

DR. AZIZ MADI

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Dr. Aziz Madi is the Assistant Professor of e-Marketing and Strategy in the German Jordanian University, he is also the Director of the University Library. He has 15 years of experience as a lecturer, trainer, and consultant in the fields of e-Marketing and Strategic Management. He holds a PhD in the field of Knowledge Management and Management Information Systems, a MSc. in Marketing, and a BA in Business Administration.

He has an excellent experience in preparing and developing teaching material and academic courses based on learning objectives, and he has experience in delivering courses and trainings online.

He has an excellent knowledge about research fields and tools in the above-mentioned specializations. And has a number of translated books and published research in international and highly ranked scientific & academic journals.

As a director, he utilizes his expertise in strategic management, and strong skills in communication to build mutually beneficial relationships with colleagues and partners based on shared trust and confidence to achieve objectives in compliance with overall organizational strategy.

EDUCATION

PhD	Management Information Systems Arab Academy for Banking and Financial Sciences, Dissertation: "Organizational and psychological factors affecting knowledge sharing behavior in IT organizations"	May 2011
MSc	Marketing , University of Huddersfield , UK Thesis: "An investigation into the use of fear appeals in drink driving attitudinal campaigns"	Oct 2004
BS	Business Administration , Al Al-Bayt University, Jordan Ranked first	Aug. 2003

ACADEMIC EXPERIENCE

Unique features of Academic experience:

- The use of modern simulation software and incorporate it in teaching the courses (e.g. TOPSIM General Management)
- Integrating practical perspective by inviting companies and help students prepare real life projects for real life problems faced by companies (e.g. Nestle Jordan, Lufthansa regional office, Careem Jordan and others)
- Experienced in developing online courses using state of the art platforms such as articulate, iSpring, Moodle, Canva...etc.

German Jordanian University, Jordan

Feb. 2007 - Current

Associate Professor, Management Sciences Department

- Designing and implementing lessons (see taught courses section)
- Developed quizzes, exams, and homework
- Revised the syllabus to meet accreditation standards
- Cooperated with real companies and integrated real-life projects into the courses I taught.
- Advised numerous Bachelor & Master theses, and participated in examination committees in both levels, inside and outside the school.

HTW Saarland, Germany

June – July, 2016

Visiting Professor, International marketing seminar

- Co-supervised the international marketing master's seminar on the topic of Islamic Marketing
- Delivered an intensive SPSS course to the master's students
- Delivered a public lecture on "marketing & values in the middle east – the case of Jordan"

Free University in Berlin, Germany

November 9-15, 2014

Visiting Professor, Center for Middle Eastern & North African Politics

- Delivered a public lecture on the "Analyzing Behaviour in Arab Societies: The Case of Jordan".
- Participated in curriculum development activities and meetings with the Professors of the Center.

The University of Cairo, Egypt

September 6-12, 2014

Visiting Professor, Faculty of Economics

- With a group of professors from Egypt, Germany, Tunisia, Jordan, and Libya, I co-organized the summer school which included students from these countries and the Euro-med master's program.
- Delivered a lecture on the topic of "Perception of the self and the others"
- Delivered a lecture on the topic of "Economic inputs", to students from these countries.

Fachhochschule Köln, Germany

March – July, 2014

Visiting Professor, Engineering Management department

- Teaching a Marketing course in English language in the Bachelor of Engineering in Business Administration and Engineering program
- Training in teaching the course "Business Simulation" in the Bachelor of Engineering in Business Administration and Engineering program
- Teaching the course "Principles of Marketing" in the Master of Science in Product Design and Process Development program
- Joining the teaching of the course "Product Development" in the Master of Science in Product Design and Process Development program

- Further advancement and sharing of knowledge and expertise in the field of teaching and management with members of the faculties

COURSES TAUGHT

Management Sciences Department

- Principles of Management
- Principles of Marketing / Fundamentals of Marketing
- Management Information Systems
- Decision Support Systems
- E-business and e-commerce
- Knowledge Management
- Organizational Behavior
- Consumer Behavior
- Corporate Strategies and Policies
- Special Topics in Management

Logistics Sciences Department – Masters in Logistics program

- Project Management

School of Applied Technical Sciences – Engineering Management Masters program

- Innovation and Entrepreneurship

ADMINISTRATIVE AND LEADERSHIP ROLES IN AND OUTSIDE OF GJU

Member of Board of Directors of Center of Excellence	Nov. 2018 – Current
Director of the University Library	Nov. 2018 – Current
President Assistant – Strategic Communication and PR	Aug. 2020 – Oct. 2021
Vice Dean of Student Affairs	Jun. 2016 – Sep. 2017

MASTER AND BACHELOR THESES ADVISED

Masters Students Advised

Reem Al Fageeh, “*Fear of missing out role in dietary choice of consumers*”, expected 2022, GSBA – GJU.

Sabrina Müsel, “*Future and Job Perspectives as well as Decision-Making of Young People in Jordan*”, 2016 – HTW Saar – Germany.

Lukas-Santos Puglisi – research internship supervision in Jordan. “Logo translation and recognition” – 4 July to 8 September 2016.

Examination of Theses

Since 2015, examined masters and bachelor theses on the departmental, school and university level (other schools).

Bachelor Students Advised

Advised 17 bachelor students to accomplish their bachelor theses with an excellent evaluation.

PUBLICATIONS

Books

Madi, A., (2021) Marketing 5.0; Technology for Humanity, Jordan: Jabal Amman publishers. (Translated to Arabic)

Madi, A., (2019) One page marketing plan, Jordan: Jabal Amman publishers. (Translated to Arabic)

Madi A., (2018) Marketing 4.0: Moving from traditional to digital. Jordan: Jabal Amman publishers, (Reviewer to the translated Arabic version)

Journal Publications

Tashtoush, H., Rozar, N. M., Shubailat, O., Alown, B. E., & **Madi, A.** (2022). A Study On The Determining Factors Of Employee Performance For Success In Transportation Services In Jordan's Tourism Industry. *Multicultural Education*, 8(1).

Madi, A. (2016). Using values to segment virtual consumers on social networking sites. *Marketing Intelligence & Planning*.

Madi, A. (2014). Examining the Role of Skills and Peer Pressure in Online Shopping in Jordan. *European Journal of Economics, Finance and Administrative Sciences*. No. 62, pp.6-16.

Conferences

Madi, A. (2014). "Elections in a tribal community – the case of Jordan – Political marketing perspective" Proceedings of The role and hopes of Arab Parliaments in the times of change, Nov. 4-8, 2014. Berlin.

Madi, A. (2012). "Usage patterns of social media in Jordan; a segmentation approach" Proceedings of *International conference for economic, business, and financial challenges in MENA & GCC countries*, May 16-18, 2012. Jordan.

Madi, A. (2012). "The usage of social media as a marketing tool: the case of Jordanian businesses" Proceedings of *International conference for economic, business, and financial challenges in MENA & GCC countries*, May 16-18, 2012. Jordan.

Madi, A. (2005). "The relationship between consumers skills and peer pressure and the effect on attitude towards the internet and towards online shopping" Proceedings of The Fifth International Conference for Knowledge Economy

and Economic Development at Al-Zaytoonah University, Apr., 27-28, 2005.Jordan.

ROLES IN SCIENTIFIC JOURNALS

Reviewer – Marketing Intelligence and planning	Sep. 2016 – current
Reviewer – Behaviour & Information Technology	May 2018 – current
Reviewer – Journal of Research in Interactive Marketing	May 2018 – current
Reviewer – Journal of Global Marketing	Mar. 2019 – current
Reviewer – European Journal of Marketing	Nov. 2019 – current

Web of Science ResearcherID (AEQ-2276-2022)

UNIVERSITY SERVICE IN COMMITTEES, BOARDS & COUNCILS

University level

Strategic Planning Committee,	Member	2018 - 2020
University Website Improvement Project	Member	2021 – Current
General Committee of Evening of Excellence	Chair	2016 - 2017
Centenary of the Jordanian State preparation committee	Member	2020 - 2021
Research Ethics Committee	Member	2019 - 2020
DAAD Scholarship Committee	Chair	2020 - 2021
German Language Center Board	Member	2019 - 2020
Prospect Students Committee	Member	2021 - Current
Several Tendering Specifications Committees,	Chair	2016 - 2020
Several Staff Investigation Committees,	Member/Chair	2016 - 2020
Arts And Culture Conference Preparation Committee	Member	Feb. - Dec. 2021
Scientific Committee for the Conference	Member	Apr. – Dec. 2021
Several Tendering evaluation Committees,	Chair	2016 - 2019
Several tendering implementation supervision	Chair	2016 - 2018
Several Students Investigation Committees,	Chair	2016 - 2017
Academic Committee for Adoption of Digital Teaching	Member	2020 – 2021
E-Learning Committee	Member	2020 - 2021
Disciplinary Council for Staff,	Chair	2019 - 2020
Student Election Supervision Committee	Member	2016 – 2017
University Council (<i>elected</i>)	Member	Many times
University Administrative Council	Member	2019-2020
Industry Relations Committee	Member	2016 - 2017
Student Guide preparation committee	Member	2016 – 2017
Student Special cases evaluation committee	Chair	2016 – 2017

School level

School Council (<i>elected</i>)	Member	Many times
Scientific Research Committee,	Member/Chair	Many times
Department Council,	Member	2007 – Current
Social Committee,	Member / Chair	Many times

Student Discipline Committee

Member

Many times

Committees Formed

Library Committees (2018 – Current)

Library Planning Committee

Library Services Committee

Technical Committee

Library Quality Assurance Committee

Student Services Committee

Strategic Communication & PR (2020-2021)

First e-Newsletter Committee / University level

Identity development and preservation Committee / PR Department level

Website Translation Committee / University level

PRESENTATIONS AND INVITED LECTURES

Keynote Speaker:

- “Humanity and Marketing: a misunderstood concept”. Knowledge and Beyond (online community of youth in Middle East and North Africa), April, 2021.
- “Analyzing Behaviour in Arab Societies: The Case of Jordan”. *Free University of Berlin*, Berlin, November 12, 2014.
- “Social Sciences after the Arab Spring” DAAD Cairo Scientific Days – Cairo – Egypt, 2014.

Trainings delivered:

- Delivered training for the Humanitarian Logistics Diploma – round two 2022.
- Delivered training for the Humanitarian Logistics Diploma – round one 2021.
- Strategic Management Training for the Administrative Staff at GJU - 2018
- Dialogue skills and administration – Fredrich Ebert Stiftung – Jordan since 2017.
- Negotiation skills for success - Pharmaceutical industry – Jordan 2015.
- Communication skills at workplace - Pharmaceutical industry – Jordan 2014.
- Customer satisfaction strategies- Pharmaceutical industry – Jordan 2014.
- Mini MBA course – Libyan General Electricity Company – Libya Nov. 2012.
- Business Plan Workshop – Elite customer service – Arab Bank, March. 2012.
- Business and Marketing Plan – Certified branch managers – Arab Bank – Dec. 2011.
- Measuring Customer Satisfaction – Arab Bank customer service employees – Nov. 2011.
- Customer Retention Strategies – Certified branch managers from the Arab Bank – Oct. 2011.
- Economic Media Development Program; Economic reporters training – USAID. Sep. 13-21, 2011.

PROFESSIONAL TRAINING, SEMINAR OR WORKSHOPS

Seminar or Workshops

- E-learning Workshop on modern teaching and learning objective development – GJU – Feb. 20, 2022
- Attended as 1 of 2 GJU representatives: Workshop On Building National Capacities To Enhance E-Learning In Higher Education Institutions – Ministry of Higher Education – Dead Sea, Jordan – Dec. 6-9, 2021.
- Attended as 1 of 2 GJU representatives: Training On Building National Capacities To Enhance E-Learning In Higher Education Institutions (Level 2) – Ministry of Higher Education – Online, June – July, 2021
- Attended as 1 of 2 GJU representatives: Training On Building National Capacities To Enhance E-Learning In Higher Education Institutions (Level 1) – Ministry of Higher Education – Online, Mar. – Jun. 2021
- Industry – University Workshop on the Establishment of Dual Study Programs, GJU. Sep. 2016.
- Certified Trainer in Economic Media – USAID (2010)
- Participated as a trainer in “Economic systems in comparison – free market economy versus social market economy” – German Jordanian University & Konrad Adenauer Stiftung – Amman. (2010)
- Participated in Bank Marketing and Management Forum. American Bankers Association and Arab Academy for Banking and financial Sciences, Jordan (2007)
- Project Management, Arab Academy for Banking and financial Sciences, Jordan (2006)
- Problem solving and decision-making skills, UNRWA, (2005)

PRACTICAL AND INDUSTRY EXPERIENCE

- Country Reviewer – Expert, for the “Bertelsmann Transformation Index 2022”- Bertelsmann Stiftung, 2021
- Market Research Consultant for the BayanAdvisory NGO, 2019.
- Marketing consultant - for a 7 years old pharmaceutical company specialized in product development. 2014 – 2016

INTERNATIONAL & NATIONAL PROJECTS

- Member of the “GUESSS” international survey, representing Jordan with a colleague, for the 2021 round.
- Member of the “GUESSS” international survey, representing Jordan with a colleague, for the 2018 round.
- “Jordan opportunity for virtual innovative teaching and learning JOVITAL Project”. 15.10.2020 – 14.4.2021
- “Middle East Social Innovation Lab (MESIL)”, DAAD funded Project. 2018
- “Challenges and Transformations in the Wake of the Arab Spring”, Center of Middle Eastern and North African Politics – Free University of Berlin – 2015 – 2015.

RESEARCH FUNDS, SCHOLARSHIPS & GRANTS

- Ministry of Higher Education Fund (10,000+ JOD) Funded by: Jordan Fund to Support Scientific Research and Innovation.
 - Project Title: “Organizational knowledge influence on business continuity; the case of Covid-19”. (2020-2021).
- Seed Fund (8000+ JOD) Funded by: German Jordanian University.
 - Project title: “Multichannel Marketing Performance in Jordan, Gap Analysis between Consumers and Business” (2019 – 2020).

HONORS, AWARDS AND DISTINCTIONS

- Dean letter of appreciation for the efforts in the School of Management and Logistics Sciences, 2019
- Library Staff letter of Appreciation for efforts in transforming the library, 2018
- Chair of the Evening of Excellence General Committee 2016 – 2017.
- Ranked First in Bachelor

COMMUNITY SERVICE

- **Founder and Advisor of the Business Student Club**, 2007 – 2017.
- **Advisor of the library Students Club**, 2020
- **Zikra Initiative**
 - English teacher for business, Jordan Valley, (Ghor Al Mazraa), Feb. 2014

LANGUAGES

Arabic: Native Language

English: Fluent

German: Intermediate Listener, and Reader, Novice Speaker.

COMPUTER SKILLS

Expert in applications: Mac/windows, Ms. Office, ICDL, SPSS, AMOS, PLS SMART, Endnote

PROFESSIONAL AFFILIATIONS

British University Alumni Association – Jordan. (BUAA - Jordan), 2016-Current

OTHER

Interests/Hobbies: Philosophy, politics, music playing and composition, music production, sound engineering, carpentry, photography.

REFERENCES

Available upon request.