

TASNEEM FAIEZ ALFALAH

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SUMMARY

University Professor offering a wealth of talent in the development and implementation of total quality management (TQM), quality management, business analysis, entrepreneurship, leadership, change management, and knowledge management. A subject matter expert with in-depth knowledge in rigorous implementation of the requirements and assessing against EFQM and 4G criteria. Reinforcement of the results-oriented culture and embracing the new school of **Seven Star government services**. [Government Excellence].

Faculty name	Tasneem Faiez Alfalah,
Academic rank	Assistant professor
Department	Business Administration / Quality Management
Current Program	Business School \ German Jordanian University

PERSONAL INFORMATION

Date and place of birth	29/12/1981 Amman	Nationality	Jordanian
Current address	Amman, Jordan	Marital status	M

EDUCATION

Degree	General specialization	Area of specialization	University	Date
PhD	Business Administration	Quality Management	Glasgow Caledonian University/ <u>UK</u>	2013
MSc	Quality Management	Quality Management	University of Jordan	2009
BS	Computer Information system	Computer Information System	Applied Science Private University	2005
Title of thesis	The Role of Quality Function Deployment in Improving Service Quality and Customer Satisfaction: An Empirical Investigation in Jordanian Mobile Telecommunication Industry.			

ACADEMIC RANKS

Academic rank	From	To	University	Country
Assistant professor	2021	Current	German Jordanian University	Jordan
Associate professor	2017	2020	Applied Science Private University	Jordan
Assistant professor	2014	2017	Applied Science Private University	Jordan
Lecturer	2009	2011	Applied Science Private University	Jordan

TEACHING AND WORKING EXPERIENCE

From	To	Position	Department	University/Company	Country
2009	2011	Lecturer	Business Administration	Applied Science Private University	Jordan
2014	2020	Faculty member	Business Administration	Applied Science Private University	Jordan
2015	2016	Responsible for Quality Assurance Office	At the university level	Applied Science Private University	Jordan
2016	2018	Head of Department	Business Administration	Applied Science Private University	Jordan
2020	Current	Faculty member	Graduate School of Business Administration	German Jordanian University	Jordan
2023	Current	Member of QMS Committee	At the University Level	German Jordanian University	Jordan

COURSES TAUGHT

Undergraduate
Total Quality Management, Project Management, International Management, Business Analysis, Business Research Methods, Public Relations, Human Resource Management, Strategic Management, Leadership, change management, Entrepreneurship...
Postgraduate / MBA
Research Methods, Quality Management, Human Resource, Leadership, Entrepreneurship, and Organization Behavior.

RESEARCH INTERESTS

TQM, Quality Management, Knowledge Management, Project Management, Business Analysis, education, etc.

UNIVERSITIES COMMITTEES' MEMBERSHIP

Member of QMS committee
Member of QS committee
Member of AACSB committee
Member of Quality Assurance Committee
Member of the Higher Education Accreditation Commission and its Quality Assurance Committee
Placement and Promotion committee
Course Plan committee
Scientific Research Committee

Name of Certification	Name of certifying agency/body	Date
Quality Function Deployment QFD (Green Belt, Certificate Course)	QFD Institute/ USA	2012
Business Agility	TIBAI / UK	2021

TRAINING COURSES – ATTENDANCE

Title	Place	Date
EFQM	Amman Jordan	2019
Quality Function Deployment QFD (Green Belt, Certificate Course)	QFD Institute/ USA	2012
TOT: (Training of Trainers)	Amman /Jordan	2015
How to be an effective researcher	Glasgow / United Kingdom	2012
Practical Risk Assessment	Glasgow / United Kingdom	2013
Introduction to project management	Glasgow / United Kingdom	2013
QS Workshop	Applied Science Private University	2016
AACSB Workshop	Applied Science Private University	2018
Effective teaching methods	Applied Science Private University	2019
Business Agility	TIBAI Institution / UK	2021

Freelance Consultation Jordan\ Project Achieved

Implemented EFQM Excellence Model Criteria
Assesses current status based on the EFQM Model.
Full organization-wide self-assessment using the EFQM excellence assessment model.
Evaluated, assessed, and reported according to the EFQM criteria.
Develop Quality Function deployment [QFD] to improve service quality
Evaluate, assessed, and write a correction plan according to the international accreditation in the Higher Education Sector.
Evaluate, assessed, and write a strategic plan.
Write a self-assessment report for higher education according to international accreditation standards
Write a self-evaluation report for all the departments and measure the value chain of Leaders Center Amman / Jordan.
Measures the Gap analysis
Develop the strategy/ action plan/policies and procedures/KPIs for each department

TRAINING COURSES - PRESENTATION

Title	Place	Date
The Role of Quality Tools in Improving Service Quality and Customer Satisfaction in universities.	Amman Jordan	2014
How to use quality assessment tools and techniques	Amman Jordan	2015
Teaching and Assessment Method	Applied Science University	
The Role of Quality Management Tools and Knowledge Sharing in Improving the Level of Academic Staff: An Empirical Investigation of the Jordanian Universities	Amman Jordan	2016

Seminar presentation: British Telecommunication Company (BT), (14/2/2013), BT QFD Design Team. BT Headquarters.	Edinburgh / United Kingdom	2013
Seminar presentation: To Zain Telecommunication Company (Zain Jordan), (16/1/2012), Zain Quality Assurance Manager.	Headquarters Amman Jordan.	16/1/2012
Effective teaching methods	Amman / Applied science university	10/2019
Agile Service / TIBAI Institution for Housing Bank/ Social Security Corporation	Amman/ GJU	2022
Total Quality Management Social Security Corporation	Amman / Jordan	2023

Author(s). (Year). Title. Journal. Volume. Issue: Pages.
Ayman Abu-Rummana, Ata Al Shraahb, Tasneem Alfalahc, Faisal Al-Madid (2021) Spatial spillover effects of technological innovation on total factor energy efficiency: taking government environmental regulations into account for three continents. Business Process Management Journal Emerald Publishing Limited 1463-7154 DOI 10.1108/BPMJ-12-2020-0550
Ayman Abu-Rummana, Ata Al Shraahb, Tasneem Alfalahc, Faisal Al-Madid (2021) The Impact of Risk Management on Financial Performance of Banks: The Case of Jordan, Turkish Journal of Computer and Mathematics Education Vol.12 No. 5 (2021), 1332-1342
Alfalah Tasneem (2021) Crossing E-Learning Borders Through Universal Design Principles For Enhanced Learners Experience: The Influencing Factors on learners Attitudes” International Journal of Human Computer Interaction. Accepted. Scopus Q2
Alfalah Tasneem (2021) Entrepreneurial Networks, Entrepreneurial Orientation, and Performance of Small and Medium Enterprises: Are Dynamic Capabilities the Missing Link? Journal of Innovation and Entrepreneurship\ Scopus Q2 . Accepted
Alfalah Tasneem (2021) The impact of application quality framework on patient Satisfaction. International Journal of Human Rights in Healthcare. Scopus Q1, ISI
Alfalah Tasneem (2020) THE EFFECT OF HUMAN RESOURCE FLEXIBILITY ON CRISES MANAGEMENT EFFECTIVENESS IN JORDANIAN CONTRACTING COMPANIES, Journal of Management Information and Decision Sciences. Volume 23, Special Issue, 2020
J.Falah, S.Alfalah, Tasneem .Alfalah and W.Qutechate (2020) An Analysis of Technology Acceptance Model in Understanding the University of Jordan's Students Behavioral intention to Use m-Learning. International Journal of Psychosocial Rehabilitation. Vol. 24 , No. 9, Issn:1475-7192. Scopus Q3 .
W.Qutechate, J.Falah, Tasneem. Alfalah and S. Alfalah (2020) Usability issues for Learning Management System Case Study, Students, and Teaching Staff Perceptions. Journal of Theoretical and Applied Information Technology. Vol. 98 , No. 13. ISSN: 1992-8645. Scopus Q2 .
SFM Alfalah, JFM Falah, T Alfalah , M Elfalah, N Muhaidat, O Falah (2018) A comparative study between a virtual reality heart anatomy system and traditional medical teaching modalities, Springer, Virtual Reality. Vol. 22 , No. 2, 1-6. [Springer] Scopus Q2
Alfalah F. Tasneem (2017) , Total Quality Management Tools: Are they Necessary for Improving Service Quality and Customer Satisfaction? International Review of Management and Marketing. Vol.7. No.3.Pp 121-125.
Alfalah F. Tasneem (2017) , Leadership Styles In Building and Sustaining Corporate Reputation – Empirical Investigation On Islamic Banks In Jordan". International Review of Management and Marketing. Vol.7. No.3. Pp .1-6.

Alfalsh F. Tasneem¹, Salsabeel F. Alfalah² & Jannat F. Falah, Walaq Qutaishat, Wa'ed Ishreth, Maram Al-Zu'bi (2017), Learning Management System versus Social Networking Sites. International Business Research. Vol. 10, No. 6. Pp.123-136.

Alfalsh F. Tasneem, Alfalah F. Salsabeel, Falah F. Jannat (2017), Implementing Automated Quality Management Software System through Total Quality Management and Knowledge Management Concepts to Improve the Quality of Education in the Universities. International Journal of Business and Management. Vol. 12, No. 5. pp. 145-152.

Bataineh Q. Abdallah; **Alfalsh F. Tasneem**; Falah F. Jannat; Idris I. Mohammed; (2017), The Effect of Employee-Based Brand Equity on Organizational Citizenship Behavior: The Mediating Role of Job Satisfaction. International Journal of Academic Research in Business and Social Sciences. Vol. 7, No. 2. Pp. 423-436.

TF Alfalah, SF Alfalah, JF Falah, W Qutaishat, M Al-Zu'bi (2017) Learning Management System versus Social Networking Sites, International Business Research. Vol.10, No. 6, 123.

Bataineh Q. Abdallah; **Alfalsh F. Tasneem** (2015), The Role of Knowledge Management in Building Employees' Brand Commitment: Employees' Brand Knowledge as Mediating Variable. International Journal of Business and Social Science. Vol. 6. No. 10. pp. 1-10.

Bataineh Q. Abdallah; **Alfalsh F. Tasneem** (2015), Jordanians' Youths Brand Choice for Fashion Stores: The Mediating Role of Celebrity Endorsement. European Journal of Scientific Research. Vol. 134, No. 2. pp. 194-205.

Bataineh Q. Abdallah; Al Hadid, Anas; Al-Abdallah M. Ghaith; **Alfalsh F. Tasneem** (2015), The Role of Information Technology Capabilities in Capitalizing Market Agility in Jordanian Telecommunications Sector. International Journal of Academic Research in Business and Social Sciences. Vol. 5, No. 8. pp. 90-101.

Alfalsh T. Williamson E. and Ogden S. (2012) Implementing Quality Function Deployment to Improve Service Quality and Customer Satisfaction: A Three Stages Empirical Approach in Jordanian Mobile Telecommunication. QFD Institute, [the 24th Symposium on QFD](#). St. Augustine, Florida.

Virtual Reality medical training system for anatomy education

- IEEE 2014

Author(s). (Year). Title. Title of the conference. Pages, City, Country.

Oral Presentation in the 17th International Conference on Business, Economics, Marketing and Management Research held in Venice, Italy on April, 13-14, 2015. Paper title "The Role of Quality Management Tools and Knowledge Sharing in Improving the Level of Academic Staff: An Empirical Investigation of the Jordanian Universities"

Alfalsh T. Williamson E. and Ogden S. (2012) Implementing Quality Function Deployment to Improve Service Quality and Customer Satisfaction: A Three Stages Empirical Approach in Jordanian Mobile Telecommunication. QFD Institute, [the 24th Symposium on QFD](#). St. Augustine, Florida.

- **Ph.D. EXAMINATION at Glasgow Caledonian University**
- **MASTER SUPERVISION AND EXAMINATION**
German Jordanian University

- **Journal Reviewer of Applied Research in Higher Education
Emerald Publisher**