

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

Durham University	
PhD in Operations Management (Sustainability & Quality) ☑	2025
The University of Texas at Dallas	2009
<i>M.A in International Management Studies</i>	<i>GPA 3.33</i>
New York Institute of Technology	2007
<i>B.S. in Business Administration concentration in MIS</i>	<i>GPA 3.54</i>

ACADEMIC EXPERIENCE

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

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

- 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

- **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

- **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

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