

Curriculum Vitae

Professor Bader Yousef Bader OBEIDAT

Professor of Strategy

The University of Jordan

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Google Scholar: <https://scholar.google.com/citations?user=Aujl-PMAAAAJ&hl=en>

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Education

- September 2008 PhD in Business Studies, Durham University, UK.
- October 2001 – August 2003 Master of Business Administration (MBA), Yarmouk University, Irbid, Jordan.
- October 1995 – January 1999 BA in Business Administration, Yarmouk University, Irbid, Jordan.

Consulting Areas

- **Consultation for designing strategies according to international practices**

The formulation of enterprise-wide and business unit strategies and goals. The design of vision and mission statements, the development of strategic plans, and the setup of implementation roadmaps (which outline activities and resources required to implement the plans). The assessment of strategic options, support of business planning processes, and the development of growth agenda.

- **Consultation for Building an Operational Framework for transformation strategies**

Looking at a range of organizational and operational elements and how they interact to achieve a common goal; such as value propositions, cost structures and organizational structures. Identifying the best practices for strategy execution.

- **Designing strategic performance indicators and measurement frame works and mechanisms**

Determining strategic objectives and measurements. Ensuring that all teams are supporting the overall goals of the organization. Delivering the expected results to all parties inside the organization to use them to make data driven decisions that help the organization to successfully achieve its goals.

- **Designing evaluation systems and performance monitoring**

Building a fair and useful performance review process. Creating a culture of feedback. Encouraging teams to do their best work by Encourage collaboration and connection between manager and employees.

- **Designing governance framework for strategies**

Preparing process flows, procedures, and reporting mechanisms that implement governance at the level of job responsibilities. Sustaining governance by creating a feedback loop in which the different parties can identify and respond to new business, operational, competitive, and regulatory needs.

- **Institutional Development, restructuring & re-engineering process (BPR), HR Polices and Manuals**

Assessing the different processes and redesigning them to fit the new goals of the business. Redesigning the processes by enabling cross-functional

teams to work together to determine areas of improvement and ways to optimize them for maximum value. Encouraging the different parties to make better decisions through better data dissemination.

- **Implementation of Change Management models and strategies**

Identifying what needs to be changed. Starting planning what needs to happen for the change and what the result of the change will be. Considering the resources, finances and change management support tools needed to make the change. Communicating the change to everyone. Monitoring any change management resistance. Reviewing the effects of the change and revising the strategy.

- **Strategic Human Resource Consultant**

Linking the human resource strategy to the corporate strategy. Providing human capital guidance and advising. Identifying human capital inefficiencies, recommending solutions, developing HR strategies and models, and provide advice on HR policies and best practices. Overseeing the implementation and integration of new policies, procedures, tools, and strategies. Generating analytic reports and presentations for feedback to management. Preparing the succession plan for the top and middle managerial levels. Assisting with recruiting and training new employees. Ensuring that the operations and activities of the workforce are efficient and in the best interest of the company goals.

- **Quality Management and Business Excellence Consultant**

Designing and implementing different quality management models. Analyzing, designing, and implementing of quality and compliance approaches. Developing tailor-made solutions. Providing feedback to management regarding opportunities to improve processes or procedures. Conducting training sessions on quality management and business excellence. Working with internal and external customers to improve processes by providing technical guidance to quality teams, identify key work to be performed, build cross-functional and collaborative project teams, initiate action, lead efforts and achieve deadlines

Employment

- 17th February 2018 – ongoing, Professor of Strategic Management, Business Management Department, The School of Business, The University of Jordan, Jordan.
- Sept 2019 – Sept 2024 Academic, Faculty of Business & Law, The British University in Dubai, United Arab Emirates.
- Strategic Management Orienter (Professor) The Royal Jordanian National Defence College, Amman, Jordan, January 2016 – 1st Sept 2019.
The Royal Jordanian National Defence College is a military college that provides three programmes to its students. Those programmes are The National Defence, The War, And The Counter-Terrorism And Extremism programmes.
- 17th February 2014 – 2nd June 2019, Associated Professor of Strategic Management, Business Management Department, The School of Business, The University of Jordan, Jordan.
- November 2008 – 16th February 2014, Assistant Professor of Strategic Management, Business Management Department, The School of Business, The University of Jordan, Jordan.
- 8th April 2004 – 1st September 2004, Teaching Assistant, Business Management Department, The School of Business, The University of Jordan, Jordan.
- 12th April 1999 – 14th September 2003 Arab Bank, Irbid, Jordan.

Positions of Previous Responsibility

- **Principal consultant** in preparing strategies for the public and private sector.
- **Strategic Human Resource Consultant** for many local and international organizations.
- **Quality Management and Business Excellence Consultant** for many local and international organizations.
- **Director of BUiD Entrepreneurship Program**, The British University in Dubai, Dubai Future Foundation, 1st Sept 2020 – 1st Oct 2023.

- **Head of MBA, BSc in Business Management, Accounting, and Finance Programmes**, Faculty of Business & Law, The British University in Dubai, United Arab Emirates, 1st Sept 2021 – 1st Oct 2022.
- **Head of Business Management Department**, The School of Business, University of Jordan, Jordan, September 2013 – September 2014.
- **Assistant Dean for Quality Assurance**, The School of Business, University of Jordan, Jordan, February 2010 – October 2011.
- **Human Resource and Strategy Consultant**, Riyadh Military Hospital, Riyadh, The Kingdom of Saudi Arabia, June 2010 – December 2010.
- **Human Resource and Strategy Consultant**, Riyadh Military Hospital, Riyadh, The Kingdom of Saudi Arabia, June 2011 – December 2011.
- **Consultant for various projects undertaken in rural areas** located in the North, East, and South of Jordan funded by USAID and UNDP, 2008 – 2014.

Since 2003, I have been involved in many tasks and jobs that are related to education in Jordan and United Kingdom. Moreover, I have written more than ninety research papers in topics that are related to management (Strategy, Human Resource Management (E.g. employability, career paths, training and development) in which quantitative methods were adopted.

Research Interest

- Strategic Management
- Human Resource Management
- Corporate Social Responsibility (CSR)
- Business Excellence
- Total Quality Management
- Organizational Behaviour (Leadership and Motivation)
- Knowledge Management
- Innovation
- Culture
- Management Information System

Awards and achievements

- Certificate of research excellence, The University of Jordan, Dec 2019.
- Google Scholar h-index 49.
- Conference Organizer. ‘The Second Conference for the Faculty of Business.
- Critical Issues for Emerging Economies in Today’s Business Environment’.
14th and 15th April 2009.
- I had a scholarship to study PhD from the University of Jordan, Amman–Jordan September 2004–September 2008.
- In my MBA I received extremely high marks and came the second in my class for students graduating that year.
- In my B.A in Business Administration I received extremely high marks and came first in my class for students graduating that semester.

Social and Non Profitable Activities

- March 2019, Workshop in communication skills, Jordan University Hospital.
- May 2017, workshops in human resource management, Jordan University Hospital.
- July 2015, Coordinator of a fund raiser in order to purchase school back packs for students in less privileged areas around the country of Jordan.
- July 2014, Coordinator of a Ramadan breakfast for orphans from various orphanages located in different parts of the country of Jordan.
- January 2014, Coordinator of a cycling event with the aim of increasing awareness of alternative means for transportation in Jordan.
- August 2013, Coordinator of a Ramadan breakfast for orphans from various orphanages located in different parts of the country of Jordan.

Training Delivery

- Human Resource Management ‘Pay Roll Management’. AGENDA One, Amman, Jordan, 27th-31st May 2009.

- Human Resource Management. NYIT, Amman, Jordan, 14th-17th September 2009.
- Performance Management and appraisal, NYIT, Amman, Jordan, 21st-24th September 2009.
- Interviewing, NYIT, Amman, Jordan, 28th September-1st October 2009.
- Strategic Management, Institution of Banking Studies, Amman, Jordan, May 2010.
- Coaching, Mentoring, and Counselling. Riyadh Military Hospital, Riyadh, KSA, 11th -14th July 2010.
- Strategic Management. Riyadh Military Hospital, Riyadh, KSA, 17th -21st July 2010.
- Strategic Planning. Institute of Banking Studies, Amman, Jordan, 3rd-7th Oct 2010.
- Organizational Skills, Kuwait Petroleum Corporation, Kuwait, Kuwait, 18th – 21st Oct 2010.
- Act and Think Strategic, Kuwait Petroleum Corporation, Kuwait, Kuwait, 25th – 28th Oct 2010.
- Training Diploma in Human Resource Management (Coordinator and Trainer), Centre of Consultation, University of Jordan, Amman, Jordan, 6th Feb 2011 – June 2011. The course involved in-depth training for trainers to establish a team of trainers that have relevant skills in specific training areas and are capable of creating and conducting appropriate training programs.
- Strategic Planning, Municipality of Amman, Amman, 2nd and 3rd April 2011.
- Strategic Planning. Institute of Banking Studies, Amman, Jordan, 26th – 30th Oct 2011.
- Managing Human Resources in Total Quality Management. 19th December 2011.
- Human Resource in Modern Management. NYIT, Amman, Jordan, 11th – 20th March 2012.
- Human Resources Management, Petra Training for Training and Strategic Studies, Amman, Jordan, 22nd – 26th July 2012.

- Training Diploma in Human Resource Management (Coordinator and Trainer), Center of Consultation, University of Jordan, Amman, Jordan, 6th February 2012 – June 2012. Involved training of trainers.
- Communication Skills, OPTIMAL, Amman, Jordan, 5th – 9th August 2012.
- Managerial Skills, OPTIMAL, Amman, Jordan, 12th – 16th August 2012.
- Strategic Planning, OPTIMAL, Istanbul, Turkey, 9th – 13th September 2012.
- Strategic Planning. Institute of Banking Studies, Amman, Jordan, 23rd – 27th September 2012.
- Strategic Planning, Mandarin, Istanbul, Turkey, 7th – 13th September 2014.
- Problem Solving and Innovation, Institute of Banking Studies, Amman, Jordan, 23rd – 29th June 2013.
- Strategic Planning, Mandarin, Istanbul, Turkey, 25th – 30th January 2014.
- Human Resource Management, Mandarin, Kuala Lumpur, Malaysia, 31st May – 8th June 2014.
- Human Resource Management, Mandarine, Istanbul, Turkey, 9th – 14th August 2015.
- Leadership, Mandarine, Muscat, Oman, 28th May – 7th June 2016.
- New Trends in Human Resource Management, EJABI, Amman, Jordan, 13th – 15th February 2017.
- Strategic Planning, EJABI, Amman, Jordan, 24th – 26th July 2017.
- Diplomatic Protocol, Jordan Army, Amman, Jordan, 18th – 20th August 2018.
- Strategic Management, Mandarine, Amman, Jordan, April 2019.
- Innovation and Creativity, Alburaq, Ajman Municipality, March 2021.
- Accountability, Pioneers, The Ministry of Public Work, Qatar, May 2021.
- Innovative management, Ministry of Finance, Dubai, UAE, Sept 2021.
- Entrepreneurship, BUiD, Dubai, UAE, Oct 2021 – January 2022.

Boards and Committees

- Member of many committees at The British University in Dubai, 2019 – ongoing.
- Editorial board, International Journal of Arts and Commerce, 2012 – ongoing.
- Editorial board, International Journal of Human Resource Management, 2012 – ongoing.
- Member of strategic planning committee, January 2009 – June 2010.
- Member of The School of Business Committee, The University of Jordan, 2009 – 2017.

Publications

- Madi-Odehm R. B., and Obeidat, B. Y. (XXXX). "The Moderating Role of Managerial Discretion: The Impact of dynamic Managerial capabilities on Established Firms' Response Strategies to disruptive Innovation". International Journal of innovation Sciences (**Emerald Insight**), Vol X, No. X.
- Masa'deha, R., Ashalb, N., Twaissic , N. M., Almajalid, D., Alkhaffafid, M., and Obeidat, B. (2025). "Antecedents of intention to use project management among educational institution: Empirical study in Jordan". Journal of Project Management (**Emerald Insight**), Vol X, No. X.
- Al Jabri, M. A., Shaloh, S., Shakhoor, N., Haddoud, M. Y., and Obeidat, B. Y. (2024). "The Impact of dynamic Capabilities on enterprise agility: The Intervening Role of Digital Transformation and IT Alignment". Journal of Open Innovation: Technology, Market, and Complexity (**Emerald Insight**), Vol 10, No. 2.
- Gory, S., Obeidat, B., and Masadeh, R. (2023). "Measuring Café Lovability
- Using Google's HEART and Understanding the Roles of Usability, Sustainability Innovation, and Innovation Cocreation in Café Lovability".
- Sustainability (**Emerald Insight**), Vol, 15, No. 9.
- Odeh, R. M., Obeidat, B., Jaradat, M., Masa'deh, R., and Alshurideh, M. (2023). "The Transformational Leadership Role in Achieving Organizational Resilience through Adaptive Cultures: The Case of Dubai Service Sector". International Journal of Productivity and Performance Management (**Emerald Insight**), Vol, 72, No. 2.

- Masadeh, R., Muheisen, I., Obeidat, B., and Bany Mohammad, A. (2022). “The Impact of Supply Chain Integration on Operational Performance: An Empirical Study”. *Sustainability (Emerald Insight)*, Vol, 14, No. 14.
- Alamayreh, E. M., Sweis, R. J., and Obeidat, B. Y. (2021). “The Relationship between Organisational Ambidexterity and Organisational Performance: The Mediating Role of Innovation”. *International Journal of Business Excellence (Emerald Insight)*, Vol, 23, No. 4.
- Shakhour, N. H. T., Obeidat, B. Y., Jaradat, M. O., Alshurideh, M., and Masa'deh, R. (2021). “Agile-Minded Organizational Excellence: Empirical Investigation”. *Academy of Strategic Management Journal (SCOPUS)*, Vol, 20, No. 6.
- Kabrilyantsa, R., Obeidata, B. Y., Alshurideh, M., and Masa'dehe, R. (2021). “The role of organizational capabilities on e-business successful implementation”. *International Journal of Data and Network Science (SCOPUS)*, Vol, 5, No. 1.
- Qandah, R., Suifan, T., Masa'deh, R., Obeidat, B. (2020). “The impact of knowledge management capabilities on innovation in entrepreneurial companies in Jordan”. *International Journal of Organizational Analysis (SCOPUS)*, Vol, 29, No. 4.
- Al Mua'lla, S. A., Obeidat, B., Masa'deh, R. (2020). “A Conceptual Research of Training Effectiveness, Attitude, and Commitment on Food Safety Behavior in Home-Based Businesses”. *IBIMA International Conferences Proceedings (SCOPUS)*, Vol, X, No. X.
- Alketbi, H., Obeidat, B. (2020). “Impact of Social Support, Emotional Intelligence on Work Turnover Intention: A Cross-Sectional Study among Emirati Employees”. *International Business Information Management Conference Proceedings (SCOPUS)*, Vol, X, No. X.
- Obeidat, B. Y., Tarhini, A., Masa'deh, R., (2019). 'The Role of Knowledge Management Infrastructure in Enhancing Job Satisfaction: A Developing Country Perspective". *Interdisciplinary Journal of Information, Knowledge, and Management (SCOPUS)*, Vo. 14.
- Obeidat, B. Y., Tarhini, A., Masa'deh, R., Aqqad, N. O., (2019). "The

relationship Among Emotional Intelligence, Conflict Management Styles, and Job Performance in Jordanian Banks". Internatoional Journal of Human Resources Development and Management (**INDERSCIENCE**). Vol. 19, No. 3.

Obeidat, B. Y., Tarhini, A., Masa'deh, R., Hanzab, J. (2019). "The Associations among Market Orientation, Technology Orientation, Entrepreneurial Orientation and Organizational Performance". Benchmarking: An International Journal (**SCOPUS**), Vol, 26, No. 3.

- Alrowwad, A., Obeidat, B. Y., Masa'deh, R., Almajali, D., Aqqad, N. O., (2019). "The Role of Organizational Commitment in Enhancing Organizational Effectiveness". Proceedings of the 33rd International Business Information Management Association Conference (**SCOPUS**), Vol, X No. X.
- Sweis, R. J., Al Sharef, R., Jandali, D., Obeidat, B. Y., Andrawes, N., (2018). "The relationship between project team members' effectiveness and acknowledgment of talent: Team members' perspective". International Journal of Construction Education and Research (**Routledge**), Vol. 14, No. 2.
- Al-dalahmeh, M., Al-Shamaileh, O., Aloudat, A., Obeidat, B., (2018). " The Viability of Mobile Services (SMS and Cell Broadcast) in Emergency Management Solutions:An Exploratory Study". International Journal of Interactive Mobile Technologies (**SCOPUS**), Vol, 12, No. 1.
- Sweis, R., Obeidat, B. Y., (2018). "Benchmarking of TQM Practices in The Jordanian Pharmaceutical Industry". Benchmarking: An International Journal (**SCOPUS**), Vol, 25, No. 9.
- Al-Dmour,R., Masa'deh, R., and ., Obeidat, B. (2017). "Factors Influencing the Adoption and Implementation of HRIS Application: Are They Similar". International Journal of Business Innovation and Research (**SCOPUS**), Vol. 14, No2.
- Abdallah, A., Obeidat, B., Aqqad, N., Al Janini, N., Dahiyat, S. (2017). "An Integrated Model of Job Involvement, Job Satisfaction and Organizational Commitment: A Structural Analysis in Jordan's Banking Sector". Communications and Network, Vol. 9, No. 1.

Obeidat, B. Y., Alaa, A., Tarhini, A., Masa'deh, R., (2017). "Factors Affecting Strategy Implementation: A Case Study of Pharmaceutical Companies in the Middle East". *Review of International Business and Strategy (SCOPUS)*, Vol. 27, No. 3.

Obeidat, B. Y., Tarhini, A., Masa'deh, R., Aqqad, N. O., (2017). "The impact of intellectual capital on innovation via the mediating role of knowledge management: a structural equation modelling approach". *Int. J. Knowledge Management Studies (INDERSCIENCE)*, Vol. 8, No. 3.

- Masa'deh, R., and Obeidat, B. Tarhini, A. (2016). "A Jordanian empirical study of the associations among transformational leadership, transactional leadership, knowledge sharing, job performance, and firm performance: a structural equation modelling approach". *Journal of Management Development (SCOPUS)*, Vol. 35, No. 5.
- Obeidat, B.Y., Al-Suradi, M., Masa'deh, R., & Tarhini, A. (2016). "The Impact of Knowledge Management on Innovation: An Empirical Study on Jordanian Consultancy Firms". *Management Research Review (SCOPUS)*, Vol. 39, No. 10.
- Masa'deh, R., Almajali, D., Obeidat, B. Y., Aqqad, N., Tarhini, A. (2016). "The Role of Knowledge Management Infrastructure in Enhancing Job Satisfaction". *International Journal of Public Administration (SCOPUS)*, Vol. 39, No. 14.
- Obeidat, B. Y., Al-Suradi, M., Masa'deh, R., Tarhini, A., (2016). "The impact of knowledge management on innovation: an empirical study on Jordanian consultancy firms". *Management Research Review (SCOPUS)*, Vol. 39, No. 10.
- Obeidat, B. Y. (2016). "Exploring the Relationship between Corporate Social Responsibility, Employee Engagement, and Organizational Performance: The Case of Jordanian Mobile Telecommunication Companies". *International Journal of Communications, Network and System Sciences*, Vol. 9, No. 9.
- Sweis, R., Alghawi, H., Alsaleh, N. A., Alzubi, Z., Obeidat, B., (2015). "Benchmarking of TQM: The Case of Hikma Pharmaceuticals Company". *Benchmarking: An International Journal (SCOPUS)*, Vol. 22, No. 3.

Masa'deh, R., Obeidat, B., Zyod, D., and Gharaibeh, A. (2015). "The Associations among Transformational Leadership, Transactional Leadership, Knowledge Sharing, Job Performance, and Firm Performance: telecommunication industry". International Journal of Data and Network Science (**Emerald Insight**), Vol, 5, No. 4.

- Al-bawaia, E., Alshurideh, M., Obeidat., B., and Masa'deh, R. (2022). "The impact of corporate culture and employee motivation on organization effectiveness in Jordanian banking sector". Academy of Strategic Management Journal (**SCOPUS**), Vol21.
- Almomani, L. M., Sweis, R., and Obeidat, B. Y., (2022). "The impact of talent management practices on employees' job satisfaction". International Journal of Business Environment (**Inderscience**), Vol, 13, No. 3.
- Al Awadhi, J., Obeidat, B., and Alshurideh, M. (2021). "The impact of customer service digitalization on customer satisfaction: Evidence from A Theoretical Model". Journal of Social Sciences (COES&RJ-JSS), Vol. 4, No. 2, 848-866.
- Al-Dmour,R., Obeidat, B., Masa'deh, R., and Almajali, D. (2015). "The Practice of HRIS Applications in Business Organizations in Jordan: An Empirical Study". European Journal of Business and Management, Vol. 7, No. 33, 37-5.
- Abdallah, A. B., Obeidat, B. Y., Aqqad, N. O. (2014). "The Impact of Supply Chain Management Practices on Supply Chain Performance in Jordan: The Moderating Effect of Competitive Intensity". International Business Research, Vol. 7, No.3.
- Harfoushi, O., Alfawwaz, B., Obeidat, B., Obeidat, R., Faris, H. (2013). "Impact of Internet Advertisement and its features on e-commerce retail sales: Evidence from Europe". Journal of Software Engineering and Applications (**SCOPUS**), Vol. 6, 564-570.
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- Obeidat, B. Y. (2012). “The Relationship between Human Resource Information System (HRIS) Functions and Human Resource Management (HRM) Functionalities”. Journal of Management Research, Vol. 4, No. 4, 192-211.
- Obeidat, B. Y., Alzaidi, F. F., Shannak, R. O., Al-Jarrah, I. M., and Al-Zu’bi, Z. M. F. (2012). “The Impact of Healthcare Quality Controls on Patient Safety in Ministry of Health (MOH) Hospitals in (KSA) Kingdom of Saudi Arabia”. Journal of International Studies (**SCOPUS**), Vol. 24.
- Shannak, R. O., Masa’deh, R. MT., Al-Zu’bi, Z. M. F., Obeidat, B. Y., and Alshurideh, M. (2012). “A Theoretical Perspective on the Relationship between Knowledge Management Systems, Customer Knowledge Management, and Firm Competitive Advantage”. European Journal of Social Sciences (**SCOPUS**), Vol. 32, No. 4, 520-532.
- Obeidat, B. Y., Sweis, R. J., Zyod, D. S., Masa’deh, R. MT., and Alshurideh, M. (2012). “The Effect of Perceived Service Quality on Customer Loyalty in Internet Service Providers in Jordan”. Journal of Management Research, Vol. 4, No. 4, 133-151.
- Obeidat, B. Y., El-Rimawi, S. Y., Masa’deh, R. MT., Maqableh, M. M., and Al-Jarrah, I. M. (2012). “Evaluating the Profitability of the Islamic Banks in Jordan”. European Journal of Economics, Finance and Administrative Sciences (**SCOPUS**), Vol. 56.
- Masa’deh, R. M., Shannak, R. O., Obeidat, B. Y., and Dahalin, Z. (2010). “Investigating a Causal Model of IT-Business Partnership and Competitive Advantage”. Business Transformation through Innovation and Knowledge. Management: An Academic Perspective (**SCOPUS**), 1250-1260
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Decisions in the Banking Sector in Jordan. 1st Ed. VDM Verlag Dr. Müller e.K.

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Edited Books

- Dessler, G., & Al Ariss, A. (2012). Human resource management: Arab World Edition. Edinburgh: Pearson Education Limited.

References

- Ekhleif Tarawneh, Professor, Former President of The University of Jordan, Amman, Jordan, ek_tarawneh@yahoo.com
- Ra'ed "Mohammad Tayseer" Masa'deh Bani Yaseen, Professor, Management Information System, School of Business (Dean), The University of Jordan, Amman, Jordan, r.masadeh@ju.edu.jo
- Aymen Masadeh, Professor, Law, School of Business and Law (Dean), the British University in Dubai, Dubai, UAE, aymen.masadeh@buid.ac.ae

