

Curriculum Vitae



<u>Personal Information:</u>	<i>Name:</i> Dr. As'ad. Hammad. M .Abu-Rumman. <i>Date of Birth:</i> 1/1/1973. <i>Place:</i> Amman – Jordan. <i>Nationality:</i> Jordanian. <i>Marital Status:</i> Married <i>Children:</i> (6) Children <i>National number:</i> (9731002679 f).
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<u>Contact Information:</u>	<i>Address:</i> Korfakan, Eastern Region, <i>City/Country:</i> Sharjah. UAE. <i>E-Mail:</i> assdham2000@gmail.com / aburumman@sharjah.ac.ae
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<u>My page on international location:</u>	<ul style="list-style-type: none">- As'ad Abu-Rumman/citation / 511 to date 20/7/2020 , https://scholar.google.com/citations?user=YPC6DwUAAAAJ&hl=ar&oi=ao- my page on: https://www.researchgate.net/profile/Asad_Abu_Rumman- my page on: https://sharjah.academia.edu/ProfAsadAbuRumman- ORCID asad aburumman (000-0002-9704-6114)
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<u>Academic Rank:</u>	<ul style="list-style-type: none"> - Assistant Prof, 2/10/1999, Applied Science privet university. - Associate Prof, 25/3/2006, Applied Science privet university. - Professor, 11-6-2012, Applied Science Privet University. - Associate Prof, 20/1/2020, university of Sharjah.
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<u>Education:</u>	<ul style="list-style-type: none"> - High school/ Burhan Kamal secondary school / Amman / 1991, grade good. - BA Business Administration / Applied Science Privet University / Amman / 1995, grade good. - Master of Tourism Marketing / University of Mosul / Iraq / 1997, grade good, the title of Master's thesis: services Marketing and the possibility of developing from the point of view of guests: An analytical study of Ma'in Hot Spring: Resort & Spa in Jordan. - PhD in Hotel and Tourism Marketing / University of Mosul / Iraq / 2000, grade good. And the title of the PhD dissertation: Marketing of hotel services from the point of view of guests and management: a study on a sample of Jordanian hotels
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<u>Academic Experience:</u>	<ul style="list-style-type: none"> - 4/10/1999 - To 2009, Applied Science privet university, Faculty of Economics and Administrative Sciences, Department of Hotel Management. - 20/9/2006-17/9/2008, Head of Hotel Management Department, Faculty of Economics and Administrative Sciences, Applied Science Privet University. - 2/10/2010-15/7/2015 (part time), Department of Tourism management, Faculty of Tourism and Antiquities, university of Jordan. - 2007-2009 (part time), Philadelphia University/ Department of Hotel and Tourism Management. - 1/10/2009 to 14/9/2015, Department of marketing, Applied Science Privet University.
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	<ul style="list-style-type: none"> - 20/9/2011 to 20/9/2014, Head of Marketing Department. - 20/9/2013-15/9/2014 Assistant Dean for Graduate Studies , Faculty of Economics and Administrative Sciences, Applied Science privet university - 2012-2015, Head of the Strategic Planning Unit at the Applied Science privet university. - 15/9/2015-20 / 1/2017, University of Petra, Faculty of Administrative and Financial Sciences. - 15/9/2015-20/9/2016, Vice Dean, Faculty of Administrative and Financial Sciences, University of Petra. - 25-1-2017-till now, university of Sharjah.
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<u>Teaching Experience:</u>	
<u>A- Teaching experience / Bachelor's degree</u>	
<i>Applied Science privet university / department of hotel management</i>	Tourism Marketing, Tourism Communication Skills, Tourism Promotion, Public Relations in Tourism, Marketing Research for hotel , Customer Service in Hospitality Industry, Tourism in Jordan, Principles of Tourism, Human Resources Management in Tourism, Hospitality Management , Case study In the hospitality industry, Communication skills in tourism., Tourism Marketing, Consumer Behavior, Services Marketing, principals of Marketing, Marketing Research, Customer Relationship Management, Marketing Financial Services, Distribution Management, Agricultural Marketing, E-Marketing.
<i>University of Petra/ department of marketing</i>	Marketing Management, Contemporary Issues in Marketing, Sales Management, principals of Marketing, Services Marketing
<i>University of Sharjah / Tourist guidance</i>	Introduction Tourist guidance, Hospitality industry , introduction to Tourism , art of Museums, public Relations , Consumer Behavior, Specialized English, Arab Gulf geography, Tourist Commodities, Tourist Legislations.

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Prof. Asad Hammad AbuRumman

<u>B- Teaching experience / Master & PhD.</u>	
<i>Applied Science privat university/master</i>	Services Marketing, Marketing Communications, Consumer Behavior, E-Marketing, Marketing Research, Contemporary Issues in Marketing.
<i>University of Islamic Sciences/PhD</i>	Entrepreneurship
<i>University of Petra</i>	Services Marketing, Marketing Research, Marketing Strategies

<u>C- Teaching in other universities as part-time:</u>	
<i>University of Jordan Department Tourism Management</i>	Communication Skills in tourism industry ., Tourism Product Planning and Development, Introduction to Tourism, Introduction to Tourism Industry, Introduction to Tourism Guidance, E-Tourism, Tourism Economics, Tourism Marketing, Computer Applications in Tourism. Tourism, sources and tourist patterns.
<i>Philadelphia University/ Department of Hotel and Tourism Management</i>	Tourism Marketing, Human Resource Management in Tourism, Communication Skills in tourism industry.
<i>Alzaeetona university / Department of Hotel and Tourism Management</i>	Behavior of tourist and guest, tourism in Jordan.
<i>Amman university / Department of marketing</i>	Consumer Behavior, Principles Marketing
<i>Al-Isra University /Department of marketing</i>	International Marketing, Tourism Marketing, Services Marketing, Principles Marketing, Research Methods.

Published Research:

1. Abu Rumman, Asad, (1999). Integration of Goods and Services, *Al-Rafidain Development Journal*, No. 58, Volume 21, University of Mosul, Iraq.
2. Abu Rumman, Asad, (2000). Arab Higher Education Reality and Ambition, *Future Research Journal*, Volume 1 (Vol. 1), Al-Hadba National University, Iraq.
3. Abu Rumman, As'ad,(2001) Evaluation of Guest Attitudes in Hotels, *The Jordan Journal of Applied Sciences, Human Sciences Series*, Applied Science University, Amman, Vol. IV, No. 5.
4. Abu Rumman, As'ad,(2001).Marketing of Services and the Possibility of Developing Them from the Guest's Point of view Analytical Field Study on Maeen Tourist Resort in Jordan, *Al-Balqa Research and Studies Journal*, Amman University, Vol. VIII, Humanities and Social Sciences, Amman, October.
5. Abu Rumman, Asad,(2003).Strategy of Retention of Hotel Clients, Field Analysis of the Four and Five Stars in Jordan, *journal of Yarmouk Research, Human and Social Sciences Series*, Yarmouk University, Irbid, Jordan, vol. 19, no. 2, June.
6. Abu Rumman, Asad,(2003). The Strategy of Retention of Hotel Clients A Field Analytical Study on the Four and Five Star Series in Jordan, *journal of Yarmouk Research, Human and Social Sciences Series*, Yarmouk University, Irbid, Jordan, Volume 19, No. 2, June.
7. Abu Rumman, Asad, Al talep, Salah, (2004). Motivation of Customer Selection to Deal with Jordanian Commercial Banks Analytical Field Study, *Al-Rafidain Development Journal*, No. 76, Vol. 26, University of Mosul, Iraq.
8. Abu Rumman, Asad,(2004). Evaluation of Jordanian Consumer Trends in Department Stores, Field Analytical Study, *The Jordan Journal of Applied Sciences, Human Sciences Series*, Applied Science University, Amman, vol.1 No. 34.
9. Abu Rumman, Asad, Al-Zu'bi, Hassan,(2003). The Effect of External Environment Factors in the Determination of Strategic choices : An Empirical Study in the Hotel Organizations, *journal of Yarmouk Research, Human and Social Sciences Series*, Yarmouk University, Irbid, Issue (4).
10. Abu Rumman, Asad, (2005). The Effectiveness of the Relationship Marketing Strategy in Building Loyalty to Clients in Hotel Organizations, *journal of Mu'tah for Research and Studies*, Issue 4, Volume 20, 2005, Mu'tah University, Karak, Jordan.
11. Abu Rumman, Asad, Dhiab, Salah, (2005). Measurement of therapeutic services from the point of view of Arab tourists coming to Jordan: A Study of Private Hospitals, *The Jordan Journal of Applied Sciences, Human Sciences Series*, Vol. VIII, Amman.
12. Abu Rumman, As'ad, Al-Qahtani, Mohammed, (2005). Market Development Strategy Based on franchising System and its Impact on Marketing Performance, *Journal of Administration*, Issue 102, 9th Month, Oman.

13. Zu'bi, Hassan, Abu Rumman, Asad (2007). The motives of the use of the Internet by students of the Applied Science Private University, *Journal of Commercial Research*, No. (2), Volume 29, Faculty of Commerce, Zagazig University, Egypt.
14. Abu Rumman, Asad, Alzyadat, Mamdouh, (2010). Perceptions of Jordanian tourists marketing deception practiced by the tourism and travel agencies: Analytical Field Study, *Rafidain Development Journal*, Volume 32, No. 100, University of Mosul, Iraq.
15. Abu Rumman, Asad, Mamdouh, Abu Rumman (2013). Tourism Awareness and its Role in Enhancing the Competitiveness of the Tourism and Travel Sector in Jordan - Analytical Field Study, *Rafidain Development Journal*, Volume (35), No. 111, Mosul University, Iraq.
16. Abu Rumman, Asad, Ahmad, Alaa Al-Din, Al-Khattab, Suleiman, (2011). The relationship between internal and external service quality in full services restaurants: A study on a sample of foreign and local restaurants in Jordan, *Journal of Union of Arab Universities for Tourism and Hospitality*, June 2011, Qanat alsewess University, Egypt.
17. Abu Rumman, Asad, Ahmad, Alaa Eddin, (2012). The Relationship between Internal Marketing and Organizational Commitment of Jordanian Hotel Workers, *Rafidain Development Journal*, vol. 34, No. 109, University of Mosul, Iraq.
18. Abu Rumman, Asad, Al-Houri, Faleh, Al-Burini, Faisal (2011). The relationship between Perceived organizational support and organizational commitment: A field study in Jordanian hospitals, *Journal of Accounting, Management and Insurance*, No. (78) year (50), Faculty of Commerce, Cairo University, Egypt.
19. Aburumman, As'ad & Alhawary, Faleh. (2011). Measuring the Effect of Academic Satisfaction on Multi-dimensional Commitment: A case study of Applied Science Private University in Jordan, *international Business Research*, Vol.4, No.2, PP.153-160.
20. Alkattab, suleiman & Aburumman, as'ad. (2011). Health care service quality: Comparing public and privet hospitals in Jordan, *international business management*, 5 (5), PP.247-254.
21. Abu-rumman , Alhawary & Irtaimh. (2011). Enhancing Holiday Travelers Loyalty toward Traveling Agents through the Relationship Quality: An empirical Study on the Jordanian Travelers, *International Journal of academic research*, Vol.3, No. 4, PP.461-467.
22. Aburumman, as'ad & Ahmad, Ala Eddin. (2012). The impact of DTCA on the physician-patient relationship: An Empirical Investigation in Jordan, *international journal of marketing studies*, Vol.4, No.2, 2012.
23. Abu-Moghli, Azzam & Abo-Rumman, As'ad. (2012). Influential Relationship Between Human Resources Management Practices (HRMP) and Organizational Performance: A Study on Five-Star Hotels in Jordan, *American Academic & Scholarly Research Journal (AASRJ)*, Vol. 4 , No. 5, PP.

24. AlAbdallah1, Ghaith.and Abu-Rumman, As'ad. (2013) The Effect of Brand Associations on Customer Loyalty: Empirical Study on Mobile Devices in Jordan, *American Academic & Scholarly Research Journal (AASRJ)*, Vol.5, No.1, PP122-134.
25. Odeh, M & Abu-rumman, A. (2014). The impact of Jordanian Shopping Malls' Physical Surrounding on Consumer Buying Behavior: Field Study, *international journal of marketing studies*, Vol.6, No.3,.
26. Alhadid, A.& Abu-Rumman, A (2014). The Impact of Green Innovation on Organizational Performance, Environmental Management Behavior as a Moderate Variable: An Analytical Study on Nuqul Group in Jordan, *International Journal of Business and Management*, Vol.9, NO. 7.PP.51-58
27. Al-Heniti, Abdullah, Abu Rumman, Asad (2014). The Impact of Information Technology Capabilities as a moderate Variable on the Relationship between Customer Relationship Management and Marketing Innovation Practices: An Analytical Study on Jordanian Commercial Banks, *The Jordan Journal of Applied Sciences, Human Sciences Series*, Volume 16, No.1. Amman, Jordan.
28. Al-Rimawi, Sham, Abu Rumman, As'ad (2014). The impact of IT trust on the relationship between the quality of e-banking services and e-loyalty among customers: a study on Jordanian commercial banks, *The Jordan Journal of Applied Sciences, Human Sciences Series*, Volume 16, No. 1, Amman, Jordan.
29. D'ames A. & Abu-rumman A (2014). The impact of self-service technology on continuous behavioral intentions: A study on E-Banking users in Jordan, *international journal of economics, commerce and management*, Vol.2, Issue 7, PP.1-11.
30. Al-Tawalbeh M. & Abu-rumman A (2015). The Impact of Marketing- Orientated Pricing on Product Mix Pricing Strategies, Empirical Study on the Mobile Telecommunication Provider in Jordan, *international journal of economics, commerce and management*, Vol.4, Issue 1.
31. Diab S., Al-Bourini F. & Abu-Rumman A. (2015). The Impact of Green Supply Chain Management Practices on Organizational Performance: A Study of Jordanian Food Industries, *Journal of Management and Sustainability*, Vol.5, No.1.
32. Al Bourini , Abu-Rumman & Alhadid (2015).The Impact of Leadership style as a Moderator Variable on the Relationship between Leadership practices and Organizational Performance: Analytical Study on Jordanian Commercial Banks, *Journal of Advanced Social Research JASR*, Vol.5 , No.2, February.
33. Abu-Rumman As'ad & Alhadid Anas (2015).Effective Determinations on Organization Agility Practices: Analytical Study on Information Technology Organization in Jordan, *International Review of Management and Business Research*, Vol.4, Issue.1.
34. Suleiman Al-Khattab, As'ad Abu Rumman, Nada Al-Rawabdhah,(2016) The Effect of the Relationship between Internal and External Quality of Service, Internal Customer Satisfaction as a Modified Variable: A Study on a

- Sample of Restaurants with Full Services in Amman, *Journal of Derasat: Administrative Sciences*, Vol. 43), No. (1).
35. Suleiman Al Khattab, As'ad Abu-Rumman, Reham Abed, Sliman Alsoboa,(2015),The Impact of Indirect Consumer Pharmaceutical Advertising on the Physician-Patient Relationship Quality, *European Journal of Business and Management*, Vol.7, No.22.
 36. Suleiman A. Al Khattab, As'ad H. Abu-Rumman, Ghadeer Methqal Zaidan, (2015), E-Integrated Marketing Communication and Its impact on Customers' Attitudes, *American Journal of Industrial and Business Management*, 5, 538-547
 37. Suleiman A. Al Khattab, As'ad H. Abu-Rumman, Ma'n Mustafa Massad, (2015), the Impact of the Green Supply Chain Management on Environmental-Based Marketing Performance, *Journal of Service Science and Management*, 8, 588-597.
 38. Malkawi M. & Abu Rumman A. (2016) Knowledge Management Capabilities and Its Impact on Product Innovation in SME's, *International business research*, Vol.9,No.5,PP.76-85.
 39. Shmeileh, Maher and Abu Rumman, As'ad (2016)The effect of internal service quality in tourist restaurants on marketing performance, internal customer commitment as moderate variable: study on a sample of seafood restaurants in Amman - Jordan, *The scientific journal of the Faculty of Tourism and Hotels*, Alexandria University, Issue (13) Issue (2).
 40. Mahmoud Saleh Malkawi, As'ad H. Abu Rumman, (2016), Knowledge Management Capabilities and its impact on Organizational Creativity in SME's, *International journal of Excellence in E-solutions for Management*, Vol 5 , Issue 2.
 41. Alhawary , Faleh; Aburumman, Asad; Alshamaileh, Maher; (2017) Determinant Factors of Knowledge Sharing among academic Staff in the Jordanian Universities, *European Journal of Social Sciences*,Vol.55, Issue.4, ISSN 1450-2267, UK.
 42. Aburumman, Asad; Alshamaileh, Maher (2017)Human Resource Management Practices in Tourism Organizations and Their Role in Improving Performance: A Study on a Sample of Women Employed in the Tourism Sector, Acceptable for Publishing in the *Journal of Association of Arab Universities for Tourism and Hospitality*, Suez Canal University. , Ismailia.
 43. Aburumman, Asad. (2017) The impact of customer-based brand equity on the perceived value of mobile phones used by university students, *The Jordan Journal of Applied Sciences, Human Sciences Series*, Vol (18),No (2). Amman Jordan.
 44. Abu Rumman, Asad (2017) The Ethics of Tourist Guidance Profession, *Journal of Historical Awareness*, Journal issued by the Department of History and Islamic Civilization, Faculty of Arts and Humanities and Social Sciences, University of Sharjah, No. 14, November, United Arab Emirates.

45. Aburumman, Asad; Malkawi, Mahmoud; Barween H. A Lkurdi; ; Alshamailh, Maher (2018), Tourist Perception Toward Food and Beverage Service Quality and Its Impact on Behavioral Intention: Evidence from Eastern Region Hotels in Emirate of Sharjah in United Arab Emirates, acceptable for publication in *European Journal of Social Sciences*, ISSN 1450-2267, UK.
46. Alshamailh, Maher; Aburumman, Asad; Alhawary , Faleh (2018) Self-service technology in the tourism industry and its impact on behavioral intentions: A study on a sample of e-tourism users, acceptable for publication in *journal of the Faculty of Tourism and Hotels*, Alexandria University, Alexandria
47. Aburumman, Asad; Alhawary , Faleh; Alshamailh, Maher (2018) Tourist Companies practices for First Mover strategy and its impact on Market Positioning: Field study on a sample of Jordanian tourist hotels, Acceptable for Publishing in the *Journal of Association of Arab Universities for Tourism and Hospitality*, Suez Canal University. , Ismailia.
48. Abu Rumman, Asad (2018) Empowering Women to Work in Tourism Sector: The Challenges and Proposed Solutions, *Journal of Historical Awareness*, Journal issued by the Department of History and Islamic Civilization, Faculty of Arts and Humanities and Social Sciences, University of Sharjah, No. 15, November, United Arab Emirates.
49. Wajahat Ali, farah Sadiq, tafazal Kumail & asad aburumman (2020) Do international tourism, structural changes, trade openness and economic growth matter in determining Co2 emissions in Pakistan?, *Tourism Analysis, ESCI*.
50. Tafazal Kumail a,b, Wajahat Ali c, Farah Sadiqb, Dingwei Wua and Asad Aburummand, (2020) Dynamic linkages between tourism, technology and CO2 emissions in Pakistan , *Anatolia An International Journal of Tourism and Hospitality Research*, To link to this article: <https://doi.org/10.1080/13032917.2020.1742169> . Q 2 rank.
51. Asad aburumman & Tafazal Kumail, Do International Tourism, Structural Changes, Trade Openness and Economic Growth Matter in determining CO2 emissions in Pakistan? (2020) (*Tourism Analysis*), (Cognizant Communication Corporation, ESCI) (Accepted/ In Press). Q 2 rank.

Participation in conferences, seminars and workshops:

1. Abu Rumman, Asad, Higher Education Conference in Al-Hadba National University, Mosul, Iraq, 15-16 / 11/1999.
2. Abu Rumman, Asad, Marketing Services: Scope and Inclusiveness, Presented to the Symposium of the Federation of Arab Scientific Research Councils titled "The Future of the Arab Banking Industry" Baghdad, 26-28 November 2000.

3. Abu Rumman, As'ad, The Obstacles of Scientific Research Facing the Researcher in Private Jordanian Universities, Research presented to the Arab Organization for Administrative Development Conference for Management Research and Publishing, held in the United Arab Emirates, Sharjah, April 2-3, 2002.
4. Abu Rumman, Asad, Strategic Options in Small Jordanian Hotels in the Light of Environmental Variables, Research presented to the Scientific Conference of the Faculty of Economics and Administrative Sciences, held in United Arab Emirates, United Arab Emirates University, 24-25 / 3/2002.
5. Abu Rumman, Asad, Attitudes of the Jordanian Small Hotel Management Towards Adopting the Modern Concept of Marketing, A Research Presented to the Arab Organization for Administrative Development Conference, The First Forum: Marketing in the Arab World, held in Sharjah, United Arab Emirates, 15-16 / 10 2002.
6. Abu Rumman, Asad, activating Arab Inter-Arab Tourism between the Challenges of Globalization and the Limitations of the Arab Reality, The First Scientific Conference of the Faculty of Economics and Administrative Sciences, Business Economics in a Changing World, 22-24 / 2003, University of Applied Sciences, Jordan.
7. Abu Rumman, Asad, Revitalization of Local Tourism in the Context of the Reality of the Jordanian Heritage Product: Case Study on Salt City, Jordan Heritage Tourism Exhibition and Conference, 22/5-23 / 5/2010, Middle East University, Amman.
8. Abu Rumman, Asad, Preservation of the Intangible Heritage in Jordan, the fourth meeting in a series of youth meetings entitled: Preservation of Arab heritage sites: Jordan model, Arab Thought Forum in collaboration with the Petra Foundation for Cultural Radiation and Heritage Conservation, 2010.
9. Abu Rumman, Asad, Development of Accreditation Standards for Tourism and Hospitality Specialties, Workshop for the Accreditation Authority of Jordanian Higher Education Institutions, held at the Sdeen Hotel for the period 25-26 / 7/2011.
10. Participate in the launching ceremony of the National Tourism Strategy 2011-2015, Land Mark Hotel, Amman on 28/7/2011.
11. Participation in the Strategic Alliances Conference between Higher Education and Tourism Industry in Jordan, the University of Jordan in partnership with the Jordan Tourism Development Project funded by the United States Agency for International Development (USAID), Sheraton Hotel, 19/12/2012, Amman Jordan
12. Participation in the Tourism Excellence Award Ceremony, Jordan Hotel Association, Marriott Hotel, 18/12/2012.
13. Abu-Rumman, A & Alhadid, A. (2014)The Impact of Social Media Marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan, SIBR 2014 Kuala Lumpur Conference on Interdisciplinary Business & Economics Research. For more Information www.sibresearch.org .
14. Abu-Rumman, A; Alhadid, A. & Borene, F. (2014) The Impact of Leadership styles as a Moderator Variable on the relationship between leadership practices and organizational performance, 14th EBES Conference-Barcelona,23 october, Spain. For more Information www.ebesweb.org

15. Mahmoud S. Malkawi and As'ad H. Abu Rumman (2016). Knowledge Management Capabilities and its impact on Organizational Creativity in SME's, Accelerating Innovation towards Sustainable Economy Innovation ARABIA9, 7-9 March , Hamdan Bin Mohammed Smart University, Dubai, UAE, Available at: www.innovationarabia.ae .
16. Participating in a workshop entitled "Academic Guidance and Outputs of Quarterly Tables", University of Sharjah, Khorfakkan Branch, Thursday, February 16, 2017.
17. Participating in the training program entitled "University Regulations and Regulations" for faculty members, Center for Continuing Education and Professional Development at the University of Sharjah, on 1/2/2017, and the rate of five training hours.
18. Participation in the Youth Forum of the First University, University of Sharjah Khorfakkan Branch, on Wednesday, May 3, 2017.
19. Participation in Khorfakkan Economic Forum, Sharjah Chamber of Commerce and Industry, 13/4/2017.
20. Participation in the Second Family Forum, under the slogan of the family leader of good, University of Sharjah, the city of Kalba, on Monday, 10/4/2017.
21. Preparation of Tourism and Travel Exhibition, Tourism Team at the University of Sharjah, Kalba City Branch, on Sunday, 16/4/2017.
22. Supervisor of the tourism team at University of Sharjah. Kalba Branch, 2016-2017.
23. Participation in the orientation meeting for new students & academic guidance, Wednesday, 20/9/2017, Khorfakkan Branch.
24. Participation in the event, International Day of the Teacher, Monday, 9/10/2017, Kalba Branch.
25. Organizing a workshop for new students in the Faculty of Arts, Blackboard in the educational process, Monday and Tuesday, 23-24 / 10/2017, Khorfakkan Branch.
26. Participation in weekly happiness of the students, Faculty of Arts, Sunday, 29/10/2017.
27. Participation in Day of Science, Faculty of Arts, Sunday, 5/11/2017, Khorfakkan Branch.
28. Attendance and participation, exhibition "Emirates stamp" cooperation with the Emirates Post Group, 22/11/2017, Khorfakkan Branch.
29. Attend a workshop, crime stage, Community College, 5/11/2017, Kalba Branch.
30. Scientific visit, students, Sharjah Museum of Islamic Civilization, tourist guidance students, 16/11/2017, Kalba Branch.
31. Participation and attendance, World Tour Guide Day, Sharjah Archeology Museum, Thursday, February 21, 2018.
32. Attendance and participation in the seminar on creativity and innovation: Legal view, Faculty of Law, 27.2 / 2018, Kalba Branch.
33. Participation in the 5th Sharjah Conference on Human Resources, 31 January-1 February 2018, Conference Hall, University of Sharjah.

<p><u>Published Books:</u></p>	<ul style="list-style-type: none"> - Abu Rumman, asad, Marketing in the Tourism and Hospitality Industry, Athraa for Publishing and Distribution, Amman, Jordan, 2014. - Abu Rumman, asad, Hospitality management, Dar Al-Hamid for Publishing and Distribution, Amman, Jordan, 2001. - Abu Rumman, asad; Al-Rawi, Adel, Tourism in Jordan, 2009, Amman, Jordan. - Abu Rumman, Al-Barq, Al-Hadid, and Al-Smadi, Principles of Marketing, 2014, Athraa for Publishing and Distribution, Amman, Jordan. - Abu Rumman, asad, Abdullah, Adel, Al-Shoura, Mohammed, Services Marketing , 2020, University Book House, Al Ain, UAE. - Abu Rumman, asad Hammad, Contemporary Issues in Marketing Management, 2020, University Book House, Al Ain, UAE. - Abu Rumman, asad, and Al-Rawi, Adel, Introduction to the Tourism Industry, 2020, University Book House, Al Ain, UAE. - Abu Rumman, asad, Tourism Products management, 2020, University Book House, Al Ain, UAE. - Abu Rumman, asad, Marketing in the Tourism and Hospitality Industry, 2nd edition, 2020, University Book House, Al Ain, UAE
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<p><u>Membership of Committees, Unions and Arbitrators:</u></p>	
	<ul style="list-style-type: none"> - Member of the Preparatory Committee for the First Scientific Conference of the Faculty of Economics and Administrative Sciences, Business Economics in a Changing World, 22-24 July 2003, Applied Science University, Amman, Jordan. - Member of the Preparatory Committee for the Third Scientific Conference of the Faculty of Economics and Administrative Sciences, Department of Business Organizations: Contemporary Global Challenges, 27-29 April 2009, Applied Science University, Amman, Jordan. - Member of the Preparatory Committee for the Fourth Scientific Conference of the Faculty of Economics and Administrative Sciences, Innovation and Excellence in Business Organizations, 29-30 April 2012, Applied Science University, Amman, Jordan - Member of the Appointment and Promotion Committee at the Faculty of Economics and Administrative Sciences, 2007-present.

- Member of the Founding Committee of Alumni Club of Applied Sciences University, 2008.
- Chairman and member of several committees for special accreditation, the accreditation body of higher education institutions of Jordan, Ministry of Higher Education and Scientific Research 2007/2008/2009.
- Coordinator of the special accreditation of the Faculty of Economics and Administrative Sciences at the General Accreditation Authority, Ministry of Higher Education and Scientific Research, 2008-2009.
- Member of the investigation committee at the level of the Faculty of Economics and Administrative Sciences, University of Applied Sciences 2008-2011
- Member of the Higher Committee of the University of Jordan - Aqaba Branch - and the Faculty of Tourism, Date of discussion 8/1/2009, under Book No. 4/3/6.
- Member of the Quality Control Committee at the college level 2010.
- Member of the scientific research committee at the college level 2011-2012.
- Member of the strategic plan committee at the college level 2011-2012.
- Member of the study plan committee at the college level 2011-2012.
- Member of the accreditation committee at the college level 2011-2012.
- Member of the Equation Committee at the college level 2011-2012
- Member of the Graduate Studies Committee at the college level 2011-2012, 2012-2013
- Member of the Council of Graduate Studies at the university level 2011-present.
- Member of the Committee of Inquiry at the college level 2009-2011.
- Member of the Special Committee for establishing the specialization of tourism guidance and development at the University of Jordan Amman Branch, 2009.
- Member of several committees at the level of the department, including: Study Plan Committee, Equation Committee, Library Committee, Quality Control Committee, Social Committee, Efficiency Examination Committee, Graduate Studies Committee, Scientific Committee, Applied Research Committee Strategic Plan, Appointment and Promotion Committee.
- Member of the discussion committee for many of Thesis & Dissertation / in the field of marketing and Tourism..
- Member of the Higher Committee for the Development of Hotel and Tourism Education Programs, Ministry of Higher Education and Scientific Research, for the academic year 2010.
- Member of the sectoral committee for supporting research in the field of administrative and financial sciences, tourism and archeology, Scientific Research Support Fund, Ministry of Higher Education and Scientific Research, for the academic year 2010-2011.
- Member of the sectoral committee of the Supreme Council for Science and Technology to determine the priorities of scientific research in the tourism sector and relics, the axis of marketing tourism and media, 2009.

- Head of the Strategic Planning Unit at the University of Applied Sciences, 2/10/2011 - 2015.
- Member of scientific research committees to choose the best researcher on the level of college 15/4/2012.
- Chairman of the Graduate Studies Committee in Marketing Department 2011-present
- Chairman of the investigation committee at the Faculty of Economics and Administrative Sciences, 2012-present
- Student Disciplinary Board, University of Applied Science Special, 2013-2014 and 2014-2015.
- Member of the Scientific Research Council at the university level, Petra University, 2015-2016
- Council of the Faculty of Administrative and Financial Sciences, University of Petra 2015-2016
- Member of the Board of Graduate Studies at the College level, Faculty of Administrative and Financial Sciences, Petra University 2015-2016
- Chairman of Scientific Research Committee at the College level, Faculty of Administrative and Financial Sciences, Petra University 2015-2016
- Chairman of the academic stumbling committee at the college level, Faculty of Administrative and Financial Sciences, Petra University 2015-2016
- Member of the Graduate Studies Committee at the Marketing Department, Faculty of Administrative and Financial Sciences, Petra University 2015-2016
- Member of the Promotion Committee at the College of Administrative and Financial Sciences, Petra University, 2015-2016 / 2016-2017.
- Member of the Arab Union for the Development of Human Resources, Cairo, 2016
- Member and Rapporteur of the Preparatory Committee and General Coordinator of the workshop under the title "National project for the development of knowledge competencies of business colleges in universities operating in the Hashemite Kingdom of Jordan", in partnership between the Authority for the accreditation of higher education institutions and Petra University, 2016.
- Chair of the Graduate Studies Committee at the College of Administrative and Financial Sciences, Petra University, 2016-2017.
- Member of the Editorial Board of the Electronic Historical Awareness Journal, Department of History and Islamic Civilization, Faculty of Arts and Humanities and Social Sciences, University of Sharjah, 2017-2018.
- Coordinator of tourism guidance courses, Department of History and Islamic Civilization, Faculty of Arts and Humanities and Social Sciences, University of Sharjah, 2017-2018.
- Member of the Electronic File Committee, Faculty of Arts, Humanities and Social Sciences, University of Sharjah. 2017-2018.

- Member of the Higher Committee for the evaluation of textbooks in the tourism and hotel, Ministry of Education of Jordan, 2015.
- Member of the accreditation file Committee tourism guidance, Department of History - tourism guidance, 2017-2018.

Discussion of Thesis and dissertation.

1. Member of the committee to discuss the Master thesis, the role of elements of the promotional mix in activating internal tourism in Libya, Middle East University, 8/8/2009.
2. Member of the committee to discuss the Master thesis, the impact of internal marketing in achieving the commitment of employees in the Greater Amman Municipality, Middle East University, Date of discussion 10/8/2010.
3. A member of the discussion committee of the Master thesis, the impact of ethical behavior of sales representatives in achieving customer satisfaction in retail trade: a comparative study in the automotive sector in Amman, Middle East University, 6/1/2010.
4. Member of the committee to discuss the Master thesis, the role of quality of services in building the mental image of the clients of the Kuwait Telecom Company: a field study, Middle East University, Date of discussion 16/5/2011.
5. Member of the committee to discuss the Master's thesis, the impact of the management of customer knowledge and the development of new services on the performance of Iraqi commercial banks, Middle East University, Date of discussion 29/5/2011.
6. Member of the committee to discuss the Master thesis, the effect of marketing deception in the formation of mental image of consumers in the Jordanian services market, Middle East University, Date of discussion 4/1/2011.
7. Member of the committee to discuss the Master thesis, the impact of internal marketing in achieving organizational commitment, Balqa Applied University, Date of discussion 16/5/2010.
8. Member of the Committee to discuss the Master thesis, the impact of the quality of information in achieving outstanding performance: a study on the Jordanian media institutions, Balqa Applied University, Date of discussion 20/12/2011.
9. Member of the committee to discuss the Master thesis, the Internet as a promotional tool for therapeutic tourism in Jordan, Al-Bayt University, Date of discussion 15/12/2011.
10. Member of the committee to discuss the Master thesis, the impact of the orientation on the service to develop new services and achieve competitive advantage in private hospitals in Amman, Middle East University, 10/1/2012.
11. Member of the committee to discuss the Master thesis, the impact of the country of origin and the brand on the loyalty of Jordanian consumers to durable products of laptop computers: an applied study on private universities in southern Oman, Middle East University, Date of discussion 14/1/2012.

12. Member of the committee to discuss the Master thesis, the impact of information technology and customer relationship management on marketing performance, Middle East University, Date of discussion 18/1/2012.
13. Member of the committee to discuss the Master thesis, the impact of the website of the Jordanian private universities in improving of reputation, Middle East University, Date of discussion 21/1/2012.
14. Member of the committee to discuss the Master Thesis, Effect of perceived quality of services in customer loyalty: A field study in the cellular communications companies in the Hashemite Kingdom of Jordan, Balqa Applied University, 17/5/2012.
15. Member of the committee to discuss the Master thesis, the impact of quality orientation and the development of new services on the performance of the Organization: An applied study on commercial banks in Amman, Middle East University, 26/5/2012.
16. Member of the committee to discuss the Master thesis, the impact of environmental disturbance on the relationship of strategic direction of marketing performance: an applied study on housing companies in the Jordanian capital Amman, Middle East University, 30/5/2012.
17. Member of the discussion committee of the master thesis, the impact of the value of the brand in building consumer loyalty to domestic air conditioners in Jordan, University of Al-Bayt University, Date of discussion 27/12/2012.
18. Member of the committee to discuss the Master's thesis, the impact of customer relationship management on customer value: an applied study on a sample of shoppers from e-marketing sites in Amman, "Middle East University, 31/12/2012.
19. Member of the committee to discuss the master thesis, the impact of marketing strategies and market orientation on the performance of the organization: an applied study on the five and four stars hotels in Jordan, Middle East University, 7/1/2013.
20. Member of the committee to discuss the Master thesis, the impact of leadership patterns in improving the quality of internal services: A study on a sample of private hospitals operating in the capital Amman, Middle East University, Date of discussion 14/1/2013.
21. Member of the committee to discuss the Master thesis, the role of the Securities Commission in improving the quality of services provided to investors - applied study on public shareholding companies in Jordan -, Balqa Applied University, Date of discussion 13/12/2012.
22. Member of the committee to discuss the Master's thesis, electronic marketing and the awareness of small and medium enterprises for its applications and benefits: A field study on Jordanian commercial companies, Al-Balqa Applied University. Date of discussion 15/4/2013.
23. Member of the committee to discuss the Master thesis, the impact of the organizational commitment as a variable on the relationship between internal marketing and quality of internal service: an applied study on five-star hotels in Amman, Applied Science University, 22/4/2013.

24. Member of the committee to discuss the Master thesis, the impact of celebrity appearance in the television advertising on the behavior of young people to buy sports products, Amman Arab University, Date of discussion 8/6/2013.
25. Member of the committee to discuss the Master thesis, determinants of the effectiveness of personal electronic marketing: a study of the status of the Central Company for Electronic Commerce, Middle East University, Date of discussion 10/6/2013.
26. Member of the committee to discuss the Master thesis, green marketing by adopting the dimensions of recycling and its impact in achieving social responsibility: Analytical study of the views of a sample of employees in some of the private Jordanian companies in Amman, Applied Science University, Date of discussion 20/6/2013.
27. Member of the discussion committee of the Master thesis, the impact of customer relationship management in customer loyalty: a case study of Zain in Jordan, Middle East University, Date of discussion 15/5/2013.
28. Member of the Committee to discuss the Master's thesis, the impact of diversification of banking services in achieving customer satisfaction in Islamic banks, Amman Arab University, Date of discussion 8/9/2013.
29. Member of the committee to discuss the Master's thesis, the extent of awareness among the Omani oil companies of the standards of ethical behavior and its role in enhancing the social performance of companies, University of Applied Sciences, Date of discussion 12/9/2013.
30. Member of the committee discussing the Master thesis, The role of electronic services in achieving the competitive advantage of banking services in commercial banks, Amman Arab University, Date of discussion 14/12/2013.
31. Member of the Committee for discussing the Master's thesis, The Impact of Mobile Banking on Enhancing Customers' E-Satisfaction: An Empirical Study on Commercial Banks in Jordan, Applied Science University, Date of discussion 4/2/2014.
32. Member of the Committee for Discussion of Master's Thesis, The Impact of Green Product Innovation on Firms Performance and Competitive Advantage; The Moderating Effect of Firms' Recourses: Empirical Study on Jordanian Chemical Industrial Enterprises, Applied Science University, Date of discussion 9/2/2014.
33. Member of the committee to discuss the thesis, the impact of the use of Six Sigma on the value and satisfaction of the customer, Middle East University, Date of discussion 5/2/2014.
34. Member of the committee to discuss the Master thesis, the pressures of work and its impact on the quality of job performance at the Central Bank of Jordan, Al-Bayt University, Date of discussion 5/3/2014.
35. 35- Member of the committee to discuss the Master thesis, Effect of marketing capabilities in improving the marketing performance of private hospitals in Amman, Applied Science University, Date of discussion 10/3/2014.
36. Member of the committee to discuss the Master thesis, the impact of addressing problems in enhancing customer satisfaction: a study on the Jordanian commercial banks (letter in English), University of Applied Science Special, Date of discussion 21/5/2014.
37. Member of the committee to discuss the Master thesis, the impact of the use of information technology on the performance of private hospitals in Jordan, Al-Bayt University, Date of discussion 22/5/2014.

38. Member of the committee to discuss the Master thesis, the impact of the use of Balanced Scorecard in the promotion of marketing innovation: a case study of the Ministry of Tourism and Antiquities of Jordan, Middle East University, Date of discussion 1/6/2014.
39. Member of the committee to discuss the PhD thesis, the characteristics of leadership and its impact on entrepreneurship: An applied study on students of business incubators in Jordanian universities, University of Islamic Sciences, Date of discussion 20/8/2014.
40. Member of the committee to discuss the Master Thesis, the impact of financial incentives in job satisfaction: a study on the Al-Hussein Bin Talal Development Area in Al-Mafraq, Al-Bayt University, Date of discussion 15/12/2014.
41. Member of the Committee to discuss the Master Thesis, the impact of human resources management practices in enhancing organizational performance: a study on a sample of banks operating in Saudi Arabia, the University of Jordan, Date of discussion 17/12/2014.
42. Member of the committee to discuss the PhD thesis, social responsibility and its impact on the reputation of the corporate brand from the point of view of customers: an applied study on the Jordanian telecommunications sector in the North, International Islamic University, 10/1/2014.
43. Member of the committee discussing the Master Thesis, The role of business incubators in developing the competitiveness of small and medium enterprises in Jordan, Al-Bayt University, 17/5/2015.
44. Member of the committee to discuss the Master thesis, electronic marketing and the awareness of small and medium enterprises of its applications and benefits: a field study on Jordanian commercial companies, Balqa Applied University. Date of discussion 15/4/2013.
45. Member of the discussion committee of the Master thesis, The Effect of Strategic Flexibility in Organizational Performance in Service Companies in Jordan, University of Islamic International Sciences. Date of discussion 3/6/2015.
46. Member of the committee discussing the thesis of "The Effect of Strategic Leadership Practices on Competitive Advantage: A Field Study on Five Star Hotel Chain in Amman" by Jafar Al-Rousan, University of Islamic International Sciences, 28/8/2015.
47. Member of the discussion committee of the PhD thesis "The Impact of Intellectual Capital in the Electronic Marketing Mix, The Modified Role of Training: A Field Study on Tourism and Travel Offices in the Hashemite Kingdom of Jordan", by Mujahid Al-Tahrawi, University of Islamic International Sciences, 3/8/2015.
48. Member of the Committee to discuss the Master Thesis "The impact of basic processes in employment in improving job satisfaction and turnover, Human Resource Planning as an Intermediate variable: Jadra University Case Study", by Abdullah Abbas Al-Kandari, Al-Bayt University, 17/11/2015.
49. Member of the Committee to discuss the Master Thesis "Strategic Intelligence and Improving Competitive Advantage in Kuwaiti Telecom Companies", by Firas Al-Marashdeh, Jadra University, 12/12/2015.

50. Member of the Committee for discussing the Master Thesis "The effect of corporate social responsibility and customer value on marketing performance: investigating the mediating effect of corporate image" by Sajj Mohamed Ali, Middle East University, 6/1/2016.
51. Member of the committee to discuss the Master thesis "The Role of Administrative Empowerment in Improving Job Satisfaction: A Guide from Al-Bayt University", by Mohammed Saleh Al-Jubouri, Al-Bayt University, 5/1/2016.
52. Member of the committee discussing the Master Thesis "The impact of social media marketing on consumer purchase intent, Brand awareness as a moderating variable." , To the student Mohammed Emad Yashmaf, University of Applied Science Special, 17/1/2016.
53. Member of the Committee to discuss the Master thesis "The Impact of Knowledge Management in Organizational Learning", a study of the application of Islamic Banks in Kuwait, by Ali Al-Mukhaizeem, Al-Bayt University, 2/1/2017.
54. Member of the committee to discuss the Master Thesis "Application of a model that accepts technology in the use of electronic assessment of the performance of staff of King Abdullah University Hospital", by Nawara Al-Alimat, Al-Bayt University, 2/1/2017.
55. Member of the committee to discuss Master thesis "Investigating the Relationship between customer Knowledge Management and Customer Agility: the mediation effect of marketing capability in five star hotels in Amman", by Raya Melhem, Middle East University, 25/7/2016.
56. Member of the Committee to discuss the Master Thesis "The Impact of Career Planning in Enhancing Staff Empowerment: A Field Study in Jordanian Commercial Banks" by Uday Bani Hani, Jadra University, 21/1/2017.
57. Member of the Committee to discuss , Master Thesis, "Competencies based Training and its role in enhancing the performance of the staff of the General Command of the Fujairah Police" for the student Yusuf Al Suwaidi, Police College in Abu Dhabi, 8/1/2018.

Supervising Master Thesis and PhD Dissertation:

1. Master Thesis entitled "The Effect of Market Disturbance as a moderate Variable on the Relationship between Market Orientation and Marketing Performance in the Jordanian Tourism Sector" (Thesis in English), Omar Abdullah Al-Dabboubi, Marketing Department, Faculty of Economics and Administrative Sciences, , Jordan, 2011-2012.
2. Master Thesis entitled "The Effect of Relationship quality as an moderate variable on the Relationship Between the Electronic Services Quality and Customers Loyalty in Jordanian Commercial Banks", Khalil Abdo, Marketing Department, Faculty of Economics and Administrative Sciences, Amman, Jordan, 2011-2012 .

3. Master Thesis entitled "The Impact of Ethical Vision on the Relationship between Social Responsibility and Marketing Performance in the Mobile Telecommunications Sector in Jordan", by Ziad Majed Saadeh, Marketing Department, Faculty of Economics and Administrative Sciences, Applied Science University, Amman, Jordan, 2012.
4. Master's thesis entitled "Achieving the balance between expected and actual service and its effect in enhancing marketing performance: A study on a sample of banks operating in Qatar", Hamdan Al-Safran, Marketing Department, Faculty of Economics and Administrative Sciences, University of Applied Sciences, Amman, Jordan, 2011 -2012.
5. PhD Dissertation entitled "Developing a model for framing the influential relationship between cognitive networks and intellectual capital and its role in achieving competitive advantages in private universities in Jordan", student Louay Dahbour, Department of Business Administration, Al-Jinan University, Tripoli, Lebanon, 2009-2012
6. PhD Dissertation entitled "The impact of electronic marketing on the performance of the tourism sector in Jordan", student Shafi Falah Al-Falahat, Department of Business Administration, Faculty of Business, Omdurman Islamic University, Sudan, 2009-2012
7. Master Thesis entitled "The impact of brand trust on the relationship between customer based brand equity and the perceived value: a study on a sample of mobile phone users in Jordan", Salah Abu Tahoun, Marketing Department, Faculty of Economics and Administrative Sciences, , Jordan, 2012-2013.
8. Master's thesis entitled "The impact of trust in information technology on the relationship between e-banking services and the electronic customers loyalty: An analytical study on a sample of customers of Jordanian commercial banks", Sham al-Rimawi, Marketing Department, Faculty of Economics and Administrative Sciences, Amman, Jordan, 2012-2013.
9. Master Thesis entitled "The Impact of Information Technology Capabilities as a moderate Variable on the Relationship between Customer Relationship Management and Market Innovation Practices: An Analytical Study on Jordanian Commercial Banks", Abdullah Al-Hunaiti, Marketing Department, Faculty of Economics and Administrative Sciences, Applied Science University, Amman, Jordan. , 2012-2013.
10. Master Thesis entitled "The Impact of Social Media as a Marketing Tool on the Customer's Equity: A Field Study on Mobile Service Providers in Jordan", Mohammad Abdul Rahim, Marketing Department, Faculty of Economics and Administrative Sciences, Applied Science University, , Amman, Jordan, 2012-2013.
11. Master Thesis entitled "The Impact of the Physical Environment of Shopping Malls on the Behavior of the Purchasing Consumer: An Empirical Study on Shoppers in Malls in Jordan", Mohammad Ragheb Odeh, Marketing Department, Faculty of Economics and Administrative Sciences, Applied Science University, Amman, Jordan, 2012-2013.
12. Master Thesis entitled "The Impact of Environmental Management Behavior as a moderate variable on the Relationship Between Green Innovation and Marketing Performance: A Field Study on a Sample of Painting

Companies in Amman, Bassam Dababsa, Marketing Department, Faculty of Economics and Administrative Sciences, 2012-2013.

13. Master Thesis entitled " CRM features in the purchasing cycle and its impact on enhancing electronic satisfaction: A field study on online hotel reservation customers in Jordan", Student Abdullah Hamour, Faculty of Economics and Administrative Sciences, Applied Science University, Amman, Jordan, 2012-2013.
14. Master Thesis entitled "The impact of medical knowledge on the patient as a moderate variable on the relationship between indirect medication advertisements for the customer and relationship quality between the patient and doctor." Reham Abed, Faculty of Economics and Administrative Sciences, Applied Science University, Jordan, 2012-2013.
15. Master Thesis entitled "The Use of Celebrities endorsement in Advertisements and its Impact on Enhancing the Image of the Mark: A Study on the Soft Drinks Sector in Jordan", Yazen Mahmoud Ismail, Faculty of Economics and Administrative Sciences, Applied Science University, Amman, Jordan, 2012-2013.
16. Master Thesis, "The Effect of Pricing Based on Marketing Orientation on Pricing Strategies for the Product Combination, Pricing Objectives as a moderate Variable: A Field Study on Mobile Communications Companies in Jordan", Mahmoud Atta Al-Tawalbeh, Faculty of Economics and Administrative Sciences, In English), Amman, Jordan, 2013-2014.
17. Master Thesis entitled "The Effect of Social Media Marketing in Enhancing the Effectiveness of the Electrically WOM, The Hotel's reputation as a moderate variable: A Study on a Sample of Hotels in the Petra Region", Student Musa Suleiman Al-Twaisi, Faculty of Economics and Administrative Sciences, Jordan, 2013-2014.
18. PhD Dissertation entitled "organizational agility and its impact on enhancing organizational performance, leadership style as a moderate variable: a field study on a sample of IT companies in Jordan", student Omar Al-Ghuwairy, Faculty of Finance and Business, International Islamic University, Amman, Jordan, 2013 2014.
19. PhD Dissertation entitled "The Impact of Total Quality Management Practices on Enhancing Creative Performance, Creative Capabilities of Business as a mediation Variable: A Study on the National Tunnel Foundation in Libya", Student Sami Al Shaibani, Faculty of Finance and Business, University of Islamic International Sciences, Amman, Jordan, 2014.
20. Master Thesis entitled " Viral Marketing through E-mail and its impact in the E-WOM, Motivated to send the message as a moderate variable: A study on a sample of Jordanian university staff". Student Rida Nahar Bani Hani, Faculty of Economics and Administrative Sciences, University of Applied Special Sciences, Amman, Jordan. , 2013-2014.
21. Master Thesis, "Green Supply Chain Management and its Impact on Enhancing Marketing Performance Related to the Environment: A Study on a Sample of ISO14001 Certified Firms", Thesis Maan Masad, Faculty of Economics and Administrative Sciences, Jordan, 2013-2014.

22. Master Thesis, "Self Service Technology and its Impact in enhancing Behavioral Intentions, Customer Readiness as a moderate Variable: A Study on Internet Banks", Adib Damas, Faculty of Economics and Administrative Sciences, University of Applied Special Sciences, Amman, Jordan, 2013-2014.
23. Master Thesis, "The Effect of Integrated Marketing Communication on Online Consumer Behavior, Online Communication Trust as a moderate Variable: Study of a Sample of Electronic Products", (Thesis in English) Ghadir Mithakal Zidane, Faculty of Economics and Administrative Sciences, , Amman, Jordan, 2013-2014.
24. PhD Dissertation entitled "Knowledge Management Capabilities and its Impact on Improving Organizational Creativity: Entrepreneurship Orientation as a moderate Variable, A Field Study on Small and Medium IT Companies in Jordan", Mahmoud Malkawi, Faculty of Finance and Business, International Islamic University, Amman, Jordan, 2014 -2015.
25. Master Thesis, "Political Marketing Practices and its Impact on Enhancing Electoral Intentions, Towards the Political Market as a moderate Variable: A Study of the Opinion Leaders in the Jordanian Society", Sulaiman Al-Fanatseh, Faculty of Economics and Administrative Sciences, Amman University, Jordan, 2014 -2015.
26. Master Thesis, "The Website as a Tool for Relationships marketing and its Impact on Enhancing Electronic Loyalty, Customer Readiness To handle electronic as a moderate Variable: A Study on a Sample of Five Star Hotels in Amman", Batul Kaddoumi, Faculty of Economics and Administrative Sciences, , Jordan, 2014-2015.
27. Master Thesis entitled " Technology Acceptance Model for Wireless Internet Services and its Impact on Customers' Attitudes towards the Use of Social Networks: A Study on Jordanian University Students", University of Applied Sciences, Amman, Jordan, 2014-2015.
28. Master Thesis entitled " Strategies for entering the international market and their impact on improving marketing performance, marketing capabilities as a moderate variable: A study on a sample of pharmaceutical companies". Bahaa Al-Qadi, Faculty of Economics and Administrative Sciences, University of Applied Sciences, Amman, Jordan, 2014-2015.
29. Master Thesis entitled "The impact of INTERSERVQUAL on Improving Marketing Performance, Internal Customer Satisfaction as a moderate Variant: A Study in the Jordanian Banking Sector", Student Amir Al-Masri, Faculty of Economics and Administrative Sciences, Amman, Jordan, 2014-2015
30. Master Thesis entitled "Assessing the Key dimensions of Internal Marketing and their Effects on Internal Service Quality: A Field Study within Private Hospitals." Faculty of Administrative & Financial Sciences, Petra University, Amman, Jordan 2016-2017

<p><u>Training certificate:</u></p>	<ul style="list-style-type: none"> - Teacher Development Course, Applied Science private University, 2002. - Training of Trainers: Capacity Building in Tourism and Hospitality Education, George Washington University, cooperation with the Ministry of Tourism and Antiquities of Jordan and USAID, 20-24 February 2011. - Advanced Statistical Course SPSS, Faculty Development Center, Applied Science private University, 7-11 / 10/2007. - Training course in the use of TASK SCREAM, University of Sharjah, Thursday, 23/11/2017, University Branch in Khorfakkan.
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<p><u>Training courses:</u></p>	<ul style="list-style-type: none"> - Implementation of a training course entitled "Training Diploma in eco-tourism", Center for Continuing Education & professional Development, University of Sharjah, 5/10-5/11/2017. - Implementation of a training course entitled "Training Diploma in eco-tourism", Center for Continuing Education & professional Development, University of Sharjah, 6/11-12/12/2017. - Implementation of a training course entitled "Training Diploma in Tourism Guidance", Center for Continuing Education & professional Development, University of Sharjah, 21/1/2018-19 / 2/2018.
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<p><u>Skills:</u></p>	<ul style="list-style-type: none"> - <i>Computer Skill</i>:ICDL - <i>Language Skills</i>: Good reading, writing and conversation:
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<p><u>Research Interests:</u></p>	<ul style="list-style-type: none"> - Tourist guides - Communication skills in Tourism Industry. - Heritage protection and its use for tourism purposes - tourist and guest behavior - Laws and legislation in tourism - Hospitality Management - Public relations in tourism - Human resources Management in tourism. - Knowledge management capabilities in tourism organizations - Organizational behavior. - Quality management in tourism. - Creative ability of business - Tourism and hotel marketing - Tourism industry - Hotel Management - Customer Relationship Management. - Hospitality Technology. - Total Quality Management. - Internal and external Service Quality. - Career guidance. - Electronic marketing communications
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<p><u>Newspapers:</u></p>	<ul style="list-style-type: none"> - 2000-2005, Writer in Al-Rai newspaper, Jordan. - 2009-2012, Writer in the Al Ghad newspaper, Jordan, Tourism page. - Alkhaleej newspapers, 2020- until now . - Sharjah 24, 2020- until now.
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<p><u>References:</u></p>	<ol style="list-style-type: none">1. Prof. Hani Al-Damour, Secretary General in Ministry of Higher Education, and Vice-President of the University of Jordan, Business School, Mobile: 0795595958.2. Prof. Fayez Al-Zoubi, New York University, Mobile: 0796528000.3. Dr. Shafiq Haddad, Dean of King Talal College of Business and Technology, Vice President at the University of Applied Science, Mobile: 0796646461.4. Prof. Lutfi Khalil, Dean of the Faculty of Tourism and Antiquities formerly University of Jordan.5. Dr. Nada Alrawabdeh, Dean of the Faculty of Tourism and Antiquities, University of Jordan.6. Dr. Ibrahim Bazazo, Dean of the Faculty of Tourism and Antiquities, University of Jordan Branch of Aqaba.7. Prof. Khaled M., Dean of the Faculty of Tourism, Yarmouk University.
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