

# King Talal School of Business Technology



## Faculty Curriculum Vitae (CV) 2020-2025

### I. Personal and Contact Information

Full Name	Dr. Ola Talal Nayef Al Haddid
Current Rank	Assistant Professor
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment	2022/02/20
Academic Discipline/Field	Management / Business Technology
Professional Email	o.alhaddid@psut.edu.jo
ORCID/Scopus ID	0000-0003-3631-9657/ Scopus ID: 57954124200

### II. Education and Qualifications

Please list all relevant degrees and professional certifications, starting with the highest degree (Ph.D./DBA).

Degree/Certification	Institution	Country	Year Completed	Academic Discipline
Ph.D./DBA	The University of Sheffield	UK	2021	Business Management
Master's	The University of Sheffield	UK	2015	International Management and Marketing
Bachelor's	Princess Sumaya University for Technology	Jordan	2014	Business Administration
Professional Certification	UN Global Compact	Jordan	2024	Gender Equality Accelerator
Professional Certification	UN Global Compact	Jordan	2023	Climate Change Accelerator
Professional Certification	UN Global Compact	Jordan	2022	Sustainability and SDGs

How to Change the World	University College London	Jordan	2025	Education & Training
Green Skills for a Green Economy	IEMA (Institute of Environmental Management and Assessment)	Jordan	2024	Green Skills for a Green Economy
WELL@ Building Standard	Royal Scientific Society	Jordan	2023	Design for Sustainability and Health
Training for Trainer	Talal Abu-Ghazaleh Professional Training Group (TAGI-TRAIN)	Jordan	2015	Education & Training

### III. Teaching and Pedagogical Activities

#### A. Courses Taught (Last 5 years)

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
Principles of Management	UG	3	N
Logistics Management	UG	3	N
Conflict & Negotiation Management	UG	3	N
Organizational Behavior	UG	3	N
Management Communication Skills	UG	3	N
Public Relations Management	UG	3	N
Business Ethics and Social Responsibility	UG	3	Y
Sustainable Development Management	UG	3	Y
Sustainability & Social Responsibility of Entrepreneurship Organizations	Masters	3	Y

#### B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed

### C. Teaching Innovation and Recognition

*Describe any significant new course/program development, use of innovative pedagogical methods (e.g., simulations, blended learning, use of case study method), and list any teaching awards.*

Dr. Al Haddid has demonstrated sustained innovation in curriculum design and sustainability pedagogy, particularly through the development and delivery of the following undergraduate and postgraduate modules:

#### 1. Sustainable Development Management

Developed as an interdisciplinary module that bridges sustainability theory with management practice, this course equips students with analytical tools to evaluate organizational contributions to the UN Sustainable Development Goals (SDGs). The module integrates systems thinking, sustainability reporting frameworks (GRI, ESG), and case studies from Jordan and the wider MENA region.

Innovative teaching approaches include:

- **Blended learning** combining interactive lectures, simulation-based sustainability decision scenarios, and reflective assessments.
- **Experiential learning** through partnerships with NGOs and local enterprises applying sustainability models in practice.
- Integration of **SDG mapping exercises** to strengthen students' strategic understanding of sustainability performance in business contexts.

#### 2. Sustainability & Social Responsibility of Entrepreneurship Organizations

This module was designed to embed ethics, responsibility, and sustainability (ERS) principles within entrepreneurship education. It enables students to critically assess the social and environmental impacts of entrepreneurial ventures and to design business models with measurable social value.

Innovations include:

- **Case-based learning** featuring local start-ups and global B-Corp examples.
- A **service-learning project**, where students collaborate with social enterprises to address real sustainability challenges.
- Integration of **digital storytelling and reflective journals** to cultivate responsible leadership and empathy-driven innovation.

Across both modules, Dr. Al Haddid emphasized **applied sustainability education** through real-world engagement, interdisciplinary collaboration, and the cultivation of critical, ethical decision-making skills. These teaching innovations directly support the school's mission on Ethics, Responsibility, and Sustainability (ERS) and align with EQUIS and AACSB pedagogical standards.

#### IV. Research and Intellectual Contributions (IC)

##### A. Peer Reviewed Journal Publications

*Classify your intellectual contributions (IC) into the three categories: Disciplinary/Basic Scholarship (DS), Applied/Practice-Oriented Scholarship (AS), and Pedagogic Scholarship (PS). ERS (Ethics, Responsibility, and Sustainability)*

IC Type (DS/AS/PS)	Full Citation (Journal, Book, Case Study, etc.)	Publication Date	Journal Indexing/ IF (If Applicable)	ERS Focus (Y/N)
DS	Al Haddid, O., Al-Zabdiye, R., Hmoud, B., Srouji, A., & Ramadan, A. H. (2025). Legitimising sustainability: A content analysis of voluntary disclosure in the extractive industry of the MENA region. <b>Journal of Cleaner Production</b> . Manuscript submitted for publication.	2025	Q1	Y
DS	Al Haddid, O., Ramadan, A. H., Al-Zebdieh, R., & Hmoud, B. (2025). From compliance to commitment: The influence of stakeholder dynamics on voluntary reporting and SDG 16 in Jordan's banking sector. <b>Management &amp; Sustainability: An Arab Review</b> . Manuscript submitted for publication.	2025	Q1	Y
DS	AlHaddid, O., Ahmad, A. and AbedRabbo, M., 2024. Unlocking water sustainability: The role of knowledge, attitudes, and practices among women. <b>Journal of Cleaner Production</b> , 476, p.143697	2024	Q1	Y
DS	Al-Madadha, A., Al Khasawneh, M.H., Al Haddid, O. and Al-Adwan, A.S., 2022. Adoption of telecommuting in the banking industry: A technology acceptance model approach. <b>Interdisciplinary Journal of Information, Knowledge, and Management</b> , 17, pp.443-470	2022	Q1	N
DS	Al Khasawneh, M., Al Hadeed, O.A., Abdrabbo, T., Hashesh, M.Y.A. and Al-Abdullah, M., 2021. An Investigation of the Factors That Motivate Users to Participate in Online Communities. <b>International Journal of E-Business Research (IJEER)</b> , 17(1), pp.16-31.	2021	Q3	N

## B. Conference Presentations and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	Challenges of Effective Stakeholder Engagement in the Mining Industry	CSEAR Conference, University of St Andrews, Scotland	2023
Conference Presentation	Will Water See a Tomorrow? Sustainable Discourse and Practice in the Jordanian Mining Industry	7th Emerging Scholars Colloquium, CSEAR	2020
Conference Presentation	Impact of the Mining Industry on SDG 6: Clean Water and Sanitation in Jordan	WRDTP 8th Annual Conference, Leeds, UK	2019
Research Grant	Empowering Future Leaders: Fostering Entrepreneurship and Technological Skills in Young Women of Jordan	UNESCO	2024
Research Grant	Will Water See a Tomorrow? Sustainable Discourse and Practices in the Jordanian Mining Industry	PSUT	2018

## V. Professional Experience and Relevance

### A. Non-Academic Work Experience

*List significant full-time non-academic employment, especially if relevant to your teaching and research.*

Company/Organization	Title/Role	Start Date	End Date	Key Responsibilities/Achievements
Princess Sumaya University for Technology	Coordinator – SDG 17 Partnerships for the Goals (i.e., Deloitte,EY, RJ,Global Compat, United Nations (UN) etc.)	2021	Present	Sustainability coordination, SDG partnerships, student engagement, and project leadership
Princess Sumaya University for Technology	Coordinator – Business School Alliance for Sustainability (MEBAS)	2023	Present	Managing PSUT’s participation in the MEBAS network; facilitating regional collaboration on sustainability education and research; organizing workshops and knowledge-exchange activities.

Princess Sumaya University for Technology	Coordinator – UNESCO Grant: “Empowering Future Leaders – Fostering Entrepreneurship and Technological Skills in Young Women of Jordan”	2024	Present	Coordinating project implementation, reporting, and stakeholder communication with UNESCO; overseeing training design and impact measurement for women’s entrepreneurship and digital skills development.
Princess Sumaya University for Technology	Coordinator – “How to Change the World” Program	2025	Present	Supervising an interdisciplinary experiential learning program focused on innovation, sustainability, and real-world problem solving for students and faculty.
The University of Sheffield	Seminar Instructor	2020	2021	Delivered seminars in management modules; facilitated interactive learning and case discussions; supported student assessment and mentoring.

## B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Consultancy/Executive Education	UNESCO	Coordinator – Entrepreneurship & Digital Skills for Women	2024–2025
Board Membership	UN Global Compact	Participant – SDG, Climate Change, and Gender Accelerators	2023–2025
Collaboration	MEBAS (Mediterranean Business School Alliance for Sustainability)	Coordinator, PSUT	2023–Present

## VI. Service and Engagement

*List your service contributions, distinguishing between internal (University/School) and external (Community/Societal) roles.*

Service Type	Committee/Role	Organization/Body	Dates (Start-End)
University/School Service	Head, EQUIS Accreditation (Chapter 9) Committee	PSUT	2024–Present
University/School Service	Head, AACSB Accreditation (Standard 9) Committee	PSUT	2021–Present
University/School Service	Head, Sustainable Development (SD) Reporting Committee	PSUT	2021–Present

University/School Service	Head, UNESCO Grant for Women and Girls Education Committee	PSUT	2023–2024
University/School Service	Head, Hassan Bin Talal Award for Excellence	PSUT	2023–2024
University/School Service	Member, Scientific Research Committee	PSUT	2023–2024
Community/Societal Engagement	Author, The Jordan Times – sustainability and education columns (2022–2025)	Jordan Times	2021–2024
International Engagement	Author, The World Financial Review – higher education sustainability	International	2024–2025

## VII. Ethics, Responsibility, and Sustainability (ERS) Contribution

*Please ensure all ERS-related activities are documented here, even if listed elsewhere. CSR (Corporate Social Responsibility)*

Activity Type	Details of Contribution	ERS Theme (e.g., CSR, Climate, Governance)	Year
<b>Teaching</b>	Integrated sustainability and SDG learning into curricula across undergraduate and postgraduate programs	SDG / CSR / ESG	2021–2025
<b>Research</b>	Studies addressing sustainability disclosure, governance, and women’s empowerment etc.	SDG / CSR / ESG	2021–2025
<b>Service/Engagement</b>	Leadership roles in UNESCO and MEBAS initiatives	SDG / CSR / ESG	2021–2025

## VIII. International Experience

*List activities that demonstrate international engagement in teaching, research, and professional practice.*

Activity Type	Institution/Location	Role/Purpose	Dates (Start-End)
International Teaching/Research Visit	University of Sheffield, UK	PhD and Research Collaboration	2017–2021
International Presentation	University of St Andrews, Scotland	Presenter – CSEAR	2020–2024
International Project	UNESCO Grant	Coordinator – Women and Girls Empowerment Grant	2024–2025
International Collaboration	MEBAS (Regional Sustainability Network)	Coordinator	2023–Present

