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|  | |  | **Department of Marketing,**  **School of Business**  **The University of Jordan**  **Amman, Jordan, 11942.** | | **Phone +962-6-5355000**  **Fax +962-6-5300434**  **E-mail:**  **dmourh@ju.edu.jo**  [**dr\_dmourh@yahoo.com**](mailto:dr_dmourh@yahoo.com)  **Mobile: 0795666979** |
| **Personal Information** | | |  | | |
| **Date of Birth:** 5th Dec. 1960 | | |  | | |

Prof. Hani H. Al-Dmour

**Place of Birth** Zarka

**Nationality**: Jordanian

**Social Status** Married

**Educational Background**

* **Ph.D. In International Marketing,**

The University of Sheffield, UK

*Start 1989 Finish 1992*

**Thesis Title:** The Influence of the Firms’ Environmental Measures Upon its Export Behavior and the Level of Exporting: An Empirical Investigation.

* **MBA / Marketing**

The University of Edinburgh, UK

*Start 1985 Finish 1986*

**Thesis Title:** The Scope for the Bank Credit Card in Jordan, MBA Thesis, Edinburgh University.

* **BA. In Business Management**

The University of Jordan, Amman, Jordan

*Start 1979 Finish 1983*

**Academic Ranks**

* The University of Jordan, ***Full- Professor. 2003-present***
* The University of Jordan***, Associate Professor, 1997-2002***
* The University of Jordan, ***Assistant Prof, 1993-1997***
* The University of Jordan***, Full time*** ***Lecturer, 1986-1988***
* The University of Jordan. ***Teaching & Research Assistant*** 1983-1985

**Administrative Positions**

* The Ministry of Higher Education and Scientific Research

***General Secretary of the Ministry of Higher Education and Scientific Research, 15/11/2014- 15/11/2016***

***Acting as General Director of Scientific Research Support Funds***

***1/5/2016-15/11/2016***

* The University of Jordan;

***Vice President for Humanities Faculties Affairs (***2012-2014)

***President*** **of the University Aqaba Branch** (2013- 2014)

* The University of Jordan;

***Director of Financial Funds 2011-2012***

* The University of Jordan/ School of Business;

***Dean, 2008-2010;***

* The University of Jordan, Faculty of Graduate Studies;

***Dean, 2005-2008;***

***Vice –Dean 2003-2005.***

* The University of Jordan/ Faculty of Business;

***Assistant Dean for Student Affairs, 1997-1999;***

***Assistant Dean for Community Service, 2000-2001;***

***Chairman of Marketing Dep. 2002-2003 / 2005-2007/2009-2010***

**Community and Professional Experiences**

* Chief-Editor of Jordan Journal of Business Administration, 2018 –
* Member of the Board of Higher Education and Scientific Research Council 2015- 2016
* Member of the Board of the Ministry of Education Council , 2015- 2016
* Vice Chairman of the Board of Directors of the Scientific Research Fund and Support 2014-2016
* Member of the Board of Yarmouk University Trustee Council, 2010-2012.
* Member of the Board of Higher Education Accreditation Commission 2006-2010
* Member of the Accreditation Council Board / Ministry of Higher Education 2005 -2006
* Member of the supreme committee for the Selection presidents of the public Jordanian Universities: Al-Hussein Bin Talal University, University of Science and Technology, Mu'tah University (2015\_2016).
* Chairman of the Committee to prepare a marketing plan for recruiting international Students /Ministry of Higher Education 2016 -2020
* Chairman of the Committee to study the Status of the process of supply and demand for scientific disciplines in Bureau Office for the campaign of university qualification and the College of Community Colleges for the year
* Member of National Preparatory Committee of the 8th World Science Forum (WSF) 2017.
* Member of the Higher Education Reform Experts team (HEREs),MOHE, 2015-2017
* Member in the operating council and vocational and technical training in the Ministry of Labor, 2015- 2017
* Chairperson of the Supreme Committee for international Projects, MOHE, 2015- 2016
* Member in the Jordanian Nursing Council in 2015-2016
* Member of The Board of the National Information Technology Center 2015-2017
* Member of WTO chair in Jordan 2008 – until now
* Member of the Higher Council for Science and Technology, 2015—2016 Member in Madaba Institute Council for Mosaic Art and Restoration
* Member of the National Center for Human Resources Development 2014-2016
* Member In the Higher Council for Science and Technology 2014-2016
* Member of the chair of His Majesty King Abdullah II to study the securities, 2008-2009
* Member of the Academy of Prince Hussein bin Abdullah II of the Civil Protection 2008 -2010
* Member of the Executive Board of the European Institute for Business Development of Jordan (EJABI) 2008-2010
* Member of the Editorial Board of the Jordan Journal of Business Administration, 2007 -2010
* Member of board of the Institute of Banking Studies Council 2008-2017
* Member of the editorial board of DIRASAT, University of Jordan, in 2008 -2010
* Member of the committee preparing the accreditation standards of marketing program for private universities, the Higher Education Council in 2000-2001.

**The University of Jordan Committees:**

* Member of the University Council Board 2005-2010, 2012-2014, 2019-
* Member of the Deans Council Board , 2008-2010, 2012-2014
* Chairman of Council of the Counseling Center Board, 2008 -2010.
* Member of the Board of the Faculty of Economics and Administrative Sciences for the years 1996 -1998
* Member of the Faculty of Business Administration, 1998 -2010.
* Member of the Disciplinary Committee of Students at the University of Jordan, 1999 \ 2000
* Head of the Library Committee in the Faculty of Business Administration since 1996.
* Member of the Equivalent Committee for Courses in the Faculty of Business Administration, 1998 \1999.
* Member of the University Club, University of Jordan:1996 - until now
* Member of the Committee on the Future Career of the University of Jordan for the year 2001-2002.
* Member of the Committee of Scientific Research in the Faculty of Business Administration in 2002 -2005.

**Papers Published in Local Journals**

1. Attitudes of Jordanian Industrial Firms Executives Toward Exporting: An Analysis Study of Three Industrial Sectors, DIRASAT, University of Jordan, Vol.23; Administrative Science, Vol. 23, No 1, January,(1996).
2. Export Problems, Needs and the Level of Satisfaction about the Government’s Export Policies and Assistance: An Analysis Study Based on Some of the Organizational Characteristics of Industrial Firms in Jordan, DIRASAT, University of Jordan, Vol.23; Administrative Science, No 1, January, (1996).
3. The Attitudes & Marketing Practices of Health Services Organizations in the Private Sector of Jordan, Mutah University, Mutah Journal For Research & Studies, Vol.12, No.1 1997.
4. Scope of Differences in Marketing Practices among Private Hospitals in Jordan on the Basis of their Productivity, Mutah University, Mu tuh Journal for Research & Studies Vol. 12, No 14 (1997).
5. International Trade Shows & Exhibitions: Objectives & Problems: An Empirical Analysis Based On some Organizational Characteristics of Engineering Industrial Sector in Jordan, DIRASAT, University of Jordan, Vol.25; Administrative Science, No 1, January,(1998).
6. Classification of Source of Information Based on Their Benefits For Exporting Purposes: An Empirical Analysis in the Food Exporting Industry, DIRASAT, University of Jordan, Administrative Science, Vol.25, No 1, January,1998.
7. The Export Performance of Jordanian Firms, DIRASAT, The University of Jordan, Administrative Science, Vol.26; No 2, January, (1999) .
8. Market Orientation: An Empirical Study in the Jordanian Public Held Corporations, Mutah University Mutah Journal for Research & Studies, Vol.14, No2 (1999).
9. The Relative importance of signs perceived quality durable goods: An Empirical Study from the point of view of the Jordanian consumer. King Saud Journal , Management Science , Volume 23 Issue (2) , (2000).
10. The similarities and differences between patients and hospital administrators about the quality of the service components : An Empirical Study on the Jordanian private sector hospitals , King Saud University Journal , Issue 1 , Volume XII, (2000).
11. The Attitudes of Officials in the Public Sector Toward adopting and Implementing the Modern Marketing Concept, Journal of Almanarh, University of Al-albayt, Vol. 6 No 2 (2000).
12. Factors Affecting Tourist's Satisfaction in Jordanian "North and Middle" Badia , DIRASAT, The University of Jordan,; Administrative Science, , Vol.28, No.2 January,(2001)
13. Factors affecting the Choice of Export Market Expansion Strategies (Concentration vs. Spreading) and its effect on the Export Performance: An Empirical Study on the Jordanian of Chemicals Industry , Research Journal of Yarmouk, Series of Humanities and Social Sciences , Vol128, (2002)
14. Marketing managers ' attitudes towards the marketing dimension of the EU-Jordan partnership agreement : An Empirical Study on the textile industries , DIRASAT, The University of Jordan, Administrative Science, , Vol. 28 , No. 1 (2001).
15. Factors affecting the decision to choose doctors jurisdiction of the hospital as a place of medical practice : An Empirical Study on the Jordanian private sector : King Saud University , Administrative Sciences , Volume 13 , Issue (2)(2001) .
16. Factors influencing the decision of selecting the type of exporting channel and its export performance effectiveness, Mutah Lil-Buhooth Wa Al-Dirasat, Mutah University, Vol. 17, (2003).
17. The effect of the marketing mix upon the housewives purchasing decision of homemade ladies clothes: an empirical study Mu'tah Lil-Buhooth Wa Al-Dirasat, Mu'tah University, Vol. 18. (2003).
18. Effects of Transactional and Transformational Leadership Styles of Sales Managers on Job Satisfaction and Self-Perceived Performance of Sales People: A Study of Jordanian Manufacturing Public Shareholding Companies, DIRASAT, The University of Jordan, Vol.29; Administrative Science, Vol. 28 , No. 1 (2002) .
19. Classifying the Market for Elderly People in Jordan According to Their Life Style Patterns, DIRASAT, The University of Jordan, Vol.30 Administrative Science, No 2, (2003)
20. Problems facing exports of cut flower products from Jordan to European markets DIRASAT, The University of Jordan, Administrative Science, No 2, January, Vol.30, (2003).
21. Classifying the Jordanian Industrial Firms in Terms of their Export Development Stages: Analytical Study DIRASAT, The University of Jordan, Vol.31; Administrative Science, No 2, January,(2004)
22. Factors Affecting the Volume Treated    Domestic Appliances Retailers locally manufactured durable as compared to imported Al-Manarh (Economic and Adm. Sciences) 10 (209-241 Al-albayt University, (2004)
23. اThe effect of the marketing mix upon the housewives purchasing decision of homemade ladies clothes: an empirical study Mutah Lil-Buhooth Wa Al-Dirasat, Mutah University, Vol. 18. (2003)
24. [Factors Stimulating Joint Ventures and Determining Choice of Local Partner: An approach to Strategic Marketing](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=27), DIRASAT (Adm. Sciences): 31 (63-81),The University of Jordan,(2004).
25. [The Effect of the Mix of marketing Elements of Five Star Hotels on the Perceived Image by the Tourists: A Comparative Study](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=29) Jordan Journal of Business Adm., 1 (101-120),The University of Jordan,(2005)
26. [Do Services Organization Need a Different Strategic Marketing Planning: Gaps Analysis](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=30), DIRASAT (Adm. Sciences): 33(435-449), the University of Jordan, (2006).
27. The Influences of  Marketing Mix to attract Arab patients in Jordanian hospitals , DIRASAT, The University of Jordan, Administrative Science, Volume 32 , Issue 2 ,.(2006) .
28. [The Relationship Between brand-Building Factors and Branding Benefits in Commercial Banks Operating in Jordan: An Empirical Investigation of Managers\s Perspectives](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=31), Jordan Journal of Business Adm.: 2 (2006).
29. [Factors stimulating Chinese Investments in Jordan: An Empirical Study](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=32), Jordan Journal of Business Adm.: 3 (212-231) The University of Jordan,(2007).
30. [Marketing Orientation of the Higher Education Institutes in Jordan: Analytical Field Study](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=33), Jordan Journal of Business Adm.: 3 (296234),The University of Jordan,(2007)
31. [The Impact of the Marketing Mix Elements on Residential Flats Purchasing Decision in Western Amman Area in Jordan](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=34), DIRASAT (Adm. Sciences),: 35( 181-198),The University of Jordan,(2008).
32. [Internet Export Marketing by Jordanian and Italian Small-Medium sized Enterprises: A comparative Study](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=35), DIRASAT (Adm. Sciences): 35 (234-259),The University of Jordan,(2008).
33. [Factors Influencing the Adoption of Self-Service Technology Automated Teller Machine by the Jordanian Consumer](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=36), DIRASAT (Adm. Sciences): 35 (411-442), The University of Jordan, (2008).
34. [Experiences of E-Commerce Use and Perceptions of Export Barriers Among Jordanian Business](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=37), Jordan Journal of Business Adm.: 4 (503-517),The University of Jordan, (2008).
35. [The Effect of Promotional Activities of Industrial Companies on its Exporting Performance: A comparative Study Between the Food industrial Companies and the Chemical Industrial Companies in Jordan](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=38), Jordan Journal of Business Adm,4 (143-163), The University of Jordan: (2008).
36. [Factors Affect in Investments Climate in Jordanian Free Zones : An Empirical Study](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=39), DIRASAT (Adm. Sciences),: 35 (493-513),The University of Jordan, (2008).
37. [The Influence of the Promotional Mix elements on Jordanian Consumer's Decisions in Cell Phone Service Usage: An Analytical Study](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=40), Jordan Journal of Business Adm.,4(375-392),The University of Jordan,(2008).
38. [Factors affecting Medical Representatives performance in both generic and non-generic pharmaceutical companies in Jordan](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=42), Jordan Journal of Business Adm.,36,The University of Jordan,(2009).
39. [Impact of Market Orientation on Marketing Performance: A Study on the tourism Offices Operating in Amman](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=44), Jordan Journal of Business Adm., 5,The University of Jordan,(2009)
40. [Influence the Characteristics of Commercial Adv. upon University Students in the Decision to subscribe to Mobile telecommunication in Jordan](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=45), DIRASAT (Adm. Sciences): 37.The University of Jordan,(2010).
41. [The Impact of the Implementation of Internal Marketing in Job Satisfaction for sales Staff in the Jordan telecoms. Group](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=47), Jordan Journal of Business Adm. 5, The University of Jordan, (2010)
42. The Relative Importance of Indicators of Perceived Jordanian Islamic Garments Quality: An Application of Non-Jordanian Consumers in Foreign Market, Jordan Journal of Business Adm. 5, The University of Jordan, (2010)
43. [Perceived Image of Petra as a Tourists Destination From the Perspective of Foreign Tourists](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=46), DIRASAT (Adm. Sciences): 37 The University of Jordan, (2010).
44. Factors affecting The Competitiveness of The Furniture Industry in Palestine: Field study, Journal of Horizontal Economic, Vol.10 (2010).
45. F[actors Affecting Compulsive Buying by Jordanian Housewives: A case Study](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=43) ,DIRASAT (Adm. Sciences),: 38 (493-513),The University of Jordan, (2010)
46. Assessing Electronic Government Systems Success: An Integrated Framework, Jordan Journal of Business Adm., Vo. 37, No2, (2010).
47. An Empirical Examination of Inter-Organizational Factors Influence on Green marketing Adoption in Jordanian Industrial sector, accepted, Mutah Lil-Buhouth wad-Dirasat,( 2010)
48. European package Tourists Behavior and World Heritage Attraction: An Exploratory Study. DIRASAT (Adm. Sciences): Vol.38 No1 The University of Jordan, (2011)
49. The Impact of Corporate Social Responsibility on Companies perceived Performance: A Comparative Study between Local and Foreign Companies, Accepted, Jordan Journal of Business Adm. (2011).
50. Determinants of The Export Performance of the Algerian Non-Oil Product Manufacturing Companies, DIRASAT (Adm. Sciences) The University of Jordan , (2011)
51. An extended TAM model to evaluate User's acceptance of Electronic Cheque Clearing Systems at Jordanian Commercial Banks ", the Journal of Internet Banking and Commerce, DIRASAT (Adm. Sciences):, The University of Jordan, (2011)
52. Exploring Electronic Cheque Clearing Systems Acceptance by Jordanian Commercial Banks: A Theoretical Integration of Technology Acceptance Model, User Satisfaction and Delone and Mclean Model, Jordan Journal of Business Administration, Volume 7, No. 3, (2011).
53. TheInfluence of Medical Sales Representatives' Work Engagement on Job Satisfaction and Self-Perceived Performance at the Jordanian Pharmaceutical Industry: A Structural Equation Modeling Perspective. Jordan Journal of Business Adm. Vol.7 No.4 (2011).
54. The Impact of Banking Service Quality on the Loyalty of Customers to Jordanian banks, DIRASAT (Adm. Sciences) The University of Jordan Vol 39 No.1 (2012)
55. Determinants of Real Estate Investment in Aqaba Special Economic Zone , DIRASAT (Adm. Sciences) The University of Jordan , Volume 39 , No.4 . (2012).
56. Examining the Psychometric Properties of Internal Marketing Concept: Scale Development and Validation in Jordanian Manufacturing Sector, Jordan Journal of Business Adm. Vol. 8 No.4 (2012).
57. The impact of social networking sits advertising message on student buying behavior, Mutah Lil-Buhooth Wa Al-Dirasat, Mutah University, Vol.28 (2012).
58. Examining the psychometric properties of internal marketing concept: salesا Development and validation in Jordanian Manufacturing sector. Jordan Journal of Business Administration, Volume 8, No. 4, (2012).

**Paper Published in Regional Journals**

1. Similarities and differences between patients and management staff as to quality components of hospital service; An empirical study of private hospitals in Jordan, Journal of King Saud University, Vol. 12, No1 (2000)
2. [The Relative Importance of Quality Indicators of Perceived Durable Goods Quality: An Application to Jordanian consumer](http://www.ju.edu.jo/sites/Academic/dmourh/Lists/Published%20Research/DispForm.aspx?ID=16), Journal of King Saud University (Adm. Sciences), Vol. 13, No 2 King Saud University, (2000)
3. Factors influencing Physician’s Choice Decision of Hospitals As a place for medical Practice; An empirical Study of Private hospitals of Jordan, Journal of King Saud University, (Adm. Sciences), Vol. 12, No2 (2001)
4. The Factors Influencing the Price of Exported Industrial Products: An Empirical Study of Exporting Chemical Industries, Journal Of King Saud University (Adm. Sciences) Vol. 15, (2003)
5. The Impact of Innovation in Jordanian Chemical and Pharmaceutical Industries on Export Performance, Qatar University , Scientific Journal of Economic and Management, (2012).

**Paper published in International Journals**

1. The impact of Transformational leadership and job satisfaction and self- perceived performance of banking employees: The Case of Jordan ، International Journal & Economics Research Journal, (2004) Vol. 3. Nov.11.
2. The effect of market orientation on service innovation: A study on the information and communication technology sector in Jordan, ، International Journal of Humanities and Social Science, Vol.12. No.19 (2012) pp232-252.
3. The effect of Relationship marketing on Customer Loyalty in the Jordanian Pharmaceutical Industry, European Journals of Economics, Finance and administrative Sciences, Issues 53, (2012).
4. A Study of Jordanians’ Television Viewers Habit, Life Science Journal (2014);11(6)
5. Perceived Service Quality and Customers Satisfaction: An Empirical Investigation of the Re branded Telecommunication Companies in Jordan, , Finance and administrative Sciences, Issues 53, (2012)
6. The Inference of the Characteristics of Pharmaceutical Drug Advertising upon the level of Physicians’ Acceptance of Drugs in Jordan, International Journal of Business and Management Vol. 8. No.9 (2013).
7. The effect of service marketing mix element on customer based brand equity on mobile telecom service recipients in Jordan, International Journal of Business and Management, Vol. 8. No.11. (2014)
8. The Influence of Mobile Application Quality and Attributes on the Continuance Intention of Mobile Shopping, Life Science Journal 11(10). (2014)
9. Integrated Green Purchase Model: An Empirical Analysis on Jordan, International Journal of Operations and Logistics Management ,Volume 4, Issue 2 139-151 (2015)
10. Determinants of Internet Banking Adoption in Jordan, International Journal of Business and Management, Vol. 9 No.12 (2015).
11. Segmentation of Mobile Banking Applications Market and the Users according to Customer Lifestyles in Jordan. Management Research Review (2016)**.**
12. Factors Affecting the Effectiveness of Cause-Related Marketing Campaign: Moderating Effect of Sponsor-Cause Congruence, International Journal of Marketing Studies; Vol. 8, No. 5; (2016) ,
13. Factors affecting Jordanian’s attitudes toward Facebook advertising: Case study of Tourism, accepted, Advance theory and practice of Emerging Markets, Elsevier publishing (2017).
14. Qualitative Characteristics of Financial Reporting and Non-Financial Business Performance,International Journal of Corporate Finance and Accounting Volume 4. Issue 2. July-December (2017).
15. The effect of lifestyle online purchasing decision for electronic Jordanian flying e-tickets case, Academy of Marketing Studies Journal, accepted, forthcoming issue (2018).
16. [Factors Affecting Jordanian Consumers’ Attitudes Towards Facebook Advertising: Case Study of Tourism](https://link.springer.com/chapter/10.1007/978-3-319-75013-2_22), Emerging Markets from a Multidisciplinary Perspective,(2018) Elsevier publishing
17. A Conceptual Framework for Determinants of E-Exporting (Marketing Applications) Practices and the Business Performance: Empirical Study< Modern Applied Science, (2018)
18. The Implementation of SysTrust principles and criteria for assuring reliability of AIS: Empirical Study**,** International Journal of Accounting and Information Management, Vol. 27 No.3 (2019).
19. The effect of Customer Lifestyle Patterns on the Use of Mobile Banking Applications in Jordan, International Journal of Electronic Marketing and Retailing, accepted paper, (2019).
20. Investigating the Impact of ECRM Success Factors on Business Performance: Jordanian Commercial Banks, the Asia Pacific Journal of Marketing and Logistics. Published 31 (1) (2019)
21. The Relationship Between Customer Engagement, Satisfaction, and Loyalty; [International Journal of Customer Relationship Marketing and Management (IJCRMM)](https://www.igi-global.com/journal/international-journal-customer-relationship-marketing/1150) 10(2) (2019).
22. Factors Influencing Students' Intentions Towards Entrepreneurship: Comparative Study, International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility (IJSECSR) 4(1), (2019)
23. The Impact of Employee Empowerment upon Sales Workforce Performance via the Mediating Role of Work Engagement in the Five Stars Hotels: Empirical Study, Journal of International Business and Management 2(2): 1-22(2019)
24. Factors influencing the intention to buy over-the-counter medicines: empirical study. *International Journal of Pharmaceutical and Healthcare Marketing*. Vol. 14(2) (2020)
25. Measuring the Effectiveness of the Usage of 3D Printing Technology by Small-Medium Sized Enterprise (SME) in Jordan: Empirical Study. *Transylvanian Review*, (2020)
26. The Effect of eWOM on E-Loyalty: The Mediating Role of E-Satisfaction. *International Journal of Customer Relationship Marketing and Management (IJCRMM)*, *11*(3), 82-100.(2020)
27. The Effect of the Electronic Word of Mouth (EWOM) on Purchase Intention via the Brand Image as a Mediating Factor: An Empirical Study, Int. J. Networking and Virtual Organizations, accepted and in production (2020).

**Paper under Revision Process**

1. The Effect of Big Data Analytic Capabilities upon Business Performance via Digital Financial Innovation: Empirical Analysis
2. The Impact of Marketing Knowledge Management on Business Performance *via* Digital Financial Innovation as a Mediating Factor in Commercial Banking Sector
3. The Impact of the Marketing Mix Elements on Women's Purchasing Intention of Children's Dietary Supplements *via* the Mediating Role of E-WOM: Empirical Study.
4. The Impact of Social media marketing drives on brand loyalty via the marketing customer satisfaction factor : empirical study
5. The Impact of Mass Media on Public Health Protection against Coronavirus (COVID-19) Pandemic Based Upon Audience Demographic characteristics: Filed Study
6. The Influence of Social Media Platforms on Public Health Protection against Coronavirus (COVID-19) Pandemic Disease via the Mediating Effects of Public Health Awareness and Behavioral Change: An Integrated Model
7. Factors Influencing the Adoption of E-Payment during Pandemic Outbreak (Covid-19): Jordan Evidence
8. The effect of servcie recovary justices strategiies on online cusomer engamgnet via the role of customer satisfaction during the covid -19 : an empricial study.
9. The effect of Green Marketing Practices on Corporate Performance of Non-Profitable Organizations: Empirical Study

**Reviwed Published Textbooks**

* + - 1. International Marketing, 1-5th edition, Dar Waal Co. For Publishing, 2009-2016
      2. Service Marketing, 1-5th edition, Dar Waal Co. For Publishing, 2014.
      3. Sales Management and selling, 5th edition, 1-4th edition, Dar Waal Co. For Publishing, 2009.
      4. Distribution Marketing, 4th edition, 1-4th edition, Dar Waal Co. For Publishing, 2009.
      5. Principle of Marketing, 1st edition, Dar Waal Co. For Publishing, 2007.
      6. Functions and Management Practices, the Arab Society of Certified Acts, Talal Abu-Ghazaleh in 2001.
      7. Strategic Management, 1st edition, AlQuds Open University, 2006.
      8. Distribution Channel, 1st edition, AlQuds Open University, 2006.

**Conferences/ Seminars Attendance**

1. The Conference of the Society for Consumer Protection in Jordan, in 1999.
2. The Conference of the Arab Academy for Banking in 2001.
3. The First National Economic Conference of the most widespread investments in 2002.
4. Made in Jordan (2), a symposium on the development and competitiveness in the global market, Faculty of Engineering, University of Jordan, in 2002.
5. World Economies in a Changing World, the First Scientific Conference, Faculty of Economics and Administrative Sciences, University of Applied Sciences, Oman in 2003.
6. National Economic Conference II, Karak, in 2003.
7. The Conference of the inter-Arab trade and economic integration, the Arab Organization for Administrative Sciences and the University of Jordan, 2004.
8. The National Conference of Curricula and Teaching Methods and Learning and Scientific Research in Universities in Jordan, in March 2010, the Ministry of Higher Education.
9. Conference of TQM in the Knowledge Management and Information Technology, University of Applied Sciences, the second scientific conference, April 2006.
10. Conference Calls for Reform in the Framework of the Arab League and the United Nations, University of Jordan, in 2006.
11. The First Conference of Jordanian Accreditation and Quality Assurance in Higher Education Institutions, 13-15-2005.
12. Higher Education Development Forum, Dead Sea, the Ministry of Higher Education, 11/12/2007.
13. Harmonization between the Outputs of University Education and the Average Labor Market Requirements, the Ministry of Higher Education 18-19-2007 M. Oman.
14. The First Conference of the Research Thesis, Faculty of Graduate Studies, University of Jordan, 2008.
15. The Conference of the Association of Arab Universities, session 41, Nayef Arab University for Security Sciences, Saudi Arabia, Riyadh, 2008.
16. Second Conference of the Faculty of Business, Critical Issues of Emerging Economies in the Modern Business Environment, University of Jordan, 2009.
17. Regulation and Competition Policy for Development: Practice and Challenge. The University of Jordan, 2010.
18. Marketing Alexandria of a Tourist Destination to an International, Alex Tourism, Higher Institute for Tourism and Hotels, Egypt 2010.
19. Enhancing Quality of Technology Enhance Learning at Universities, Turku, Finland, 2015.
20. Enhancing Quality Assurance Management in Jordanian Universities, University of Barcelona, Spain 2015
21. China Executive Leadership Academy Pudong Workshop (CLEAP),2015
22. RecoNow: Knowledge of Recognition Procedures in ENPI South Countries, Bologna, Italy 2016.
23. International Computer Sciences and Information Conference, Amman Arab University, Jordan, 2016.
24. The University Governance Workshop, Ministry of Highers Education and Scientific Research in Collaboration with World Bank and Centre for meditation Integration , Amman-Jordan, 2016.
25. Leadership Management Benchmarking for Quality leadership in Jordanian Universities, Seminar for policy makers and National Experts, Princess Sumaya University for Technology , Amman –Jordan 2016.
26. HERE Study Visit:5-6 October 2017, Edinburgh, UK
27. Working Conference: Smart working, living and organizing, Portsmouth, UK 25th June 2018

**Keynote Speakers:**

1. 2nd Silk Road Higher Education Cooperation Forum, China University of Geosciences (GUG), Wuhan, China, 2015.
2. 4th Scientific and Research Conference on New Trends in Business Management and Social Sciences, Istanbul- \_Turkey, 2015 .
3. The international Arab Conference on Quality Assurance in higher education, University of Science Technology, Sudan, 2016.

**Consultations and Studies**

1. Determine the potential market for the south of Amman for the Bietuna Company through the Center of Studies and Consultations, University of Jordan, 1995.
2. Study the Competitiveness of Jordanian Industries, the Royal Scientific Society/ 1996.
3. Study the Patterns of Visual Media Habits in the City of Amman, the Center for Studies and Consultations, The University of Jordan2004.
4. Preparation of a Study Plan the Marketing Department of the University of Ajloon 2006.
5. Preparation a Study plan for the University of Emran University in Yemen, through the Center of Consultations, the University of Jordan 2006.

**Local & International Research Project and Grant**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Project Title** | **Year** | **Authority supervising** | **Supporting by** | **Value of support** |
| The study of the competitiveness of Jordanian industries | 1996 | The Royal Scientific Society | German Foundation Friedrich | 150 000 dollars |
| Reform of the labor market : the case of vocational training in Jordan | 2103 | UJ | UNDP | 120 thousand dollars |
| Import and export Diploma | 2014 | UJ | WTO | 20 thousand JD |
| Towards a University Enterprise Alliance in Jordan (TEJ) | 2013-2015 | MOHE | European Union: Project Funded through EU (TEMPUS) | 859.692,39 |
| Enhancing quality of Technology –Enhanced learning at Jordanian Universities | 2013-2015 | MOHE | European Union: Project Funded through EU (TEMPUS) | 1,108,866.59 |
| Modernization of In situational Management in South Neighboring Countries: Towards an Internationalization Management Model (MMI) | 2013-2015 | MOHE | European Union Project Funded through EU (TEMPUS) | 1,229,958,58 |
| Enhancing Quality Assurance Management in Jordanian Universities (EQUAM) | 2013-2015 | MOHE | European Union: Project Funded through EU (TEMPUS) | 900,873.66 |
| Knowledge of Recognition Procedures in EnPi South Countries (RECONOW) | 2013-2015 | MOHE | European Union: Project Funded through EU (TEMPUS) | 990,813.58 |

**Academic Award/ Merits**

1. Abdul Hameed Shoman Prize for young Arab Researchers in Management Science and Economic and Financial in 1999.
2. Shield of the University of Jordan in recognition for an award Abdul Hameed Shoman, 2001.
3. Certificate of Merit from the Ministry of Culture for Innovation Jordanians, in 2001.
4. Certificate of Merit from Talal Abu-Ghazaleh in 2001.
5. Certificate of Merit from the Ministry of Health/ Jordan in 2001
6. Certificate of Merit from the Amman Chamber of Commerce in 2001
7. Foundation Certificate of Merit from the Gulf Innovation for 2003.
8. Certificate of appreciation from the Foundation to verify proliferation to participate in the economic conference, first in 2002.
9. Shield of Al-Ahleiah University, Deanship of Graduate Studies and Scientific Research, 2006.
10. Shield of Arab Amman University, Deanship of Graduate Studies and Scientific Research, 2006
11. Shield of Zarka Private University, Deanship of Graduate Studies and Scientific Research, 2016

**Scholarship and Awards**

1. The University of Jordan Scholarship, 1985-1986, Edinburgh University, UK.
2. British Conical and the University of Jordan Scholarship, 1988-1992, Sheffield University, UK.

**Courses Taught**

1. **Graduate Level (Master and Ph.D.)**: Strategic Management & Business Policy, Principle of Marketing, Bank Marketing; International Business, International Marketing, Consumer behaviour, strategic marketing, strategic planning, purchasing management, service marketing.
2. **Undergraduate** BSc **level**: leadership management; Public policies; Total quality management, Human resources Strategies, Management Information System, Research Methods, Marketing Management, strategic marketing, international marketing, service marketing; Contemporary Issues in Marketing

**Training Courses**

|  |  |
| --- | --- |
| * Successful Leadership skills | * Strategic management |
| * Effective Top Management | * Human resources management and strategies |
| * Public management | * Purchasing and Inventory Management |
| * Total quality management | * Public relationship management |
| * [Professional Sales Excellence](http://www.asl-solutions.com/corporate-training/sales-training/professional-sales-excellence/) | * Strategic marketing management |
| * Negotiation skills | * Sales/Marketing telemarketing |
| * Effective time management | * Managing Change & Stress |
| * Presentation skills | * Sales Management |

**List of Reference**s:

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| --- | --- | --- |
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| Prof. Ratb Al Soud | 00962795705151 | Resoud@ju.edu.jo |
| Prof. Dia Arafah | 00962779927222 | Dia.arafeh@yahoo.com |
| Prof. Ameen Mahmoued | 00962799890989 |  |