impact of the High Commitment Management Requirements on Achieving Strategic Entrepreneurship through Perceived Organizational Support in Iraqi Ministry of Health	June 2020	Amman Arab University
External examiner	Factors Affecting Customer's Engagement in Electronic Word of Mouth on Social Networking Sites for Non-Profit Organizations: The Moderating Role of Habit"	July 2018	جامعة العلوم التطبيقية الخاصة
Internal examiner	The Impact of Telephone Services Quality on	April 2020	Amman Arab University

	Achieving Customer Satisfaction in Yemen Mobile Company		
Reviewer	Do electronic loyalty programs still drive customer choice and repeat purchase behavior?	March 2019	International Journal Of Electronic Customer Relationship Management