

Professor. Dr. Mamoun N. Akroush's Bio

Professor. Dr. Mamoun N. Akroush is a distinguished Professor of Marketing and Strategic Management at Business School at German Jordanian University (GJU). Dr. Akroush earned his PhD in Marketing from the University of Huddersfield, United Kingdom (2003), his Master's degree, MBA, from the University of Jordan (1997) and earned his BSc. from Amman Al-Ahliyya University in Business Administration with distinction (1994), Jordan.



Dr. Mamoun N. Akroush is currently a distinguished Professor of Marketing and Strategic Management at the German Jordanian University. Dr. Akroush served as President of American University of Madaba/AUM (2021-2026), Jordan, where he led the University from heavy losses to recognized profits (surpluses) in the Higher Education Industry in Jordan. Dr. Akroush was also leading a team of Institutional Accreditation at AUM in cooperation with New England Commission of Higher Education (NECHE)-a prestigious American Accreditation Agency, Boston-USA. This accreditation process is in partnership with the Higher Education Department at the State of New Hampshire, USA. AUM is eligible with NECHE since year 2021 and has obtained the Candidacy status in 2024 under Dr. Akroush Leadership, a prerequisite for full Institutional Accreditation with NECHE. Dr. Akroush led strategic initiatives that led to increasing students' enrollment, achieving successful financial, academic and administrative reforms as key milestones at AUM.

Dr. Akroush is a specialized researcher and academic in the fields of Marketing and Strategic Management in which he has more than 56 international publications. Dr. Akroush is a tenured Professor in the Business School at GJU. Previously, he served in several senior positions; Dean of Graduate School of Business at GJU (2019-2021), Dean of Talal Abu-Ghazaleh Graduate School of Business (2015-2017), Vice-Dean (2009-2011), and a faculty member (Professor of Marketing and Strategic Management) since 2008-present at GJU. He also served as Head of Marketing Department at the Arab Academy for Banking and Financial Sciences (2007-2008). Dr. Akroush served as a faculty member (2003-2006) at the Faculty of Administrative and Financial Sciences, the University of Petra, Jordan.

Dr. Akroush is a member of the Editorial Boards of various international refereed journals. Dr. Akroush received a number of distinguished awards, namely; Outstanding Reviewer Award for Excellence from Emerald Group Publishing (2013/2014/2015/2016/2017)/Global Business and Management Publisher, The German Jordanian University Research Award (2012)/Certificate of Excellence for the Year 2011-2012: distinguished performance in Research, and the Talal Abu-Ghazaleh Outstanding Faculty Award for three times (2012/2014/2015).

Recently, Dr. Akroush has been a member of National Team formulated for Higher Education Reform and Modernization initiated and led by the Jordanian Senate /

Committee of Higher Education and Education. Dr. Akroush is an active member of many senior academic, research, and quality assurance committees at the German Jordanian University, Scientific Research and Innovation Support Fund, and other universities. He also worked as head and member of many senior academic committees at the Ministry of Higher Education and Scientific Research, the Accreditation and Quality Assurance Commission. Dr. Akroush was a member of the Higher Committee for non-Jordanian Certificates Equivalency for two terms (2014-2017) and (2019-2021) at the Ministry of Higher Education and Scientific Research. Dr. Akroush was a member of the Board of Trustees at the Hashemite University where he served as Head of the Financial Committee and a member of the Academic and Administrative Committees of the Board of Trustees (2020-2021). He also served as a member of the Board of Trustees at each of Aqaba University of Technology (2014-2018) and Hiteen College (2008-2012).

Dr. Akroush is a senior consultant, expert and trainer in various aspects of Marketing and Business including Strategic Management, Communications, Marketing Management and Strategies, Market/ing Research, Customer Service and Care, Corporate Governance, Marketing Plans, and Political Marketing. He has a rich experience in conducting specialized studies in Parliamentary and Municipality Elections. He is also a regional and national trainer in his fields of specialization in many Arab Countries for many years. Dr. Akroush has been a consultant and expert for several prestigious international organizations including UN, UNDP Programs, USAID, Talal Abu-Ghazaleh Organisation, NGOs as well as many companies and institutions in the Private Sector in Jordan. Dr. Akroush also participated in many conferences and workshops in the fields of Marketing and Business, Anti-Corruption, Integrity, Transparency and Corporate Governance.