

Academic and researcher specialising in Operations Management, Sustainability, and Business Education, with expertise in curriculum design, innovative pedagogy, and industry collaboration. Skilled in creating engaging learning experiences through gamification, role-play, case studies, and project-based learning. Experienced in integrating industry mentors, guest speakers, and real-world simulations such as Shark Tank–style finals to prepare students for professional success. Research published in high-impact journals and cited 60+ times. Recognised for combining research expertise with student-centred teaching that bridges academia and industry.

## EDUCATION

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Durham University

PhD in Operations Management (Sustainability & Quality) 

2025

The University of Texas at Dallas

*M.A in International Management Studies*

2009

GPA 3.33

New York Institute of Technology

*B.S. in Business Administration concentration in MIS*

2007

GPA 3.54

## ACADEMIC EXPERIENCE

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### Assistant Professor

University of Jordan, Jordan

#### Courses Taught

- Market Readiness for Business Management I & II, Operations Research, Principles of Management, Business Communication, Health Service Management, and Hospitality Management

#### Curriculum & Pedagogical Innovation

- Developed and designed original syllabi, including Health Service Management, aligning content with academic standards and industry practices
- Taught the **Market Readiness Course**, integrating professional practice into the classroom by:
  - Hosting guest speakers from leading industries
  - Running Shark Tank–style final assessments, where students pitch business ideas to panels of investors
  - Pairing students with industry mentors for capstone projects
- Introduced gamification, role-play, and case study–based learning to enhance engagement and critical thinking
- Designed diverse assessment methods, including projects, class work, presentations, peer evaluation, and guest/mentor evaluation

#### Research Supervision & Contribution

- Contribute to curriculum development and pedagogical innovation, ensuring alignment with emerging business and sustainability challenges

### Teaching Assistant

Durham University, United Kingdom,

Sept. 2017- May 2020

- Delivered seminars in Operations Management, Green Supply Chains, and Innovative Management.
- Mentored students in research methods and thesis development.
- Supported curriculum design and assessment.

### Resident Tutor

Ustinov, United Kingdom

August 2016- April 2020

- Provided academic and pastoral support to postgraduate students.
- Organised community-building activities and student engagement programmes.

## PROFESSIONAL EXPERIENCE

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**GM Assistant** 2014 –2015  
Saraya Aqaba, Jordan

- Managed executive office operations, budgeting, reporting, and board preparations.
- Supported Sales and Marketing team in preparing RFPs.
- Supervised staff and ensured smooth office coordination.

**Assistant Registrar & Bursar/Associate Director of Career Services & Alumni Relations** 2012-2014  
New York Institute of Technology, Jordan

- Established and directed Career Services & Alumni Relations Office.
- Built employer networks, provided career counselling, conducted CV workshops and mock interviews.
- Managed registration, bursar functions, and student records using Datatel system.

**Business Analyst/ Project Manager** January 2012 - August 2012  
Issnaad Consulting, Jordan

- Managed facility management projects with the Ministry of Planning & Cooperation.
- Designed data collection tools, trained field teams, and supervised large-scale surveys.
- Prepared EOIs, proposals, and feasibility studies.

**Researcher/ Project Manager** July 2010-December 2011  
Darat Consulting, Jordan

- Conducted feasibility studies and market research (World Bank & USAID projects).
- Supervised data collection, managed budgets, and coordinated with government stakeholders.

**Business Development Officer** December 2009-July 2010  
COMCRA Event Management, Jordan

- Developed company marketing materials and managed exhibitions and professional workshops.

## PROJECT EXPERIENCE

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- Project Coordinator – *European Training Foundation Projects (2013 & 2014)* – COMCRA
- Facility Management Project – *Government of Jordan, World Bank-funded*
- Cities Development Strategies – *Ministry of Municipal Affairs, USAID-funded*

## Publications

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- **Mattar, L. & Shukla, M. (2019). *Next generation smart sustainable auditing systems using big data analytics: Understanding the interaction of critical barriers.* Computers & Industrial Engineering, 128, 1015–1026. [Cited 61+ times]**
- **PhD Thesis (2024): *Sustainable Supply Chain Management – Drivers and Barriers.* Durham University.**

## SKILLS

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- **Research & Analysis:** Quantitative & qualitative methods, sustainability audits.
- **Teaching & Curriculum:** Innovative pedagogy, syllabus design, experiential learning.
- **Software:** MS Office Suite, Canva, Visio, Photoshop, SPSS, NVivo.
- **Languages:** Arabic (native), English (fluent).
- **Other:** Strong communication, leadership, and cross-cultural collaboration.

## PERSONAL INFORMATION

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- Marital Status: Married
- Nationality: Jordanian
- Languages: Fluent in Arabic and English.