

# Luay Jum'a B.A, MSc, Ph.D.

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## Experience

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Feb.2010 – Oct.2013 + March.2017-Present      German Jordanian      Amman, Jordan  
University(GJU)

### **Associate Professor of Logistics and Supply chain Management**

- Lecturer from 2010-2013 at the logistics sciences department
- Assistant professor from 2017-2021
- Associate professor from 2021 - present.
- **Department Head of Logistics Sciences Department from May 2018- Oct. 2020**
- Teaching Bachelor and Master level students including BA & Master thesis supervision
- Taught different marketing & logistics modules: Principles of Marketing, Introduction to logistics, Purchasing & Procurement Management, Supply Chain Management, purchasing strategies, Customer-Supplier Relationship Management, and contemporary issues in logistics
- Worked on the development of Logistics Competency Test for graduate Logistics Students from Jordanian Universities 2017

Sep. 2004 – Jan.2010      Yarmouk University      Irbid, Jordan

### **Full-Time Marketing Lecturer**

- Taught different marketing modules: Principles of Marketing, Marketing Research, Principles of Management, e-Marketing, Consumer Behavior, Services Marketing, Purchasing & Supply Chain Management, International Marketing, Marketing for Tourism & Computer Applications in Marketing
- Worked as a coordinator for Yarmouk University Competency Test for Graduate Marketing Students
- Appointed as the organizer of the official Marketing Test for Civil Service Bureau for the years (2007, 2008, and 2009) for all candidates applying for governmental jobs in Jordan.

Apr. 2002 - Aug. 2003      The Housing Bank for Trade & Finance      Amman, Jordan

### **Customer Service Employee (Loans & Facilities Department)**

- Worked at the main branch of the second largest bank in Jordan
- Analyzed and conducted feasibility studies mainly in loans & facilities, L.Cs, and L.Gs
- Participated in several teams to perform special tasks for the bank such as reconciliations

## **Education**

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Oct. 2013 – Mar 2017

Brunel University

London, UK

### **PhD Research Degree**

- Brunel Business School - Supply Chain Management
- Ph.D. thesis titled "Analysis of Logistics Service Quality (LSQ) factors among Net Promoter Score (NPS) segments for third party logistics (3PL) industry in Jordan: Development of LSQ evaluation framework & improvement matrix"

Sep. 2003 - Sep. 2004

University of Surrey

London, UK

### **MSc in Marketing Management**

- One of the highest marks awarded to my dissertation (Distinction) titled "Factors Affecting Attitudes toward Online Shopping: A Comparison between United Kingdom and Jordan".

Oct. 1998 - Feb.2002

Yarmouk University

Irbid, Jordan

### **Bachelor degree of Marketing**

- Ranked the first on the Marketing Department Graduates & Listed on the honor list several times.
- The highest mark (98%) in the department was given to my graduation research titled "Attitudes towards Electronic Purchasing in Jordan".

## **Training and Consultations**

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- **TOT (Trainer of Trainers): owns an EXPASS certificate (Certified in Export Coaching).**

Worked as a freelancer and trainer for different public and private organizations in Jordan in the following fields:

- Export Coaching for Jordanian Companies
- Logistics and Supply Chain Management
- Marketing Research Applications (Qualitative and Quantitative)

### **Selected Recent training**

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- Trainer, Humanitarian Logistics Diploma Program (HLDP) - HELP Logistics AG - Jordan LLC,
- **Procurement Strategy & Supplier Relationship Management & Contracting , Feb.-March, 2022**
- Trainer, Humanitarian Logistics Diploma Program (HLDP) - HELP Logistics AG - Jordan LLC,
  - ✓ **Procurement Strategy & Supplier Relationship Management & Contracting , June -July, 2021**
- Trainer, Consultation and Training Centre (CTC) - GIU, Jordan
  - ✓ **Shipping and Logistics Diploma (Purchasing strategy and supplier evaluation) , Feb -March, 2020**
- Trainer, M2W company, Jordan
  - ✓ **Purchasing strategy and supplier selection and evaluation , August, 2019**
- Trainer, Consultation and Training Centre (CTC), Jordan
  - ✓ **Business Research Methods for Logistics Sciences , August, 2018**
- Trainer, The Telecommunications Regulatory Commission (TRC), Jordan
  - ✓ **Statistical Analysis for Business Applications, March-April, 2018**
- Trainer, United Nations Development Programme (UNDP) Jordan, Jordan
  - ✓ **Logistics and Marketing issues for SMEs in Virtual Market Places (VMP), August, 2017**
- Trainer, International Trade Centre (ITC), Jordan
  - ✓ **Logistical issues for Jordanian SMEs Training: A Guide for Virtual Market Places (VMP), July, 2017**

## **Awards Received**

- 2013: Awarded PhD scholarship from German Jordanian University.
- 2003: Awarded Masters scholarship from Yarmouk University.

## **Academic papers & conferences**

- Jum'a, L., Zimon, D., Ikram, M., & Madzik, P. (2022). Towards a sustainability paradigm; the nexus between lean green practices, sustainability-oriented innovation and Triple Bottom Line. *International Journal of Production Economics*, 245, 108393.
- Jum'a, L., Ikram, M., Alkalha, Z., & Alaraj, M. (2022). Factors affecting managers' intention to adopt green supply chain management practices: evidence from manufacturing firms in Jordan. *Environmental Science and Pollution Research*, 29(4), 5605-5621.
- Jum'a, L., & Kilani, S. (2022). Adoption enablers of big data analytics in supply chain management practices: the moderating role of innovation culture. *Uncertain Supply Chain Management*, 10(3), 711-720.
- Ala'raj, M., Abbod, M. F., Majdalawieh, M., & Jum'a, L. (2022). A deep learning model for behavioural credit scoring in banks. *Neural Computing and Applications*, 1-28.
- Jum'a, L. (2021). The Role of Strategic Sourcing in Facing Uncertainty of the Manufacturing Business Environment during COVID-19. *International Journal of Innovation, Creativity and Change*, 15(2), pp.532-546
- Jum'a, L., Zimon, D., & Ikram, M. (2021). A Relationship Between Supply Chain Practices, Environmental Sustainability and Financial Performance: Evidence from Manufacturing Companies in Jordan. *Sustainability*, 13(4), 2152.
- Ziad Alkalha, Zu'bi M.F. Al-Zu'bi & Luay Jum'a (2021) Investigating the impact of servitization architecture and development on supply Chain design, *Supply Chain Forum: An International Journal*, DOI: 10.1080/16258312.2021.1932569
- Baghizadeh, K., Zimon, D., & Jum'a, L. (2021). Modeling and Optimization Sustainable Forest Supply Chain Considering Discount in Transportation System and Supplier Selection under Uncertainty. *Forests*, 12(8), 964.
- Jum'a, L. (2020). The effect of value-added activities of key suppliers on the performance of manufacturing firms. *Polish Journal of Management Studies*, 22.
- Jum'a, L. (2018) "Development of A Supplier Relationship Management (SRM) Framework: Implications for Managerial Decisions" *Proceedings of the Middle East Supply Chain Conference: A Regional Conference of the Society for Industrial and Systems Engineering*, Amman, Jordan.
- Jum'a, L. (2018) "Identifying Critical Logistics Service Quality Factors In Third Party Logistics Industry In Jordan: Implications For Managerial Decisions" *Proceedings of International Conference on Advances in Business Management and Information Technology (ICABMIT)*, Barcelona, Spain.

## **Journal & Conferences Reviews**

- Senior Reviewer of The European Conference on the Social Sciences (ECSS2017, ECSS2018), UK
- Reviewer for the Supply Chain Management: An International Journal 2019,2021
- Reviewer for the TQM Journal 2021

## **Language & Computer Skills**

- Arabic: Mother Tongue.
- English: Fluent, written and spoken.
- Familiar with Microsoft Windows, Microsoft Office 2013 (Word, Excel, PowerPoint, Outlook).
- Excellent with SPSS Statistical Package skills.

## **References**

- References available upon request.