

# King Talal School of Business Technology



## Faculty Curriculum Vitae (CV) 2020-2025

### I. Personal and Contact Information

Full Name:	Shafiq Al-Haddad
Current Rank:	Professor
Faculty Type	<input checked="" type="checkbox"/> Core Faculty <input type="checkbox"/> Non-Core Faculty Non-Core Faculty (Adjunct, Visiting, Practitioner)]
Date of Appointment:	14-10-20214
Academic Discipline/Field:	Business administration- Marketing
Professional Email:	s.haddad@psut.edu.jo
ORCID:	<a href="https://orcid.org/0000-0001-8498-1827">https://orcid.org/0000-0001-8498-1827</a> Scopus ID: 57197801119

### 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	Adamson University	Philippines	1988	Marketing
Master's	Far Eastern University	Philippines	1986	Marketing
Bachelor's	Mosul University	Iraq	1984	Accounting
Professional Certification				
Professional Certification				
Professional Certification				

### III. Teaching and Pedagogical Activities

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

Course Name	Program Level (UG/Master's)	Credit Hours	ERS Integration (Y/N)
[Advanced marketing management]	[Master]	[3]	[Yes]
[Entrepreneurial marketing strategy]	[Master]	[3]	[Yes]
[Marketing Management]	[UG]	[3]	[Yes]
[Global marketing strategy]	[UG]	[3]	[Yes]
[Marketing research]	[UG]	[3]	[Yes]
[Product and brand management]	[UG]	[3]	[Yes]

#### B. Student Supervision

Year	Student Name	Role Supervisor/ Co-sup	Thesis Title	Status Ongoing/Completed
2025	Razan Aymen Rafe Azzam	Supervisor	The Impact of YinYang User Experience Design on Brand Perception Mediated by User Interpretation	Ongoing
2025	Noor Ghazi Awad Elayyan	Supervisor	The impact of entrepreneurial marketing on enhancing SMEs' performance moderated by the entrepreneur's experience and competitive intensity	Ongoing
2025	Bushra Aser Hmoud Alzu'bi	Supervisor	The effect of chatbot usability on customer satisfaction in the telecommunication sector moderated by customer empowerment and emotional support.	Ongoing

2025	Eynour Ibrahim Hasan Abulaban	Supervisor	The Impact of Augmented Reality on Consumer Purchase Decisions of Local Brands in Jordan Moderated by Brand Trust	Completed
2025	Madeleine Ma'an Mohammad Kamal	Supervisor	The impact of AI-generated content on customer engagement mediated by perceived authenticity	Completed
2024	Diana Munthir Rakan Hijazat	Supervisor	The Impact of Mobile Banking Services on Customer E-satisfaction in the Jordanian Commercial Banks Moderated by Artificial Intelligence	Completed
2024	Rama Zuhier Abdel Latif Idries	Supervisor	The Impact of Augmented Reality in Social Media Marketing on Buying Intention in the Retail Industry Mediated by Digital Literacy	Completed
2024	Reem Abdel Salam Mohammad Thawabi	Supervisor	The impact of green marketing MIX on green brand image in cosmetics products moderated by social media marketing activities	Completed
2023	Basima Abdalla Roushdy El-saka	Supervisor	The Impact of User-Generated Content on Private Schools Enrolment Decision-Making Process in Jordan Moderated by Credibility	Completed
2023	Sarah Nabil Mesbah Eldurini	Supervisor	The influence of mixed reality on purchase intentions in the real-estate sector in Jordan: Customer awareness moderating variable	Completed
2022	Lina Samih Mosa Al-momani	Supervisor	The Moderating role of Entrepreneurial Orientation on the Impact of Innovation on SMEs' Performance	Completed

2021	Lubna Basem Mohammed Dodin	Supervisor	The Impact of Entrepreneurial Marketing on the Performance of Jordanian Commercial Banks: Managing Resources as a Mediating Variable	Completed
2021	Samah Amin Mohammad Toubasi	Supervisor	Effect of Intrapreneurship on the Performance of Telecom Operators: An Empirical Study on Orange Jordan	Completed
2021	Dareen Hatem Mahmoud Hanoun	Supervisor	The Effects of Entrepreneurial Marketing on SME's Performance: The Technological Turbulence as a Moderating Variable	Completed
2020	Dina Samih Barakat Khreis	Supervisor	Entrepreneurial Bricolage Fostering New-Product Development: Mediating Role of Entrepreneur's Creativity	Completed
2020	Dua'a Azam Ahmad Al-bao	Supervisor	Creating Educational Content Incorporating Mayer's Cognitive Theory to Prepare Jordanian Children to Future Challenges	Completed
2020	Rasha Mohammad Zeidan Abdelsalam	Supervisor	Factors Influencing the Emergence of Nascent Mumpreneurs in Jordan	Completed
2020	Farah Najib Moh'd Alloush	Supervisor	The Impact of Entrepreneurial Competencies on Firms Performance in Jordan	Completed
2019	Neda' Rabie Mohammad Kharoub	Supervisor	The Impact of Entrepreneurship on Political Stability, Unemployment as a Mediating Variable.	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.*

During the past five years at Princess Sumaya University, I taught courses in the entrepreneurial master's program at the Department of Business Administration, as well as the programs in E-Marketing and Social Media, at both the bachelor's and master's levels. I consider teaching a

crucial component of academic life, and I am committed to developing a strong and diversified teaching agenda. My qualifications, professional marketing experience, and research background strongly qualify me for teaching advanced courses such as entrepreneurial marketing strategy and Supervising MA students.

- My role as a professor is to enable my students to obtain a marketing context through which they can understand and evaluate the major concepts in Entrepreneurship and Marketing. My goal is to demonstrate that studying Marketing Research, Strategic Marketing Management, Marketing Management, product management, and brand management are creative processes. With my help, therefore, students begin to engage in their own marketing conversations with me and with each other, creating a process that enriches the understanding of the modern concept of marketing.

- I am a proponent of active learning and use a variety of methods to encourage discussion and interaction on the issues presented in the course. One method that I frequently use in small classes is to assign students through a combination of teaching methods, including lectures, class discussions, individual and or group projects, business games, case studies, and inviting guest speakers.

- As part of this process, I ask students to base their point of view on specific new product development to demonstrate that those experiencing the same events often believed and acted upon. Students are also empowered to take responsibility for their own learning by preparing their own questions and presentations to promote class discussion. Additionally, they help other students learn by preparing and presenting short analyses of specific readings or cases to initiate class discussions or collaborative research projects.

- I facilitate the organization of study and peer review groups as well. By distributing a short outline of the main issues raised in each class and using data to present important points raised by the students through discussion, or incorporating other active learning techniques during a lecture, without sacrificing coverage of important course material.

- I am a proponent of requiring students to engage in extensive written, as well as spoken, discourse. Short lists, or quickly written responses to a central question, have often helped to begin or facilitate a discussion.

- I am very committed to providing a learning environment that is both exciting and rigorous for students in pursuing learning. I devise various assessment strategies that enable me to fairly evaluate student learning, as outlined in the syllabus. I treat my students with the utmost respect, creating an environment where they feel safe discussing topics that might otherwise make them hesitant. For all my classes, I take pride in learning the names of my students and treating each one as an individual.

#### 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)
AS	Dina Khreis, Shafig Al-Haddad, Entrepreneurial Bricolage, New-Product Development, and Entrepreneurs' Creativity. International Journal of Business Excellence 37(1)	2025	Scopus Q3	Y
AS	Shafig Al-Haddad, Abdel-Aziz Ahmad Sharabati, Ahmad Yacoub Nasereddin, Ahmad El-Hafez, and Rashid Al-Rawashdeh. The Impact of Logistical Competences on Organizational Performance in Small and Medium Enterprises Moderated by Competitive Advantages in Social Media Campaigns. Sustainability, 17(13), 1-18	2025	Scopus Q1	Y
AS	A. Sharabati, S. Al-Haddad, R. Ayyed, K. Albakri, S. Aborome, and A. Ali. The impact of ChatGPT service on students' performance: Moderated by training. International Journal of Data and Network Science, 9(3), 513-524	2025	Scopus Q1	Y
AS	Mohammad Alkhasawneh, Shafig Al-Haddad, Esraa Odeh, Dana Alsarabi, Marah Barkat, Emily Sweis, and Yara Batarseh. <u>The</u> Impact of Instagram Influencers on Customers' Purchase Intentions. International Journal of Business Excellence, 36(2), 272-294	2025	Scopus Q3	Y

AS	Shafiq Al-Haddad. <u>The Impact of Brand Personality of Smartphones on Customer Loyalty: The Mediating Role of Brand Awareness</u> . Jordan Journal of Business Administration, 21(2), 195-219.	2025	Scopus Q3	Y
AS	D Hanoun, S Al-Haddad, AAA Sharabati, M Al-Khasawneh, "The Moderating Role of Technological Turbulence in the Effect of Entrepreneurial Marketing on SMEs' Performance" WSEAS Transactions on Business and Economics, 21, 2609-2625	2024	Scopus Q2	Y
AS	Shafiq Al-Haddad, S., Sharabati, A., Nasereddin, A., Alyah, M., Mehryar, O., Ali, A. The impact of Instagram content marketing on cognitive engagement, affection, and behavior, <i>International Journal of Data and Network Science</i> , 8, 2685-2700.	2024	Scopus Q1	Y
AS	Al Haj Eid, M., Abu Hashesh, M., Sharabati, A., Khraiwish, A., Al-Haddad, S., Abusaimh, H. Conceptualizing ethical AI-enabled marketing: Current state and agenda for future research, <i>International Journal of Data and Network Science</i> , 8(4), 2291-2306.	2024	Scopus Q1	Y
AS	Omeish, F., Sharabati, A., Abuhashesh, M., Al-Haddad, S., Nasereddin, A., Alghizzawi, M., Badran, O., The role of social media influencers in shaping destination image and intention to visit Jordan: The moderating impact of social media usage intensity. <i>International Journal of Data and Network Science</i> , 8(3), 1701-1714.	2024	Scopus Q1	Y

AS	Badran, R., Abuhashesh, M., Sharabati, A., Omeish, F., Al-Khasawneh, M., Al-Haddad, S. Enhancing user adoption and satisfaction: A study of factors influencing CliQ payment service in the fintech market, <i>International Journal of Data and Network Science</i> , 8(4), 2241-2254	2024	Scopus Q1	Y
AS	Al-Haddad, S., Sharabati, A., Alzubi, B., Quirem, Z., Rihani, R. The effect of marketing via Instagram on generation Z's preference for gyms and the role of brand image as a moderating variable, <i>International Journal of Data and Network Science</i> , 8(3), 1493-1500	2024	Scopus Q1	Y
AS	Khasawneh, M., Al-Rousan, M., Al-Haddad, S., Sharabati, A., Sewan, R. Factors affecting consumers' behavioral intentions to use and adopt digital wallets, <i>International Journal of Data and Network Science</i> , 8(2), 1197-1212.	2024	Scopus Q1	Y
AS	Sharabati, AAA., Ghaith, A., Morshed, A., Abusaimeh, H., AL-Haddad, S. Balanced Scorecard and Competitive Strategies of Small and Medium Manufacturing Organizations, <i>WSEAS TRANSACTIONS on BUSINESS and ECONOMICS</i> 21 (1), 79-94	2024	Scopus Q2	Y
AS	Idries, R., Al-Haddad, S., AAA Sharabati, AAA. How Customer Satisfaction Moderate the Correlation between Brand Personality and Customer Loyalty. <i>Migration Letters</i> 21 (2), 790-808	2024	Scopus Q2	Y
AS	Khasawneh, MHA, Al-Haddad, S., Mbaideen, R., Ghazi, R., Irshaid, T., Alnaimi, H. Investigating the impact of social media marketing on research online and purchase offline for fashion luxury brands. <i>International Journal of Business Excellence</i> 32 (1), 25-49	2024	Scopus Q3	Y



AS	Khasawneh, M., Al-Rousan, Mbb., Al-Haddad, S., Sharabati, A., Sewan, R. <u>Factors affecting consumers' behavioral intentions to use and adopt digital wallets.</u> <i>International Journal of Data and Network Science</i> 8 (2), 1197-1212	2024	Scopus Q1	Y
AS	Al-Haddad, S., Al-Khasawneh, M., Sharabatib, A., Haddad, H., Ali, J., Abu Halaweh, A. The effect of Instagram on millennials consumer's purchase intentions in the fashion industry. <i>International Journal of Data and Network Science</i> 7 (4), 1885-1900	2023	Scopus Q1	Y
AS	El-Okah, A.; Al-Haddad, S.; Sharabati, A., The impact of promotion on purchase intentions in Jordan: Video game industry, <i>International Journal of Data and Network Science</i> 7(4), 1525-1534.	2023	Scopus Q1	Y
AS	Sharabati, AAA., Al-Haddad, S., Abu Naba, R., D Hijazat, D., AA Alalwan, A. How Consumers' Consciousness Moderates the Corporate Social Responsibility Effect on Apparel Industry Brand Image. <i>Sustainability</i> 15 (14), 10955	2023	Scopus Q1	Y
AS	Al-Momani, L., Al-Haddad, S., Sharabati, AAA., Hashesh, M. The Moderation Role of Entrepreneurial Orientation on the Influence of Innovation on Pharmaceutical SMEs' Performance. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> 9 (2), 100074	2023	Scopus Q1	Y
AS	Shaheen, N., Al-Haddad, S., Marei, A., Daoud, L. The Effect of Creativity on Entrepreneurial Behavior: The Moderating Role of Demographics. <i>Information Sciences Letters</i> 12 (3), 1365-1372	2023	Scopus Q2	Y

AS	El-Okah, A.; Al-Haddad, S.; Sharabati, A., The impact of promotion on purchase intentions in Jordan: Video game industry, <i>International Journal of Data and Network Science</i> 7(4), 1525-1534.	2023	Scopus Q1	Y
AS	Sharabati, AAA., Al-Haddad, S., Abu Naba, R., D Hijazat, D., AA Alalwan, A. How Consumers' Consciousness Moderates the Corporate Social Responsibility Effect on Apparel Industry Brand Image. <i>Sustainability</i> 15 (14), 10955	2023	Scopus Q1	Y
AS	Al-Momani, L., Al-Haddad, S., Sharabati, AAA., Hashesh, M. The Moderation Role of Entrepreneurial Orientation on the Influence of Innovation on Pharmaceutical SMEs' Performance. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> 9 (2), 100074	2023	Scopus Q1	Y
AS	Shaheen, N., Al-Haddad, S., Marei, A., Daoud, L. The effect of creativity on Entrepreneurial behavior: the moderating role of demographics. <i>Information Sciences Letters</i> 12 (3), 1365-1372	2023	Scopus Q2	Y
AS	Al-Khasawneh, M., Al-Haddad, S., Sharabati, AAA., Al Khalili, H., Azar, L., Ghabayen, F., Jaber, L., Ali, M., Masa'deh, R. How Online Communities Affect Online Community Engagement and Word-of-Mouth Intention. <i>Sustainability</i> 15 (15), 11920	2023	Scopus Q1	Y
AS	Al Khasawneh, M., Sharabati, A., Al-Haddad, S., Al-Daher, R., Hammouri, S., Shaqman, S. Consumer's Attitude towards Display Google Ads. <i>Future Internet</i> 15 (4), 1-19	2023	Scopus Q2	Y

AS	Al-Haddad, S., Sharabati, AAA., Al Khasawneh, M., Mazahreh, SA., Kawar, Y. Behavioral Acceptance of Electronic Government in Jordan. <i>International Journal of Electronic Government Research (IJEGR)</i> 19 (1), 1-26	2023	Scopus Q2	Y
AS	Al-Haddad, S., Al-Baw, D., Sharabati, AAA., Altamimi, D. How does customer loyalty to sustainability affect entrepreneurship? Problems and Perspectives in Management 21 (1), 1-12	2023	Scopus Q2	Y
AS	Al Khasawneh, M., Al-Haddad, S., Tahboub, M., Al Ouri, ST., Al Arabi, DA., Abu Sumaqa, L., Rihani, A. (2022) The Effect of Intrinsic and Extrinsic Motivations on Social Media Engagement and Customer Likelihood to Share Content on Facebook. <i>International Journal of Cyber Behavior, Psychology and Learning (IJCPL)</i> 12(1) 1-24.	2022	Scopus Q2	Y
AS	Albaw, D., Al-Haddad, S., and Sammour, G. (22) Creating Educational Content to Prepare Jordanian Children for Future Challenges, "Dirasat"- Human and Social Sciences, 49 (5), 32-46	2022	Scopus Q3	Y
AS	Al-Haddad, s., Sharabati, AAA., Harb, L., Husni, A., Abdelfattah, M. (2022) E-WOM and consumers' purchase intention: An empirical study on Facebook. <i>Innovative Marketing</i> , 18 (3), 149-158	2022	Scopus Q3	Y
AS	Abdelsalam, R., Al-Haddad, S., Sharabati, AAA. (2022) Relationship between Maslow's hierarchy of needs and mumpreneurial intentions. <i>Problems and Perspectives in Management</i> 20 (3), 387-399	2022	Scopus Q3	Y

AS	Al-Haddad, S., Sharabati, AA., Al-Khasawneh, M., Maraqa, R. Hashem, R. (2022). The Influence of Corporate Social Responsibility on Consumer Purchase Intention: The Mediating Role of Consumer Engagement via Social Media. <i>Sustainability</i> 14 (6771), 1-17	2022	Scopus Q1	Y
AS	Khasawneh, M., Al-Haddad, S., Salhie, L.A., Katawa, H., Alsayed, Y. (2022). The impact of user-generated content on visiting intention to a destination. <i>International Journal of Technology Marketing</i> 16 (3), 275-299	2022	Scopus Q2	Y
AS	Al-Khasawneh, M., Sharabati, AA., Al-Haddad, S., Tbakhi, B., Abusaimh, H. (2022). The adoption of the TikTok application using the TAM model. <i>International Journal of Data and Network Science</i> 6 (4), 1389-1402	2022	Scopus Q2	Y
AS	Alloush, F., & Al-Haddad, S. (2022) The impact of entrepreneurial competencies on firms' performance. <i>International Journal of Business Performance Management</i> 23 (4), 399-421	2022	Scopus Q3	Y
AS	Toubasi, S. & Al-Haddad, S. (2022) The impact of intrapreneurship on operators' performance of Jordanian Telecom organizations. <i>Problems and Perspectives in Management</i> 20 (2), 551-563	2022	Scopus Q2	Y
AS	Sharabati, AAA., Al-Haddad, S., Al-Khasawneh, M., Nababteh, N. (2022) The Impact of TikTok User Satisfaction on Continuous Intention to Use the Application. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> 8 (3), 125. PP. 1-20	2022	Scopus Q1	Y

AS	A Mareia, A., Al-Haddad, S., Daoudb,L., Habashneh, A., Fariz, R. (2022) The impact of innovation on customer satisfaction in the commercial banks: Business performance as a mediating variable. <i>Uncertain Supply Chain Management</i> 10 (3), PP. 887–894	2022	Scopus Q3	Y
AS	Sharabati, AA., Al-Haddad, S., Judeh, M., Al-Badaw, B. (2022) Brand extension and purchase intention of Jordanian banks' clients, <i>Innovative Marketing</i> 18 (2), 60-71	2022	Scopus Q2	Y
AS	AL-Haddad, S., Ayeshe, O., Al-Hassan, S., Abu Taleb, J., Abu Taleb, F., Al Otaibi, L., (2022). The Impact of Social Media Advertisements on Purchase Intentions: An Empirical Study on Food Industry in Jordan, <i>Jordan Journal of Business Administration</i> , 17 (4), 611-624	2022	Scopus Q3	Y
AS	Alfarraj, O., Alalwan, A., Obeidat, Z., Baabdullah, A., Aldmour, R., Al-Haddad, S. (2021). Examining the Impact of Influencers' Credibility Dimensions: Attractiveness, Trustworthiness, and Expertise on the Purchase Intention in the Aesthetic Dermatology Industry. <i>Review of International Business and Strategy</i> , 31(3), pp 355-374	2021	Scopus Q2	Y
AS	Masa'deh, R.; AL-Haddad, S.; Al Abed, D.; Khalil, H.; AlMomani, L.; Khirfan, T. (2021) The Impact of Social Media Activities on Brand Equity. <i>Information</i> 12, 477	2021	Scopus Q2	Y

AS	Abdelsalam, R., AL-Haddad, S., and Zeqiri, J., (2021) Influence of Work-Family Conflict on The Emergence of Nascent Mumpreneurs Community in Jordan. <i>Journal of Enterprising Communities: People and Places in the Global Economy</i> , 15(3). 414-431	2021	Scopus Q2	Y
AS	Zghoul, H., & Al-Haddadm S., (2021). The Influence of Product Innovation on Customer Satisfaction in the Pharmaceutical Sector in Jordan. <i>International Journal of Applied Research on Public Health Management (IJARPHM)</i> , 6(1), p 45-63	2021	Scopus Q4	Y

## B. Conference Presentations, Book chapters, and Research Grants

Activity	Title/Topic	Funding Body/Conference Name	Year
Conference Presentation	The impact of artificial intelligence on Jordanian companies' innovation performances	Resilient future: Bridging innovation, business intelligence, and sustainability in modern business (FBCC-2024)	2024
	Consumer Engagement on Facebook and Purchase Intention.	The 38 <sup>th</sup> International Business Information Management Association Conference: Madrid, Spain	2021
	The Impact of Packaging Elements on Consumer Buying Behavior in Food Industry	The 36 <sup>th</sup> International Business Information Management Association Conference: pp (9319-9329). Madrid, Spain	2020
	The Effect of Culture and E-Word of Mouth on Customers' Attitude toward Facebook Advertising.	The 34 <sup>th</sup> International Business Information Management Association Conference: pp (9319-9329). Madrid, Spain	2019
	The Impact of Perceived Risk on Online Purchase Intention in Jordan	The 34 <sup>th</sup> International Business Information Management Association Conference: pp (5959-5966). Madrid, Spain	2019
Book Chapters	The Impact of Artificial Intelligence on Jordanian Companies' Innovation Performances.	Emerald Publishing Limited. 79-91	2025

	Entrepreneurial Marketing: An Approach-Based Paradigm Shift to Marketing. The Effect of Information Technology on Business and Marketing Intelligence Systems, Vol. 1056, 1529-1557	Springer	2023
	Governance Reform in Higher Education Institutions in the Arab World: An Institutional Initiative. 83-104	Springer	2018
Research Grant	Motivation of Faculty Members in Jordanian Universities to Conduct Scientific Research	Applied Science University	2015
	The Extent to which Ministries and Public Institutions. The Winners of King Abdullah II Award for Excellence on Government Performance and Transparency Achieve Culture of Excellence, from the Perspective of Employees and Clients.	Scientific Research Support Fund, MHE. Amman, Jordan	2014

## 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
Creative House	GM	2001	2011	Advertising Agency

### B. Professional Engagement

Activity	Organization/Client	Role/Nature of Work	Dates (Start-End)
Professional Association Leadership	AACSB Middle East and North Africa Advisory Council (MENAAC)	Member	[2015-2017]
Board Membership	Board of Trustees. Irbid University	Member	[2022-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)
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University/School Service	Dean	King Talal School of Business Technology, PSUT	Sep. 2015-Sep. 2017
	Acting President	Applied Science University	9/2012 – 7/2013
	Vice President	Applied Science University	8/2011 – 9/2014
	Dean of Scientific Research & Graduate Studies.	Applied Science University	9/2010 – 9/2014
	Chairman of Marketing Dept	Applied Science University	4/2001 – 8/2011
Editorial Service	The Jordan Journal of Applied Science (Science and Humanities), the Applied Science University.	Editor	9/2010-9/2014
	Jordan Journal of Business Administration (The University of Jordan)	Board member	9/2012-9/2016
Reviewer Activity	Wiley	Reviewer	9/2025-Present
	Inderscience journals	Reviewer	1/2025-Present
	Jordan Journal of Business Administration	Reviewer	9/2016-Present
	Journal of Enterprising Communities	Reviewer	8/2021-Present
	“Dirasat”- Human and Social Sciences.	Reviewer	7/2020-Present
	International Business Research	Reviewer	6/2014-Present
	Computers in Human Behavior	Reviewer	8/2017-Present