

DR. Zaid Obeidat

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I hold a PhD in Marketing from Durham University, an MBA, and a BA in Marketing from the university of Jordan. I am currently an associate professor in marketing in the University of Jordan teaching several courses including international marketing, consumer behavior, and marketing strategy & research. My research focuses on consumer rights, consumer behavior, misbehavior, and the online context. This interest has allowed me to publish in Many well-respected International Journals such as Computers in Human Behavior, Psychology and Marketing, Industrial Management and Data Systems, Journal of Consumer Affairs, Journal of Marketing Communications, and Journal of Retailing and Consumer services. In terms of administrative work, I have served as chair of the marketing department, an assistant to the president of the university for the international program and Marketing affairs and am currently overseeing the marketing and alumni engagement affairs as the director of the international program, alumni, and marketing unit.

Managerial Interests

- Strategic Planning
- Higher Education Institutions Marketing
- Alumni Engagement
- Public Relations

Administrative Experience

MARCH 2022 –

Director of the International program, Alumni, and Marketing Unit / University of Jordan

JULY 2019 – MARCH 2022

President Assistant for International Program and Marketing affairs. / University of Jordan

SEPTEMBER 2017 – SEPTEMBER 2019

Chairman of the Marketing Department / University of Jordan

Teaching Experience

2019 –

Associate Professor in Marketing / University of Jordan

(Marketing Research), (Principles of Marketing), (International Marketing), (Consumer Behaviour), (Relationship Marketing), (Advertising), (Marketing Strategy), (Service Marketing), (Contemporary issues in Marketing).

2019 – 2020

Part time Lecturer in Marketing / Princess Sumaya University for Technology

(electronic IMC)

2016-2019

Assistant Professor in Marketing / University of Jordan

(Marketing Research), (Principles of Marketing), (International Marketing), (Consumer Behaviour), (Relationship Marketing), (Advertising), (Marketing Strategy), (Service Marketing), (Contemporary issues in Marketing).

2015-2016

Full time lecturer in Marketing / University of Jordan

2015-2016

Part time Lecturer in Marketing / Princess Sumaya University for Technology

(Marketing Research) and (electronic IMC)

2014 – 2015

Part time Lecturer in Marketing / Durham University

(Marketing science)

Education

2014

A Doctor of Philosophy in Marketing / Durham University

2010

MBA in Marketing/ University of Jordan

2008

Bachelor in marketing / University of Jordan

RESEARCH OUTPUTS

Clarivate analytics and Scopus indexed:

Alshurideh, M. T., Al Kurdi, B., Almomani, H., Obeidat, Z. M., & Masa'deh, R. E. (2023). Antecedents and consequences of relationship quality in pharmaceutical industries: A structural equation modelling approach. *PloS one*, 18(1), e0279824.

Al Kurdi, B., Alshurideh, M. T., Akour, I., Alzoubi, H. M., Obeidat, Z. M., Hamadneh, S., & Joghee, S. (2023). Factors affecting team social networking and performance: The moderation effect of team size and tenure. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100047.

Alshurideh, M. T., Al Kurdi, B., Alzoubi, H. M., Akour, I., Obeidat, Z. M., & Hamadneh, S. (2023). Factors affecting employee social relations and happiness: SM-PLUS approach. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(2), 100033.

Obeidat, Z.M., & Obeidat, M. I. (2023). A typology of Jordanian consumers after Covid-19: The rational, the suspicious, and the cautious consumer. *Journal of Consumer Affairs*, 57 (1), 121-139.

Obeidat, Z. M., Alalwan, A. A., Baabdullah, A. M., Obeidat, A. M., & Dwivedi, Y. K. (2022). The other customer online revenge: A moderated mediation model of avenger expertise and message trustworthiness. *Journal of Innovation & Knowledge*, 7(4), 100230.

Thneibat, M. M., Obeidat, A. M., Obeidat, Z. M., Al-dweeri, R., & Thneibat, M. (2022). Promoting Radical Innovation Through Performance-Based Rewards: The Mediating Role of Knowledge Acquisition and Innovative Work Behavior. *International Journal of Innovation and Technology Management*, 19(02), 2250005.

AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*.

Abu Zayyad, H. M., Obeidat, Z. M., Alshurideh, M. T., Abuhashesh, M., Maqableh, M., & Masa'deh, R. E. (2021). Corporate social responsibility and patronage intentions: The mediating effect of brand credibility. *Journal of Marketing Communications*, 1-24.

Sweiss, N., Obeidat, Z. M., Al-Dweeri, R. M., Mohammad Khalaf Ahmad, A., M. Obeidat, A., & Alshurideh, M. (2021). The moderating role of perceived company effort in mitigating customer misconduct within Online Brand Communities (OBC). *Journal of Marketing Communications*, 1-24.

Maqableh, M., Obeidat, Z., Obeidat, A., Jaradat, M., Shah, M. H., & Masa'deh, R. E. (2021). Examining the Determinants of Facebook Continuance Intention and Addiction: The Moderating Role of Satisfaction and Trust. In *Informatics* (Vol. 8, No. 3, p. 62). Multidisciplinary Digital Publishing Institute.

Maqableh, M., Obeidat, A., & Obeidat, Z. (2021). Exploring the determinants of Internet continuance intention and the negative impact of Internet addiction on students' academic performance. *International Journal of Data and Network Science*, 5(3), 183-196.

Obeidat, Z.M., Algharabat, R.S., Alalwan, A., Xiao, S.H., Dwivedi, Y.K., and Rana, N.P. (2020). "Narcissism, interactivity, community, and online revenge behavior: the moderating role of social presence among Jordanian consumers" *Computers in Human Behavior*, 104, <https://doi.org/10.1016/j.chb.2019.106170>.

Al Kurdi, B., Alshurideh, M., Salloum, S., Obeidat, Z., & Al-dweeri, R. (2020). An empirical investigation into examination of factors influencing university students' behavior towards elearning acceptance using SEM approach. *International Journal of Interactive Mobile Technologies*. 19-41.

Ahmad, A., Abuhashesh, M., Obeidat, Z., & AlKhatib, M. (2020). E-WOM and airline e-ticket purchasing intention: Mediating effect of online passenger trust. *Management Science Letters*, 10(12), 2729-2740.

Al-Dweeri, R., Ruiz Moreno, A., Montes, F. J., Obeidat, Z., and Al-dwairi, K. (2019). "The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing" *Industrial Management and Data Systems*, 119 (4): 902-932.

Obeidat, Z.M., Xiao, S.H., Qasem, Z., Aldweeri, R., and Obeidat, A.M. (2018). "Social Media Revenge: A Typology of Online Consumer Revenge" *Journal of Retailing and Consumer Services*, 45:239-255.

Masa'deh, R., Obeidat Z.M., Maqableh, M., and Shah, M., (2018). "The Impact of Business Intelligence Systems on an Organization's Effectiveness: The Role of Metadata Quality from a Developing Country's View" *International Journal of Hospitality and Tourism administration*, 20:5: 1-22.

Obeidat, Z.M., Xiao, S.H., Gopalkrishnan, I. and Nichleson, M. (2017) "Consumer Revenge using Online and Social Media: An Examination of the Role of Service Failure Types and Cognitive Appraisal Processes", *Psychology and Marketing*, 34, (4):496-515.

Obeidat Z.M, (2015) "Youth Unemployment in Jordan: Causes & Solutions" *International Journal of Business Research*, 15(3): 77-90. Available online at:<http://dx.doi.org/10.18374/IJBR-15-3.7>

Others:

Obeidat Z.M., Obeidat, M., Xiao, S.H., and Obeidat, A.M., (2016) "Jordanians Economic challenges & Aspirations: An Empirical Examination" *International Journal of Business & Economics Research*, 5(3): 29-37. Available online at:[doi: 10.11648/j.ijber.20160503.11](https://doi.org/10.11648/j.ijber.20160503.11)

Obeidat, A.M., Obeidat, Z.M., and Obeidat, M.I. (2016). "The Value System of Youths in Jordan: Implications for Human Resource & Marketing Managers", *International Journal of Business and Management*, (11), 10:162-171.

AlDweeri, R, Obeidat, Z.M., Al-dwiry, M.A., Alshurideh, M., and Alhorani, A.M. (2016). "The Impact of E-service Quality and E-loyalty on Online Shopping: Moderating Effect of E-satisfaction and E-trust". *International Journal of Marketing Studies*. 9(2): 92:103

Obeidat Z.M., Obeidat, M., and Obeidat, A.M. (2015) "Wasteful consumption of bread: its levels, sources, and possible solutions: A case study of Jordan", *European Journal for Business and Management*, 7(15): 163-168.

- ***Publications in International Conferences:***

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

Qasem, Z., Alalwan, A. A., Obeidat, Z. M., & AlQutob, R. (2020, December). The Effect of Technostressors on Universities Teaching Staff Work Performance During COVID19 Pandemic Lockdown. In *International Working Conference on Transfer and Diffusion of IT* (pp. 538-543). Springer, Cham.

Obeidat, Z.M., Alshurideh, M., Aldweeri, R., and Masa'deh, R., (2019). "The Influence of Online Revenge acts on consumers psychological and emotional states: Does Revenge Taste Sweet?" *proceedings of the Ibima international conference, Madrid, Spain (April, 2019)*.

Pelet, J. E., Taieb, B., Massarini, M., Mouelhi, N. B. D., Mishra, P., Obeidat, Z. M., &Zukowska, J. (2017). Impact of M-Commerce Website Design on Consumers' Behavioral Intentions: An Empirical Study of Age as a Moderating Influence. In *Marketing at the Confluence between Entertainment and Analytics* (pp. 111-124).Springer, Cham.

Obeidat, Z.M., Xiao, S.H., Gopalkrishnan, I., and Nicholson, M. (2016) "CUSTOMER ONLINE REVENGE BEHAVIOR: A CROSS-CULTURAL EXAMINATION" *presented at the Academy of Marketing Science Annual Conference, Florida, United States of America (May, 2016)*.

Obeidat, Z.M., and Xiao, S.H. (2014) "Why Do Consumers get revenge online: a cross-national examination" *presented at the EMAC 2014 Conference, in Valencia, Spain. (June, 2014)*.

Obeidat, Z.M., Xiao, S.H., and Gopalkrishnan, I. (2014) "Antecedents and Moderators of Customer Online revenge Intentions: A Cross National Examination" *presented at the Marketing EDGE Direct/Interactive Marketing Research Summit in San Diego, United states of America (October,2014)*.

Obeidat, Z.M., and Xiao, S.H. (2013) "Online Consumer Revenge: Forms & Causes" *presented at the EMAC 2013 Conference, in Istanbul, Turkey. (June, 2013)*.

Managerial Accomplishments:

-Establishment of the university of Jordan International program, Alumni and marketing Unit.

-Establishment of an international student portal.

-The design and establishment of the university of Jordan virtual reality tours.

-Establishment of the university of Jordan strategic marketing plan 2019-2022.

- Establishment of the university of Jordan first ever gift shop.*
- Establishment and production of promotional materials for 21 schools as well as the university.*
- Overseeing the university of Jordan digital marketing activities.*
- Establishing the largest digital library for universities in the middle east.*
- An increase in international students' admission rates by 130% since 2018.*
- Establishment of the university of Jordan alumni office.*
- Establishment of the university of Jordan alumni engagement plan.*
- Establishment of the University of Jordan JU Talks program.*
- Organizing the University of Jordan 2023 Job Expo.*

HONORS, ACTIVITIES, & SOCIETIES:

- A reviewer for the journal of consumer behaviour.*
- A reviewer for psychology and Marketing.*
- A Reviewer for the European Marketing Academy (EMAC) 44 Annual Conference, Leuven, Belgium.*
- A Reviewer for the AMA- American Collegiate Retailing Association Triennial Conference in Coral Gables (2015).*
- A reviewer for the journal of services Marketing*
- Chair, European Marketing Academy (EMAC) 42 Annual Conference June 2013 Track "Social responsibility, ethics, & consumer protection".*
- A member of the university of Jordan council (2022-2023).*
- A member of the university of Jordan international accreditations committee (2022-present).*
- A member of the university of Jordan 60th anniversary committee (2021-2022)*
- A member of the university of Jordan executive centenary committee for Jordan's centenary celebrations (2021-2022).*
- A member of the University of Jordan arts and Literature committee for Jordan's Centenary Celebrations.*
- A member of the university of Jordan marketing department committee for establishing an E-Marketing Master's program.*
- Chair of the marketing department study plans evaluation committee.*

- A member of the business school strategic plan committee.*
- Chair of the university of Jordan “Services and operations” committee for his majesty king Abdullah price of excellence (2021)*
- Chair of the university of Jordan “results” committee for his majesty king Abdullah price of excellence (2022)*
- Member of the University of Jordan Alumni committee (2020-2021).*
- Member of the University of Jordan International students’ supervision committee (2020-present)*
- Member of the University of Jordan Center of Translation board (2019-present).*
- Member of the University of Jordan E-newsletter editorial board.*
- Coordinator of the University of Jordan MoU with the central Bank of Jordan (2021-present)*
- Export Audit process certificate*
- ToT certificate*
- Certified auditor of exporting*
- Member of the University of Jordan Higher Marketing committee 2018-2019*
- Coordinator of the University of Jordan Marketing Plan for the years 2018-2021*
- Member of the University of Jordan business school scientific research committee 2017-2019*
- Member of the University of Jordan business school postgraduate committee 2017-2019*
- Member of the University of Jordan business school study plans committee 2017-2019*
- Coordinator of the bachelor degree marketing plan, University of Jordan. 2015-2019*
- Coordinator of the business school strategic Marketing & Branding plan, University of Jordan 2016-2017.*