

# CURRICULUM VITAE

## Dr. Mamoun Nadim Akroush

Date of Birth: 22. 6. 1972  
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<https://scholar.google.com/citations?user=F9RhkGEqcZsC&hl=en>

Citations	2882
h-index	24
i10-index	40

### Current Position, Academic Rank and University:

**Position:** President, American University of Madaba.  
**Academic Rank:** Professor of Marketing and Strategic Management.  
**University:** American University of Madaba, AUM, Jordan.  
German Jordanian University, GJU, Jordan.

### Qualifications and Education:

**Ph.D. in Marketing:** The Degree of Doctor of Philosophy in Marketing.  
**Country / University:** The United Kingdom. The University of Huddersfield.  
**Thesis Title:** “An Integrated Approach to Marketing Strategy Formulation and Implementation”.  
**Date of Graduation:** March. 2003.  
**Major Specialisation:** Marketing Strategy & Marketing Knowledge Management.

**MBA** Master of Business Administration.  
**Country / University:** Jordan. The University of Jordan.  
**Grade:** 3.19 out of 4 (Very Good).  
**Date of Graduation:** June. 1997.  
**Major Specialisation:** Marketing and Total Quality Management.

**BSc.** Bachelor of Business Administration.  
**Country / University:** Jordan. Al-Ahliyya Amman University.  
**Grade:** 80.9% (very good) – *with Distinction*.  
**Date of Graduation:** June. 1994.  
**Major Specialisation:** Business Administration.

## **Professor Akroush's Vision:**

*A higher education institution should be a leader in learning, innovative research, engagement that facilitates business projects with industries, embraces diversity and sustainability. A successful higher education institution should excel in obtaining national and international accreditations, rankings, technology as well as partnering with the labor markets. A leading University needs to disseminate University knowledge, competencies and skills on research and industry up-to-date issues in order to meet the challenges of an ever-changing and unprecedented complex University Business environment.*

## **Academic Experiences:**

**Academic Rank:** Professor of Marketing: 2011–promoted with Distinction based on intensity and high quality of scientific research production, German Jordanian University.

### **Academic Promotions:**

2011 – Present:	Professor of Marketing & Strategic Management.
2008 – 2011:	Associate Professor of Marketing.
2003 – 2008:	Assistant Professor of Marketing.

## **Awards:**

### **International Outstanding Reviewer Awards & Highly Commended Papers:**

***Emerald Group and Elsevier: Global Business and Management Publishers:***

#### ▪ **Outstanding Reviewer Awards:**

International Journal of Contemporary Hospitality Management Awards: (2019), (2016) and (2015); Information and Management Journal (2018); Internet Research (2017); International Journal of Physical Distribution and Logistics Management (2015); Asia Pacific Journal of Marketing and Logistics (2013); International Journal of Emerging Markets (2013).

#### ▪ **Highly Commended Published Research:**

International Journal of Energy Sector Management (2020); EuroMed Journal of Business (2017); Internet Research (2016).

### **Teaching Excellence Awards:**

**The Talal Abu-Ghazaleh Graduate School of Business Awards:** Talal Abu-Ghazaleh Outstanding Faculty Member Award for Three Times based on Graduates' Evaluation and Voting. Academic Years: (2014-2015); (2013-2014); (2011-2012).

### **Research Excellence Awards:**

**The German Jordanian University Research Award (2012):** Certificate of Excellence for the Academic Year 2011-2012: distinguished performance in Research.

### **International Accreditation Experience:**

- **June. 2021-Present:** Experience in Institutional Accreditation, Process and Standards, New England Commission of Higher Education (NECHE) USA, American University of Madaba, Jordan.
- **Feb. 2009-January. 2017:** Extensive international accreditation experience-MBA accreditation. FIBAA: Foundation for International Business Administration Accreditation; Graduate Programs Level.

### **Areas of Specialization and Research Interests:**

Strategic Management and Corporate Governance; Strategic Planning, Business Strategy and Plans; Strategic Marketing Planning/Marketing Strategy; Marketing Knowledge Management; Service Quality, Customer Service and Customer Care; Customer Relationship Management; Marketing Communications and Promotion; Strategic Brand Management; Market/ing Research in various business sectors; and Political Marketing: Studies, Surveys, Branding and Campaigns.

### **Academic Positions:**

- **Sep. 2019-Oct. 2021:** Dean of Graduate School of Business Administration, the German Jordanian University, GJU.
- **Feb. 2015-May. 2017:** Dean of Talal Abu-Ghazaleh Graduate School of Business, the German Jordanian University, GJU.
- **Feb. 2009-Sep. 2011:** Vice Dean of Talal Abu-Ghazaleh Graduate School of Business, GJU.
- **Sep. 2008-Sep. 2017:** Member of TAG-SB Committees including, TAG-SB Council, TAG-SB Management Team, Higher Education and International Accreditation, Quality Assurance and Accreditation.
- **Sep. 2008-Sep. 2011:** Member of the Deanship of Scientific Research Council, GJU.
- **Sep. 2007-Oct. 2008:** Head of Marketing Department, Faculty of Banking and Financial Sciences, the Arab Academy for Banking and Financial Sciences.
- **Sep. 2005–Sep. 2006:** The University of Petra. Faculty of Administrative & Financial Sciences, Member of Faculty of Administrative and Financial Sciences Council, Scientific Research, and Bachelor and Master Programs Development Committees.
- **Sep. 2005–Sep. 2006:** The University of Petra Representative, Member of the Competency Exam Committee in the field of Marketing held by the Ministry of Higher Education and Scientific Research.

### **Head of Committees at the German Jordanian University:**

- 2020: Head of Online Final Exams Committee.
- 2017-2018: Chair of the Disciplinary Elementary Council.
- 2017-2017: Head of Strategic Plan Development Committee.
- 2016: Head of faculty contracts renewal regulations committee.

- 2016: Head of scientific journals classification committee.
- 2016: Head of academic investigation committee.
- 2015: Nominated by the university to the Distinguished Researcher Award in Business, Scientific Research Fund Support.

#### **Membership of Councils at the German Jordanian University:**

- 2019-2021: Member of the Appealing Disciplinary Board.
- 2019-2021: Member of the German Jordanian University Deans' Council.
- 2019-2021: Head of Graduate School of Business Administration Council.
- 2017-2019: Member of Graduate School of Business Administration Council.
- 2018-2019: Member of the Graduate Studies Council.
- 2015-2019: Member of the Scientific Research Council.
- 2015-2019: Member of the German Jordanian University Council.
- 2015-2017: Member of the GJU Higher Promotions Committee.
- 2015-2017: Member of the German Jordanian University Deans' Council.
- 2015-2017: Dean and Head of TAG-SB Council.
- 2014-2016: Member of the Graduate Studies Council.

#### **Membership of Committees at the German Jordanian University:**

- 2020-2021: Digital Teaching Strategy-Member of the Steering Committee.
- 2019-2021: Member of GJU Employees Housing Fund Committee.
- 2017-2018: Member of Disciplinary Elementary Council.
- 2016: Member of central academic quality assurance committee.
- 2016: Member of joint research resources management regulations committee.
- 2016: Member of intellectual property regulations committee.
- 2015-2017: Member of disciplinary extraordinary council.
- 2015: Member of TAG-SB MBA programme accreditation and capacity.

#### **Head & Membership of Committees at Graduate School of Business Administration/GJU:**

- 2019-2021: Head of the Graduate Studies Committee.
- 2019-2021: Head of Comprehensive Exam Committee.
- 2017-2021: Member of Scientific Research and Graduate Studies.
- 2017-2021: Member of the Comprehensive Exam Committee.

#### **Head of Committees at Talal Abu-Ghazaleh Graduate School of Business/GJU:**

- 2016-2017: Head of TAG-SB MBA students' career path advisory committee for management and marketing concentrations.
- 2015-2017: Head of TAG-SB MBA programme study plan and curricula development for management, marketing, and HRM concentrations.
- 2015-2017: Head of TAG-SB higher graduate studies committee.
- 2015-2017: Head of TAG-SB comprehensive exam committee.

#### **Membership of Committees at Talal Abu-Ghazaleh Graduate School of Business/GJU:**

- 2009-2017: Member of TAG-SB strategic planning committee.
- 2009-2017: Member of TAG-SB management team.

- 2009-2017: Member of TAG-SB international accreditation & quality assurance committee.
- 2009-2017: Member of TAG-SB scientific research committee.
- 2009-2014: Member of TAG-SB higher graduate studies committee.
- 2009-2017: Member of TAG-SB comprehensive exam committee.

**Theses Supervision and Examination Experiences: July. 2003 – Present:**

Graduate studies theses supervisor and External Examiner for Ph.D. and master theses in various universities in Jordan and Malaysia.

**Teaching Experiences:**

- **March. 2020-Ongoing:** Online Teaching using Microsoft Teams and Zoom Platforms via GJU E-Learning Centre.
- **Sep. 2017-Ongoing:** Professor of Marketing and Strategic Management, the German-Jordanian University, Graduate School of Business Administration (GSBA).
- **Sep. 2008-Sep. 2017:** Professor of Marketing and Strategic Management, the German-Jordanian University, Talal Abu-Ghazaleh Graduate School of Business.  
**Duties:** Teaching, lecturing, conducting research, quality assurance and part of TAG-SB and GJU committees on graduate and undergraduate programmes.
- **Oct. 2011-Jun. 2012:** Part time lecturer, Heriot-Watt University, Edinburgh Business School, Joint MBA Program with Al-Ahliya Amman University, Jordan.  
**Duties:** Teaching, lecturing, and examinations according the MBA Program at Heriot-Watt University quality assurance and standards.
- **Sep. 2006–Oct. 2008:** The Arab Academy for Banking and Financial Sciences, Faculty of Banking and Financial Sciences, Department of Marketing, Jordan.  
**Duties:** Teaching, lecturing, supervising master and Ph.D. candidates, and conducting academic and applied research and studies.
- **Jun. 2003–Sep. 2006:** The University of Petra, Faculty of Administrative and Financial Sciences, Department of Marketing, Jordan.  
**Duties:** Teaching, lecturing, supervising students, and conducting academic research.
- **Jun. 2003–Sep. 2006:** Part time lecturer, the Arab Academy for Banking and Financial Sciences, Faculty of Banking and Financial Sciences at the graduate level, Jordan.
- **Sep. 1994–Sep. 1997:** The University of Jordan, Faculty of Business Administration, Department of Business Administration.

**Delivery and Teaching Methods:**

1. Online Teaching and Delivery: Microsoft Teams and Zoom Applications.
2. Lecturing and teaching.
3. Critical thinking and research.
4. Case study analysis and brainstorming.
5. Role playing and visiting business sites.
6. Business case studies development.

**Taught Marketing and Business Modules:****Graduate Programs: Ph.D.**

- Contemporary Issues in Marketing
- Advanced Topics in Marketing Strategies
- Advanced Topics in Marketing Research
- Advanced Topics in Services Marketing
- Advanced Research Project in Marketing

**Graduate Programs: Master / MBA**

- Contemporary Issues in Marketing
- Marketing Strategy
- Strategic Management & Business Policy
- Marketing & Sales Management
- Services Marketing Management
- Marketing Research
- International Marketing
- Marketing Communications
- Research Project In Marketing
- New Product Development & Management
- Financial Services Marketing
- Consumer Behavior

**Undergraduate Programs: BSc/ Marketing and Business**

- Marketing Strategy
- New Product Development & Management
- Marketing Management
- Advertising and Promotion Management
- Financial Services Marketing
- Services Marketing
- Consumer Behavior
- International Business
- Principles of Marketing
- Marketing Research
- International Marketing
- Tourism Marketing
- Distribution Channels Management
- Sales Management
- Personal Selling

## **Higher Education Governance Experiences:**

### **American University of Madaba**

- **2021-Present:** President, American University of Madaba, Jordan.

### **Ministry of Higher Education and Scientific Research:**

- **2019-2021:** Member of the Higher Committee for Non-Jordanian Certificates Equivalency.
- **2014-2017:** Member of the Higher Committee for Non-Jordanian Certificates Equivalency.

### **Scientific Research and Innovation Support Fund:**

- **2013-2017:** Member of the Higher Economic, Social, and National Security Research Committee.
- **2013-2014:** Member of Economic and Social Sciences Committee.
- **2012-2013:** Member of the Higher Scientific Research Committee.
- **2011-Present:** Reviewer in the Business and Marketing fields.

### **Higher Education Accreditation and Quality Assurance Commission:**

- **April-May. 2021:** Head of Jordan National Qualifications Framework Committee Certificate for a private university.
- **March-April. 2021:** Head of Quality Assurance Certificate Committee for a private university.
- **Nov-Dec. 2020:** Head of Quality Assurance Certificate Committee for a public university.
- **2006, 2010, 2017, 2018:** Member of the National Committee for the University Competency Exam in Marketing and E-Marketing specializations.
- **2016:** Member of senior regulations and accreditation criteria committee for public-private partnerships and programmes.
- **2016:** Member of senior regulations and accreditation criteria committee for hosted international universities programmes in Jordan.
- **2009-Present:** Member and head of many accreditation committees in business for many universities; graduate and undergraduate levels in Jordan.

### **The Hashemite University:**

- **2020-2021:** Member of the Board of Trustees.
- **2020-2021:** Head of the Financial Committee of the Board of Trustees.
- **2020-2021:** Member of the Academic Committee of the Board of Trustees.
- **2020-2021:** Member of the Managerial Committee of the Board of Trustees.

**Aqaba University of Technology:**

- **2014-2018:** Member of the Board of Trustees.
- **2014-2018:** Member of the Academic Committee of the Board of Trustees.

**Al- Balqa' Applied University: Hiteen College:**

- **2008-2012:** Member of the Board of Trustees.

**Talal Abu-Ghazaleh University College of Bahrain-TAGUCB:**

- **2015-2021:** Member of TAGUCB Restructuring and Development Committee.
- **2015-2021:** Member of TAGUCB Board of Trustees.

**The Arab Academy for Banking and Financial Sciences: Sep. 2006–Oct. 2008:**

- Member of the Faculty of Banking and Financial Sciences Council.
- Head and Member of the Department of Marketing Council.
- Member of the Strategic Planning and Development Committee.

**The University of Petra: Jun. 2003–Sep. 2006:**

- Member of the Faculty of Administrative and Financial Sciences Council.
- Member of the Department of Marketing Council.
- Member of the National Competency Exam Committee, Ministry of Higher Education and Scientific Research-the University of Petra Representative.
- Member of the Academic Programmes Development Committee.



## Selected International Publications:

Publications	Journals Indexing & Abstracting		
	Clarivate Analytics*	ABDC List**	SJR-Scopus***
1. Akroush, Mamoun., Zuriekat, Majdy., Mahadin, Bushra., Mdanat, Metri., Samawi, Ghazi. and Haddad, Ola. (2021), Drivers of E-Loyalty in E-Recruitment: The Role of E-Service Quality, E-Satisfaction, and E-Trust in Jordan, an Emerging Market, <i>Journal of Electronic Commerce in Organizations</i> , Vol. 19. No. 2, April-June, pp. 17-33.	ESCI	B	Q3
2. Mahadin, Bushra., <i>Akroush, Mamoun.</i> and Haddad, Ola. (2020), Factors Affecting Web-Based Customer Loyalty: Evidence from B2B Online Recruitment Users' Perspectives, <i>International Journal of Web Based Communities</i> , Vol. 16 No. 4, pp. 343–377.	----	B	Q2
3. <i>Akroush, Mamoun.</i> , Mahadin, Bushra., Abu-ElSamen, Amjad. and Shoter, Amer. (2020), An Empirical Model of Mobile Shopping Attitudes and Intentions in an Emerging Market, <i>International Journal of Web Based Communities</i> , Vol. 16 No. 2, pp. 150-179.	----	B	Q2
4. Mahadin, Bushra., <i>Akroush, Mamoun.</i> and Bata, Hani. (2020), The Effects of Tourism Websites' Attributes on e-Satisfaction and e-Loyalty: A case of American Travelers to Jordan, <i>International Journal of Web Based Communities</i> , Vol. 16 No. 1, pp. 4-33.	----	B	Q2
5. <i>Akroush, Mamoun.</i> , Mahadin, Bushra. and Bata, Hani. (2019), Linking Website Attributes of User-Generated Content to E-Behavioral Loyalty: An International Tourists Perspective, <i>International Journal of Strategic Decision Sciences</i> , Vol. 10 No. 4, October-December, pp. 18-42.	----	B	----
6. Mahadin, Bushra. and <i>Akroush, Mamoun.</i> (2019), A Study of Factors Affecting Word of Mouth (WOM) towards Islamic Banking (IB) in Jordan, <i>International Journal of Emerging Markets</i> , Vol. 14 No. 4, Special Issue on “Islamic Finance and Business”, pp. 639-667.	SSCI	B	Q2
7. <i>Akroush, Mamoun.</i> and Mahadin, Bushra. (2019), An Intervariable Approach to Customer Satisfaction and Loyalty in the Internet Service Market, <i>Internet Research</i> , Vol. 29 No. 4, pp. 772-798.	SCIE SSCI	A	Q1
8. Awwad, Abdulkareem., <i>Akroush, Mamoun.</i> , Zuriekat, Majdy., and Al Masoudi, Yassir. (2019), The Impact of Social Capital, Managerial Human Capital and Managerial Knowledge Structure on Firm Performance, <i>International Journal of Strategic Decision Sciences</i> , Vol. 10 No. 3 (July-September), pp. 95-113.	----	B	----
9. Abu-ElSamen, Amjad., <i>Akroush, Mamoun.</i> , Asfour, Nermeen. and Jabali, Hana. (2019), Understanding Contextual Factors Affecting the Adoption of Energy-Efficient Household Products	SSCI	B	Q1

in Jordan, *Sustainability Accounting, Management and Policy Journal*, Vol. 10 No. 2, pp. 314-332.

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|-----|---|-------|---|-------|
| 10. | <i>Akroush, Mamoun.</i> , Zuriekat, Majdy., Jabali, Hana. and Asfour, Nermeen. (2019), Determinants of Purchasing Intentions of Energy-Efficient Products-The Roles of Energy Awareness and Perceived Benefits, <i>International Journal of Energy Sector Management</i> , Vol. 13 No. 1, pp. 128-148.  | ESCI  | C | Q2    |
| 11. | <i>Akroush, Mamoun.</i> , Samawi, Ghazi., Zuriekat, Majdy., Mdanat, Metri., Affara, Israa. and Dawood. Shuhd. (2019), A Comparison of Service Quality Dimensions in the Mobile Service Market: Evidence from Emerging Markets, <i>Theoretical Economics Letters</i> , Special Issue on “Consumer Behavior Research”, Vol. 9 No. 2, February, pp. 271-295. | ----- | B | ----- |
| 12. | Abu-ElSamen, Amjad and <i>Akroush, Mamoun.</i> (2018), How Customer Orientation Enhances Salespeople’s Performance: A Case Study from an International Market, <i>Benchmarking: An International Journal</i> , Vol 25 No. 7, pp. 2460-2477.   | ESCI  | B | Q1    |
| 13. | <i>Akroush. Mamoun.</i> and Awwad, Abdulkareem. (2018), Enablers of NPD Financial Performance: The Roles of NPD Capabilities Improvement, NPD Knowledge Sharing and NPD Internal Learning, <i>International Journal of Quality and Reliability Management</i> , Vol. 35 No, 1, pp. 163-186.   | ESCI  | B | Q1    |
| 14. | <i>Akroush. Mamoun.</i> , Jriasat, Luai., Kurdieh, Dina., Al-Faouri, Ruba. and Qatu, Laila. (2016), Tourism Service Quality and Destination Loyalty-The Mediating Role of Destination Image from International Tourists’ Perspectives, <i>Tourism Review</i> , Vol. 71 No. 1, pp. 18-41.  | SSCI  | B | Q1    |
| 15. | Awwad, Abdulkareem. and <i>Akroush, Mamoun.</i> (2016), New Product Development Performance Success Measures: An Exploratory Research, <i>EuroMed Journal of Business</i> , Vol. 11 No. 1, pp. 2-29.  | ESCI  | C | Q1    |
| 16. | <i>Akroush, Mamoun.</i> , Dawood. S. and Affara, I. (2015), Service Quality, Customer Satisfaction and Loyalty in the Yemeni Mobile Service Market, <i>International Journal of Services, Economics and Management</i> , Vol. 7 No. 1, pp. 53-73.   | ----- | C | Q3    |
| 17. | <i>Akroush. Mamoun.</i> and Al-Debei, Mutaz. (2015), An Integrated Model of Factors Affecting Consumer Attitudes towards Online Shopping, <i>Business Process Management Journal</i> , Vol. 21 No. 6, pp. 1353-1376.  | SSCI  | B | Q1    |
| 18. | <i>Akroush, Mamoun.</i> , Al-Mohammed, Samer. and Odetallah, Abdelhadi. (2015), A Multidimensional Model of Marketing Culture and Performance: A Different Approach to the Use of Webster’s Marketing Culture Measurement Scale, <i>International Journal of Contemporary Hospitality Management</i> , Vol. 27 No. 7, pp. 1442-1478.                      | SSCI  | A | Q1    |

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| 19. | Al-Debei, Mutaz., <b>Akroush, Mamoun.</b> and Ashouri, Mohammad. (2015), Consumer Attitudes towards Online Shopping: The Effects of Trust, Perceived Benefits, and Perceived Web Quality, <i>Internet Research</i> , Vol. 25 No. 5, pp. 707-733.   | SCIE<br>SSCI | A | Q1 |
| 20. | Jriasat, Luai., <b>Akroush, Mamoun.</b> , Al-Faouri, Ruba., Qatu, Laila. and Kurdieh, Dina. (2015), Perceived Brand Saliency and Destination Brand Loyalty from International Tourists Perspectives: The Case of Dead Sea Destination, Jordan, <i>International Journal of Culture, Tourism, and Hospitality Research</i> , Vol. 9 No. 3, pp. 292-315. | ESCI         | B | Q1 |
| 21. | Al-Mohammed, Samer., <b>Akroush, Mamoun.</b> and Odetallah, Abdelhadi. (2014), Marketing Culture and Business Performance: Re-Examination of Webster's Marketing Culture Measurement Scale, <i>Marketing Intelligence and Planning</i> , Vol. 32 No. 7, pp. 794-822.   | SSCI         | A | Q2 |
| 22. | <b>Akroush, Mamoun.</b> , Abu-ElSamen, Amjad., Samawi, Ghazi. and Odetallah, Abdelhadi. (2013), Internal Marketing and Internal Service Quality in Restaurants, <i>Marketing Intelligence and Planning</i> , Vol. 31 No. 4, pp. 304-336.   | SSCI         | A | Q2 |
| 23. | Abu-ElSamen, Amjad., <b>Akroush, Mamoun.</b> Abu-Lail, Bayan. (2013), Mobile SERVQUAL: A Comparative Analysis of Customers' and Managers' Perceptions, <i>International Journal of Quality and Reliability Management</i> , Vol. 30 No. 4, pp. 403-425.  | ESCI         | B | Q1 |
| 24. | Abu-ElSamen, Amjad., <b>Akroush, Mamoun.</b> , Alsayed, Ameen. and Hasan, Hasan. (2012), An Empirical Model of Customer Service Quality and Customer Loyalty in An International Electronics Company, <i>International Journal of Electronic Business</i> , Vol. 10 No. 1, pp. 39-63.  | -----        | C | Q3 |
| 25. | <b>Akroush, Mamoun.</b> (2012), Organisational Capabilities and New Product Performance-The Role of New Product Competitive Advantage, <i>Competitiveness Review: An International Business Journal</i> , Vol. 22 No. 4, pp. 343-365.  | ESCI         | C | Q2 |
| 26. | <b>Akroush, Mamoun.</b> (2012), An Empirical Model of Marketing Strategy and Shareholder Value-A Value-Based Marketing Perspective, <i>Competitiveness Review: An International Business Journal</i> , Vol. 22 No. 1, pp. 48-89.   | ESCI         | C | Q2 |
| 27. | <b>Akroush, Mamoun.</b> and Abu-ElSamen, Amjad. (2012), An Empirical Investigation of the Mediating Role of Relationship Marketing Skills on the relationship between Customer Satisfaction and Customer Loyalty, <i>International Journal of Internet Marketing and Advertising</i> , Vol. 7 No. 1, pp. 1-30.   | ESCI         | C | Q3 |
| 28. | <b>Akroush, Mamoun.</b> (2012), An Empirical Model of New Product Development Model: Phases, Antecedents and Consequences, <i>International Journal of Business Innovation and Research</i> , Vol. 6 No. 1, pp. 47-75.   | -----        | C | Q2 |

29. **Akroush, Mamoun, (2011)**, Under Researched Gaps in Marketing Strategy Implementation, *International Journal of Marketing Principles and Practices*, Vol. 1 No. 1 (September), pp 33-39. Published by International Institute of Marketing Professionals (IIMP), Canada.
30. Abu-ElSamen, Amjad., **Akroush, Mamoun.**, Al-Khawaldeh, Fayez. and Al-Shibly, Motteh. (2011), Towards An Integrated Model of Customer Service Skills and Customer Loyalty: The Mediating Role of Customer Satisfaction, *International Journal of Commerce and Management (Renamed: Review of International Business and Strategy)*, Vol. 21 No. 4, pp. 349-380. ESCI C Q1
31. **Akroush, Mamoun. (2011)**, The Mediation Effect of Marketing Expertise on Marketing Assets and Capabilities toward Financial Performance, *International Journal of Internet Marketing and Advertising*, Vol. 6 No. 4, pp. 373-412. ESCI C Q3
32. **Akroush, Mamoun.**, Abu-ElSamen, Amjad. and Jaradat, Najwan. (2011), The Influence of Mall Shopping Environment and Motives on Shoppers' Response: A Conceptual Model and Empirical Evidence, *International Journal of Services and Operations Management*, Vol. 10 No. 2, pp. 168-198. ----- C Q3
33. **Akroush, Mamoun.**, Dahiyat, Samer., Gharaibeh, Hesham. and Abu-Lail, Bayan. (2011), Customer Relationship Management Implementation: An Investigation of A Scale's Generalisability and its Relationship with Business Performance in A Developing Country Context, *International Journal of Commerce and Management (Renamed: Review of International Business and Strategy )*, Vol. 21 No. 2, pp. 158-191. ESCI C Q1
34. Dahiyat, Samer., **Akroush, Mamoun.** and Abu-Lail, Bayan. (2011), An Integrated Model of Perceived Service Quality and Customer Loyalty: An Empirical Examination of the Mediation Effects of Customer Satisfaction and Customer Trust, *International Journal of Services and Operations Management*, Vol. 9 No. 4, pp. 453-490. ----- C Q3
35. Abu-ElSamen, Amjad. and **Akroush, Mamoun, (2011)**, Path Analysis of the Consequences of Customer Service Skills: An Exploratory Study in Jordan, *International Journal of Services and Standards*, Vol. 7 No. 1, pp. 50-77. ----- ----- Q4
36. **Akroush, Mamoun.**, Al-Mohammed, Samer., Zuriekat, Majdy. and Abu-Lail, Bayan. (2011), An Empirical Model of Customer Loyalty in the Jordanian Mobile Telecommunications Market, *International Journal of Mobile Communications*, Vol. 9 No. 1, pp. 76-101. SSCI ----- Q1
37. **Akroush, Mamoun.**, Abu-ElSamen, Amjad., Al-Shibly, Motteh. and Al-Khawaldeh, Fayez. (2010), Conceptualization and Development of Customer Service Skills Scale: An Investigation of Jordanian Customers, *International Journal of Mobile* SSCI ----- Q1

*Communications*, Vol. 8, No. 6, pp. 625-653.

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| 38. <b>Akroush, Mamoun. (2010)</b> , The 7Ps Classification of the Services Marketing Mix Revisited: An Empirical Assessment of their Generalisability, Applicability and Effect on Performance-Evidence from Jordan's Services Organisations, <i>Jordan Journal of Business Administration</i> , Vol. 7 No. 1, pp. 116-147.                             | Accredited by the<br>Ministry of Higher<br>Education and Scientific<br>Research, Jordan                     | Q4 |
| 39. <b>Akroush, Mamoun. (2010)</b> , Transactional Marketing and Relationship Marketing Paradigms: A Structural Equation Modeling Approach, <i>International Journal of Electronic Customer Relationship Management</i> , Vol. 4 No. 2, pp. 125-160.   | ----- C   | Q3 |
| 40. <b>Akroush, Mamoun.</b> and Al-Mohammed, Samer. (2010), The Effect of Marketing Knowledge Management on Organisational Performance: An Empirical Investigation of the Telecommunications Organisations in Jordan, <i>International Journal of Emerging Markets</i> , Vol. 5 No. 1, pp. 38-77.  | SSCI B  | Q2 |
| 41. <b>Akroush, Mamoun.,</b> Al-Mohammed, Samer. and Khanfer, Fayeq. (2010), The Impact of Brand Name on Mobile Products Users' Satisfaction: An Empirical Study on Jordanian Universities' Students, <i>Jordan Journal of Business Administration</i> , Vol. 6 No. 1, pp. 1-29.   | Accredited by the<br>Ministry of Higher<br>Education and Scientific<br>Research, Jordan                     | Q4 |
| 42. Nuseir, Mohammed., <b>Akroush, Mamoun.,</b> Mahadin, Bushra. and Bataineh, Abdullah. (2010), The Effect of E-Service Quality on Customers' Satisfaction in Banks Operating in Jordan: An Empirical Investigation of Customers' Perspectives, <i>International Journal of Services, Economics and Management</i> , Vol. 2 No. 1, pp. 80-108.          | ----- C   | Q3 |
| 43. <b>Akroush, Mamoun.,</b> Nuseir. Mohammed., Asoub, Ashraf. and Mahadin, Bushra. (2009), The Relationship between the E-Marketing Mix Strategies and Organizational Performance: An Empirical Investigation of International Organisations in Jordan, <i>International Journal of Electronic Marketing and Retailing</i> , Vol. 2 No. 4, pp. 317-351. | ----- C   | Q3 |
| 44. <b>Akroush, Mamoun.</b> and Khatib, Fahed. (2009), The Impact of Service Quality Dimensions on Performance: An Empirical Investigation of Jordan's Commercial Banks, <i>Journal of Accounting, Business and Management</i> , Vol. 16 No. 1, pp. 22-44.   | ----- C   | Q4 |
| 45. <b>Akroush, Mamoun. (2009)</b> , Does Service Quality Implementation Mediate the Relationship between Technical Service Quality and Performance: An Empirical Examination of Banks in Jordan, <i>International Journal of Services, Economics and Management</i> , Vol. 1 No. 3, pp. 209-232.  | ----- C   | Q3 |
| 46. <b>Akroush, Mamoun.,</b> Nuseir, Mohammed. and Al-Khalafat, Qais. (2008), Marketing Strategy Implementation: The Missing Link between Marketing Strategy Formulation and Organisational Performance—Underresearched Gaps, <i>Journal of Financial and Commercial Studies</i> , Vol. 2, pp. 49-66.  | Accredited by the Ministry of Higher<br>Education in Egypt, and Published by<br>Beni-Suef University, Egypt |    |

47. **Akroush, Mamoun. (2008)**, Exploring the Mediation Effect of Service Quality Implementation on the Relationship between Service Quality and Performance in the Banking Industry in Jordan, *Global Business and Economics Review*, Vol. 10 No.1, pp. 98-122. ----- C Q4
48. **Akroush, Mamoun. (2008)**, The Effect of Service Quality on Banks Marketing Performance: An Empirical Investigation of Managers Perspectives, *Dirasat: Human and Social Sciences*, Vol. 35 No. 1, pp. 199-218. Accredited by the Ministry of Higher Education and Scientific Research, Jordan Q4
49. Dmour, Hani., Berardinucci, Antonella. and **Akroush, Mamoun. (2008)**, Internet Export Marketing by Jordanian and Italian Small-Medium Sized Enterprises, *Dirasat: Human and Social Sciences*, Vol. 35 No.1, pp. 234-259. Accredited by the Ministry of Higher Education and Scientific Research, Jordan Q4
50. **Akroush, Mamoun. (2007)**, Marketing Strategy Implementation Success Aspects: A Qualitative Empirical Investigation of Service Organisations in Jordan, *Jordan Journal of Business Administration*, Vol. 3 No. 3, pp. 391-413. Accredited by the Ministry of Higher Education and Scientific Research, Jordan Q4
51. **Akroush, Mamoun. (2006)**, Effects of Marketing Assets and Capabilities on Performance: An Empirical Investigation of Banks Operating in Jordan, *Jordan Journal of Business Administration*, Vol. 2 No. 3, pp. 440-463. Accredited by the Ministry of Higher Education and Scientific Research, Jordan Q4
52. **Akroush, Mamoun. and Dmour, Hani. (2006)**, The Relationship between Brand-Building Factors and Branding Benefits in Commercial Banks Operating in Jordan: An Empirical Investigation of Managers' Perspectives, *Jordan Journal of Business Administration*, Vol. 2 No. 3, pp. 464-486. Accredited by the Ministry of Higher Education and Scientific Research, Jordan Q4
53. **Akroush, Mamoun. and Dmour, Hani. (2006)**, Do Service Organisations Need A Different Strategic Marketing Planning? Gaps Analysis, *Dirasat: Human and Social Sciences*, Vol. 33 No. 2, pp. 435-449. Accredited by the Ministry of Higher Education and Scientific Research, Jordan Q4
54. **Akroush, Mamoun. (2006)**, The Services Marketing Mix Paradigm: Is It Still Appropriate for Today's Service Businesses? *Al-Balqa Journal for Research & Studies*, Vol. 11 No. 2, pp. 49-74. Accredited by the Ministry of Higher Education and Scientific Research in Jordan and Published by Al-Ahliyya Amman University, Jordan
55. **Akroush, Mamoun., Al-Shibly, Mottee. and Al-Khawaldeh, Fayez. (2005)**, The Effect of Services Marketing Mix Elements on Customers Satisfaction in the Comprehensive Motor Insurance: An Empirical Investigation of Customers Perspectives in Jordan, *Journal of Financial and Commercial Studies*, Vol. 2/3 No. 32, pp. 439-472. Accredited by the Ministry of Higher Education in Egypt, and Published by Beni-Suef University, Egypt

### **Research in Progress:**

1. **Akroush, Mamoun. (2023)**, Social Media Brand Engagement and Relational Outcomes: The Role of Consumer Engagement with Social Media Brand Posts.
2. **Akroush, Mamoun. (2023)**, The Influence of Internet of Things on Smart Shopping Behaviour Adoption: The Role of Smart Customer Experiences.
3. **Akroush, Mamoun and others. (2022)**, E-Word-of-Mouth and E-Branding Attitudes: the Mediating Roles of Perceived Benefits, Trust and E-Satisfaction: An Empirical Study on Apparel Shopping via Facebook.

### **Published Research Papers in Refereed Conferences:**

1. **Akroush, Mamoun. (2016)**, member of an international think-tank team formulated in Jordan for developing “*Jordan Scenarios: 2030*” - *The Tourism Sector Scenarios: 2030*”, **The University of Jordan, Centre for Strategic Studies**: January, 2016, Amman-Jordan.
2. **Akroush, Mamoun. (2015)**, *Public-Private Partnership: A Strategic Outlook for Sustainable Development*, Conference Titled: Challenges and Opportunities facing the MENA Region that contributes in achieving the UN Sustainable Development Goals, held by **The Fifth PRME MENA FORUM, UN and Talal Abu-Ghazaleh Knowledge Forum-TAGIUNI** in cooperation with the United Nations, **Nov. 11-12**.
3. **Akroush, Mamoun. (2014)**, The Development of Jordan’s Tourism Sector: A Strategic Analysis and Future Perspectives, **The University of Jordan, Centre for Strategic Studies**: “Political, Economic and Social Transformations in Jordan: 1984-2014”, 28-29, October, 2014, Amman-Jordan.
4. **Akroush, Mamoun. (2006)**, The Financial Services Marketing Mix: A Prerequisite for Building Customer Relationships–A Conceptual Model, **Applied Science Private University, the Second Scientific Conference**: “The Total Quality in the Knowledge Management and Information Technology Edge”, 26-27, April. 2006, Amman-Jordan. *This paper was recognised by the Royal Highness Prince AL-Hassan Bin Talal as one of the best Research papers Presented in the Conference.*
5. **Akroush, Mamoun. and Al-Abdali, Khatan. (2004)**, Marketing Assets and Capabilities As A Source of Achieving Competitive Advantage: A Theoretical Model, **Al-Zaytoonah Private University of Jordan**, The Fourth International Scientific Annual Conference: “Knowledge Management in the Arab World”, 26-28. April. 2014, Amman-Jordan.

### **Published Marketing Books: 2004:**

Akroush. Mamoun and Akroush, Suhair. (2004). “New Products Development: A Strategic, Integrated and Modern Approach”, First Edition, Darwael Publishing Company, Amman-Jordan.

### **International Journals’ Editorial Boards Membership: Oct. 2008–Present:**

1. Internet Research (IntR):  
[http://www.emeraldgrouppublishing.com/products/journals/editorial\\_team.htm?id=intR](http://www.emeraldgrouppublishing.com/products/journals/editorial_team.htm?id=intR)
2. Jordan Journal of Business Administration (2021), International Advisory Board.
3. International Journal of Contemporary Hospitality Management (IJCHM): **2016-2021**  
<http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=IJCHM>

4. International Journal of Physical Distribution and Logistics Management (IJPDLM):  
[http://www.emeraldgrouppublishing.com/products/journals/editorial\\_team.htm?id=ijpdlm](http://www.emeraldgrouppublishing.com/products/journals/editorial_team.htm?id=ijpdlm)
5. Jordan Journal of Business Administration (JJBA):  
<https://journals.ju.edu.jo/JJBA/index>
6. International Journal of Services, Economics and Managements (IJSEM):  
Website: [www.inderscience.com/ijsem](http://www.inderscience.com/ijsem)
7. Journal of Accounting and Marketing (JAMK):  
Website: <http://www.omicsgroup.org/journals/editorialboardJAMK.php>

### **International Refereeing Experiences: 2003 – Present:**

- Journal of Strategic Marketing
- International Journal of Productivity and Quality Management
- International Journal of Web Based Communities
- Journal of Global Scholars of Marketing Science
- Journal of Business Ethics
- International Journal of Tourism Research
- Journal of Global Marketing
- Current Issues in Tourism
- International Journal of Electronic Marketing and Retailing
- The Service Industries Journal
- International Journal of Qualitative Research in Services
- International Journal of Quality and Service Sciences
- Internet Research
- International Journal of Contemporary Hospitality Management
- TQM and Business Excellence
- Information and Management
- Tourism Management
- European Journal of Marketing
- Marketing Intelligence and Planning
- International Journal of Quality and Reliability Management
- EuroMed Journal of Business
- International Journal of Electronic Business
- International Journal of Internet Marketing and Advertising
- International Journal of Emerging Markets
- Asia Pacific Journal of Marketing and Logistics
- International Journal of Physical Distribution and Logistics Management,
- Jordan Journal of Business Administration
- Dirasat: Human and Social Sciences
- International Journal of Services, Economics and Management
- The Jordanian Journal of Applied Science
- Zarqa Journal for Research and Studies in Humanities

### **Conferences, Workshops and Seminars Participation:**

1. **September. 14-15. 2017: Economic and Social Council. Forum Title: Higher Education Reform.** Participant, Dead Sea-Amman, Jordan.
2. **August. 22-24. 2017: UNDP and Ministry of Tourism and Antiquities.** First Forum for Green Tourism in Jordan. **Forum Title: Leadership for Tourism Transition into Green Economy: Policymaking.** Key Speaker, Dead Sea-Amman, Jordan.
3. **March. 26-28. 2017: DAAD / British Council-MENA Regional Transnational Education Policy Consultation.** International Conference Title: **Transnational Education: Classification, National Statistics on TNE, and Quality Assurance.** Cairo, Egypt.



4. **April. 26-27. 2016:** Jounieh, Lebanon. Conference Title: *Accrediting Business Schools: A Necessity or A Trend?* The Arab Society of Faculties of Business, Economic and Political Sciences (BEPS) and the Faculty of Business and Commercial Sciences at the Holy Spirit University of Kaslik (USEK).
5. **Nov. 17. 2015:** Al-Zarqa, Jordan. Paper Title: *Investment Challenges and Anti-Corruption*, Workshop Titled: Enhancing Integrity and Transparency in the Private Sector, held by the Anti-Corruption Commission of Jordan in cooperation with the American Embassy and the American Chamber of Commerce in Jordan and AL-Zarqa Chamber of Industry.
6. **Oct. 6-7. 2013:** Amman, Jordan. Paper Title: *The Strategic Impact of Integrity and Transparency on Jordan's Sustainability*, Workshop Titled: Enhancing Integrity and Transparency in the Private Sector, held by the Anti-Corruption Commission of Jordan in cooperation with the American Embassy and the American Chamber of Commerce in Jordan.
7. **Apr. 26-28. 2010:** Amman, Jordan. *Social Marketing: A Focus on Behavior Change*, The German-Jordanian University with cooperation with USAID-Public Action: Water, Energy and Environment Program.
8. **Jun. 20-22. 2009:** Cairo, Egypt. *Corporate Governance University Programme: Training of Trainers Workshop* World Bank Group-*International Finance Corporation (IFC)*.
9. **May. 22. 2008:** Amman, Jordan. Akroush, Mamoun. (2008), *An Invited Working Paper Titled: Modern Marketing Strategies and Techniques for Bancassurance and other Financial Institutions*. Petra for Conferences. Conference Subject: Contemporary Trends and Regulatory Aspects in the Field of Insurance Business.
10. **Nov. 17. 2007:** Amman, Jordan. Conference Title: The Third Conference on Scientific Research in Jordan / Jordan Society for Scientific Research.
11. **2006-2007:** Participated in many workshops during 2006-2007 in several business sectors e.g., Banks, Insurance, Training and Consulting, Telecommunications...etc.
12. **Dec. 17. 2005:** Amman, Jordan. Workshop Title: Towards A Jordanian Institution Association in Training, Jordan Knowledge Center and Philadelphia University.
13. **Dec. 15. 2004:** Amman, Jordan. Al-Ahliyya Amman University and Royal Scientific Society, Participant on Behalf of Al-Ahliyya Amman University. Workshop titled: "Participating in Scrutinising and Evaluating an Agreement with the European Union Called: The Economic and Social Effects of Partnership Agreement between Jordan and European Union".

## **Professional Experiences:**

### **Consulting Experiences:**

**2005-Present: Business, Marketing Strategy and Research Consultant and Expert for National and International Organisations including:**

1. To Excel Consulting.
2. Agile Strategic Business Consultancy.
3. European Union/European Commission Funded Project - Ministry of Interior.
4. The National Centre for Human Rights-NCHR and the European Union.
5. Future Pioneers for Empowering Communities-FPEC and the European Union.
6. Jordan Upgrading and Modernisation Programme-JUMP.
7. United States Agency for International Development-USAID.
8. Arab Knowledge and Management Society-AKMS.
9. The United Nations Development Programs-UNDP.
10. Talal Abu-Ghazaleh Organisation-TAGorg.
11. Abu-Ghazaleh and Co. Consulting-AGCON.
12. Jordan Insurance Federation-JIF.
13. Tamkeen Leasing Company.
14. Bank of Jordan.
15. Other Organisations inside and Outside Jordan.

### **Consulting and Training Specialisations:**

1. Business Strategy and Strategic Management.
2. Service Quality, Tourism Marketing, Financial Services Marketing (Banking, Insurance, Leasing), Internal Marketing, Customer Service and Care.
3. Marketing Strategy and Knowledge.
4. Market/ing Research and Studies.
5. Strategic Brand Management.
6. B2B Marketing, and CRM.
7. Personal Selling and Sales Management.
8. Marketing Communications and Promotion.
9. New Products Management and Development.
10. Political Marketing: Branding, Research, Communications and Campaigns.

## Selected Consulting and Market Research Projects:

<b>Position</b>	<b>Organization</b>	<b>Tasks Accomplished</b>
Senior Marketing Consultant	June. 2016 To Excel Consulting	<b>Strategic Marketing Planning:</b> Setting the marketing goals of Greater Amman Municipality's (GAM's) Slaughterhouse DBOT Project" proposal; Setting the marketing communication plan, objectives and initiatives. Formulating the marketing mix strategies (7P's) and translating the marketing communication plan into financial costs-financial model.
Leading and Senior Marketing Strategy Consultant	Dec. 2014-Feb.2015 European Union/European Commission Funded Project-with Cooperation with Ministry of Interior. Project: Promoting Local Economic Development in Jordan (PLEDJ). Project Specialisation: The Development of Branding and Positioning Strategy for Tafileh and Ajloun Governorates (Tourism Marketing)	<b>Scope of work</b> 1. To develop SOWC analysis, segmentation, targeting, branding strategies and communication messages for each of Tafileh and Ajloun governorates customised to various tourism markets/segments. 2. To develop a branding guideline for the potential users for the two governorates. 3. To conduct a detailed mapping of Ajloun and Tafileh's current positioning among other competing governorates and cities in Jordan. <b>Project Design and Methodology:</b> Qualitative using in-depth interview, focus group discussions, and brainstorming sessions with specialised panels. Data collection, administration, content analysis and results discussion and recommendation were performed on international standards.
Head of Political Marketing Research Team.	Jan.2013-Dec.2014 Head of Research Team-The National Centre for Human Rights and Future Pioneers for Empowering Communities with co-operation with the European Union.	<b>Scope of work</b> Developing, designing and conducting two political marketing national studies in Jordan; post parliamentary elections of 2012 and post municipality elections of 2013.
Senior Marketing Strategy and Research	May.2012-Sep. 2012 Tamkeen Leasing Company, Jordan.	<b>Scope of work</b> Developing a complete market study, industry and competitors' analysis, market segments identification as well as a formulating a comprehensive

Consultant.		marketing plan for Tamkeen.
Senior Marketing Strategy Consultant.	Dec.2010-Feb. 2011 United Nations Development Programme (UNDP) – Country Office / Jordan.	<b>Scope of work</b> Developing a comprehensive marketing audit for UNDP and its portfolios at UNDP Country Office, Jordan: A complete marketing audit, SOWT Analysis, Identifying Critical Success Factors (CSFs), Outlining basics for marketing plans targeting potential donors on a global scale.
Leading Consultant of Marketing.	Nov. 2007–Dec. 2008. Abu-Ghazaleh & Co. Consulting (AGCON). Abu-Ghazaleh & Co. Consulting (AGCON)/Talal Abu-Ghazaleh Organisation, in cooperation with Jordan Upgrading and Modernisation Programme (JUMP).	<b>Scope of work</b> Developing a customised marketing strategy and market research for a huge industrial establishment in the business-to-business market (B2B) in Jordan.
Leading Consultant of Market Research.	Nov. 2007–Dec. 2008 Abu-Ghazaleh & Co. Consulting (AGCON).	<b>Scope of work</b> <b><i>Quantitative Market Research</i></b> Developing, designing, launching and analysing customer satisfaction and loyalty measurement methodology for an industrial establishment clients based on international standards in the fields of business-to-business and business-to-consumer marketing.  <b><i>Qualitative Market Research</i></b> Designing, executing, and analysing focus groups methodology, guides, and scenarios for the industrial establishment clients based on international standards.
Leading Consultant of Marketing Strategy.	Nov. 2007–Dec. 2008 Abu-Ghazaleh & Co. Consulting (AGCON).	<b>Scope of work</b> Situational, Competition & SOWT Analyses, Marketing Strategy Formulation and Implementation, Positioning and Branding Strategy, Developing Marketing Plan, Promotion & Communications Strategy & Plans.
Customer Service and Care Consultant in the	2006–2007 Abu-Ghazaleh & Co. Consulting (AGCON).	<b>Scope of work</b> Designing a comprehensive programme in customer service and care for the

Banking Industry  
of Jordan.

banking sector and Developing valid scales for customer service culture and classifying the bank's employees on three levels; top, middle and operational management based on international methodologies and standards in the banking business.

Marketing  
Strategy Expert–  
USAID.

1. Nov–31. Dec/2005, USAID  
USAID–Funded AMIR Program  
of Jordan. Marketing Jordan’s Due  
Diligence Standards.

Developing National Marketing  
Strategy for the Golden List  
Program Initiated by Jordan  
Customs Department.

Evaluation: Excellent.

Please visit:

<http://dec.usaid.gov/index>

**Scope of work**

Developing a marketing strategy designed to launch a marketing campaign for the Golden List Program to the whole trade community of Jordan as well as to the international trade community in the world. The main tasks were: Situational and SOWT Analyses, Marketing Strategy Development and Implementation, Developing control procedures and performance assessment mechanisms and criteria, and Developing promotional strategy, campaign and policies, marketing brochures and materials, marketing and technical guidelines for the Golden List Program.

## **Training Experiences:**

### **Special Training Experiences-Jordan:**

#### **Sep. 2007-Dec. 2010: Training Committee/Arab Knowledge and Management Society-AKMS. Talal Abu-Ghazaleh Organisation**

1. April. 2007-Sep. 2010: Member of the Supervisory Board, Arab Certified Quality Manager (ACQM).
2. April. 2007-Sep. 2010: Member of the Arab Certified Quality Manager (ACQM) Qualification, Administrative and Steering Committees.
3. Aug. 2007-Sep. 2010: Training Member of the Arab Certified Quality Manager (ACQM) Qualification. Topic: Customer Relationship Management Module.

### **Training Experiences–Inside and Outside Jordan**

#### **2002 – Ongoing: Countries I Trained in:**

Jordan, United Arab of Emirates, State of Qatar, Egypt, Kingdom of Saudi Arabia, Kingdom of Bahrain, Libya, Sudan.

#### **2002 – Ongoing: Businesses and Industries I Trained in Jordan and Abroad:**

Insurance Companies, Agents & Brokers, Banks and Leasing Companies, Manufacturing and Engineering Businesses, Governmental & Not-For-Profit Organisations, Furniture and Home Appliances, Fast Food Organisations, Retail, Global Brands and Gold Businesses, Special Economic Zones Organisations & Real Estate Businesses.

#### **2002 – Ongoing: Targeted Trainees I Trained in Jordan and Abroad**

General Managers, Deputies, & Assistants, Directors & Managers of: Marketing, Sales, Customer Service & Care, CRM, IT, New Products Development, Business Development, Research & Development, Production, Product Managers, Engineers, Branches Managers, Business Owners, Government Officers.

#### ***Training Evaluation: 2002 – Ongoing: Outstanding and Excellent***

#### **Training Techniques used in Training Programs and Projects:**

1. Role Playing e.g., filming real life cases, and video taps.
2. Focus group discussions.
3. Real life cases and exercises.
4. Lectures and workshops.
5. Customised case studies and practical models.

### **Language Skills:**

1. Arabic language; Native Tongue.
2. English language; excellent in reading, writing and conversation.

**Other Skills:**

1. Online teaching skills using MS Teams and Zoom applications.
2. Professional researcher and computer skills.
3. Statistical analysis skills; analyzing most of statistical tests by using well-known techniques and statistical packages such as Structural Equation Modeling (SEM - EQS) and Statistical Package for Social Sciences (SPSS).
4. Team player and would like to work and interact with others.

**Interests:**

1. Research in marketing and strategic management; academic and applied.
2. Supervising marketing / management graduates on graduate/postgraduate levels.
3. Willingness and openness to continuous learning and obtaining new knowledge.
4. Training, consulting, professional studies and restructuring organisations.
5. Reading, football, and traveling.

*PS. Any other information or documents will be provided upon request.*