

CURRICULUM VITAE

Dr. Mohammad Al-hawari

Professor of Marketing &

Vice Dean

Sharjah

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INTRODUCTION

As a result of my academic, work and research experience at different universities- Central Queensland University (Australia), the Private University of Alzaytoonah (Jordan) and University of Sharjah (UAE), I have developed a broad knowledge of, and skills in, the field of marketing.

My research interests include customers' relationship, customers' loyalty, consumer behaviour, Frontline employees- customers' interaction, and brand equity. My research has been conducted with various banks, hotels, and companies in Australia and the United Arab of Emirates and has impacted both management practice and academic theories. **19 articles** of the **40** international journal articles I published appear in prestigious marketing journals (Ranked **A* and A** according to **ABDC 2020 and Scopus**). My work cited **1900** times so far according to the Google Scholars Platform, and **658** citations according to Scopus records

I believe that teaching is more than the delivery of knowledge; it is the process by which lecturers provide opportunities for students to engage with knowledge to develop a critical understanding of key curriculum objectives. I have 16 years' experience of teaching different marketing courses for both undergraduates and postgraduates; Principles of Marketing, Special Topics in Marketing, Entrepreneurship, Marketing Management, Marketing Communication, Customer Relationship marketing, Marketing Research, strategic marketing, service marketing and bank marketing. I am keen to develop my knowledge base further in order to establish my academic career.

EDUCATIONAL ACHIEVEMENTS

Doctor of Philosophy (Services Marketing, 2005)

Faculty of Business and Law, Central Queensland University, Rockhampton, QLD, Australia, Got the College of Business PhD scholarship

Master of Commerce (2002)

University of Western Sydney, Sydney, NSW, Australia

Bachelor of Accounting (2000)

Yarmouk University, Irbid, JORDAN

GPA was among the highest four students in the department (81%)

High School Certificate (Scientific Stream) (1996)

Prince Hussain Secondary Boys School, Irbid, JORDAN

GPA 89%

WORK EXPERIENCE

Vice Dean of the College of Business Administration (from September 2021 until now)

Duties include

- Participating in the development of strategic directions for the School
- Assisting the Dean in development, implementation and monitoring of progress of the School Strategic Plan
- Developing and undertaking monitoring and enhancement of quality assurance procedures for undergraduate and postgraduate coursework programs;
- Participating in and contributing to School and University-wide committees as required
- Advising the Dean and other senior School staff on policy and strategic matters particularly with respect to quality assurance of courses and their delivery and to student support
- Advising and assisting the Dean in the overall management of the School

Head of the Department of Management (From August 2017 to September 2021)

Duties include

- Encouraging a high-quality research which has impact on the academic community, as well as the industry.
- Proposing and developing academic and research plans for the Department and oversee their implementation
- Promoting a supportive academic environment, in which students and staff are treated with fairness and respect.
- Observing the department administrative procedures in order to eliminate any non-added activity

- Assuring a smooth delivery of the courses as planned by the department
- Sitting regular meetings in order to update the department council of any changes or new regulations by the university
- Maintaining records on department activities
- Proposing distribution of the faculty teaching load
- Preparing documents on the quality of the educational process for academic accreditation

Full time Full Professor (From April 2022 until now) Department of Management, Faculty of Business Administration, University of Sharjah, Sharjah, UAE

Full time Associate Professor (From February 2016 until April 2022) Department of Management, Faculty of Business Administration, University of Sharjah, Sharjah, UAE

Duties included delivery of several marketing courses for

Undergraduates

- Service Marketing
- Marketing Communications
- Strategic marketing
- Special Topics in Marketing
- Entrepreneurship
- Principles of Marketing, and

Postgraduates (E-MBA, DBA, and MBA)

- Marketing research
- Marketing Management

Full time Assistant Professor (From August 2007 to January, 2016)

Department of Management, Faculty of Business Administration, **University of Sharjah**, Sharjah, UAE

Duties included delivery of several marketing courses for

Undergraduates

- Service Marketing
- Marketing Communications
- Strategic marketing
- Special Topics in Marketing
- Entrepreneurship
- Principles of Marketing, and

Postgraduates (E-MBA)

- Marketing research
- Marketing Management

Average score of students' evaluations for the last 8 years is around 4.5 out of 5

Full time Assistant Professor (From Feb-2006 to July 2007)

Faculty of Economic and Business Administration, **Private University of Al-Zytooneh**, Amman, Jordan

Duties included delivery of several marketing courses

Undergraduate;

- Bank Marketing,
- Computer applications in Marketing,
- Office Automation systems,
- Marketing research,
- SPSS.

Researcher - (From August 2005 to December 2005)

Faculty of Sciences, Engineering and Health, **Central Queensland University**, Rockhampton, Australia

- In this position as researcher, I ran the data analysis for the CRC Centre. My responsibilities included; SPSS Data base development and management, Data analysis by NetMiner Tool, collation of qualitative data and regular discussion of data outputs with the CRC management team.

Course Manager (spring term, 2003)

School of Commerce, Central Queensland University

Duties included **organising** the delivery of several courses for both undergraduate and postgraduate levels

Casual lecturer (Spring term 2003)

School of Commerce, Central Queensland University (**Hong Kong Campus**),

Duties included **delivery** of several courses for both undergraduate and postgraduate levels

Tutor: Aboriginal Tutorial Assistance Scheme, Central Queensland University

Duties include assisting students from Aboriginal communities with their academic studies.

Research Assistant (March 2003 - July 2003) to Associate Professor Tony Ward, School of Marketing and tourism, Central Queensland University, Duties included Internet research, organising research interviews, data analysis and interpretation.

Research Assistant (August 2002– December 2002) to Dr. Monir Zaman, School of Commerce, Central Queensland University, Duties included internet research, analysing data using appropriate statistical software including SPSS and AMOS, interpreting major statistical findings.

Casual Marker (2002 – 2005)

School of Commerce, Central Queensland University

Duties included marking assignments and exam papers for several marketing courses

RESEARCH GRANTS and AWARDS

- (2012-2016) University of Sharjah, Competitive research grant, 8000 USD, **UAE**
- (2009- 2011) University of Sharjah research seed grant, 4500USD, **UAE**
- (2003-2006) awarded the PhD Scholarship of Business and Law Faculty, Central Queensland University, **Australia**
- (2010) Awarded the Best Paper Prize for the article “The Role of Bank Automated Services in Gaining Customers’ Trust: a Practical Study in UAE” presented in Malaysia-Indonesia International Conference on Economics, Management and Accounting, **Malaysia**

REFEREED INTERNATIONAL JOURNALS PUBLICATIONS

MY PUBLICATIONS in CLASS (A*) JOURNALS (ABDC,2019)

Bani-Melhem, S., Al-Hawari, M., & Faridahwati, MS (2021), “Green innovation performance: a multi-level analysis in the hotel sector”. **Journal of sustainable tourism**, accepted for publication, ranked A* according to ABDC (IF 7.968, Hi 103, Q1 Scopus, 9 out of 124, Top 7%),

Quratulain, S., & Al-Hawari, M. A (2021). “Interactive effects of supervisor support, diversity climate, and employee cynicism on work adjustment and performance. **International Journal of Hospitality Management**, Vol. 93, 102803. ranked A* according to ABDC (IF 9.237, Hi 122, Q1 Scopus, 4 out of 124, Top 3%),

Ndubisi, N., Dayan, M., Yeniaras, V., & Al-Hawari, M.A (2020) “The effects of complementarity of knowledge and capabilities on joint innovation Capabilities and service innovation: The role of competitive intensity and demand Uncertainty” **Industrial Marketing Management Journal**, Vol.89, pp.196-208, ranked A* according to ABDC (IF 6.960, Hi 136, Q1 Scopus, 21 out of 194, Top 11%)

MY PUBLICATIONS in CLASS (A) JOURNALS (ABDC,2019)

Abukhait, R., Shamsudin, F.M., Bani-Melhem, S. & Al-Hawari, MA (2022). “Obsessive–compulsive personality and creative performance: the moderating effect of manager coaching behaviour”. **Review managerial science**
<https://doi.org/10.1007/s11846-022-00528-6> (IF 7.127, Hi 25, Q1 Scopus)

Al-Hawari, M., Qurat-ul-ain., S., & Bani-Melhem, S., (2021), “How and When Frontline Employees’ Environmental Values Influence Their Green Creativity? Examining the Role of Perceived Work Meaningfulness and Green HRM Practices”, **Journal of Cleaner Production**, Vol. 310, (Ranked A, ABDC, (IF 9.297, Hi 200 Q1 Scopus, , 35 out of 513, Top 7%)

Al-Hawari, MA; Bani-Melhem, Sh, & Faridahwati, MS (2021), “Does employee willingness to take risks affect customer loyalty? A moderated mediation examination

of innovative behaviors and decentralization”, **International Journal of Contemporary Hospitality Management**, Vol.35, No.2, pp. 1746-1767. **Ranked A, ABDC, (IF 6.541, Hi 86 Q1 Scopus, 6 out of 124, Top 5%)**.

Bani-Melhem, S., Qurat-ul-ain., & S Al-Hawari, M, (2021). Does Employee Resilience Exacerbate the Effects of Abusive Supervision? A Study of Frontline Employees’ Self-Esteem, Turnover Intention, and Innovative Behaviours. **Journal of Hospitality Marketing & Management**, Vol.30, No.5, 611-629 , **Ranked A, ABDC, (IF 7.022, Hi 53, Q1 Scopus, 26 out of 194, Top 13%)**.

Al-Hawari, MA, Bani-Melhem, S., & Quratulain, S (2020). ‘Abusive Supervision and Frontline Employees’ Attitudinal Outcomes: The Multilevel Effects of Customer Orientation’. **International Journal of Contemporary Hospitality Management**, Vol. 32 No. 3, pp. 1109-1129. **Ranked A , ABDC, (IF 6.541, Hi 86 Q1 Scopus, 6 out of 124, Top 5%)**.

Bani-Melhem, S., Qurat-ul-ain., & S Al-Hawari, M, (2020). “Customer Incivility and Frontline Employees’ Revenge Intentions: Interaction Effects of Employee Empowerment and Turnover Intentions” **Journal of Hospitality Marketing & Management**, 29(4), pp.450-470. **Ranked A, ABDC,(IF 7.022, Hi 53, Q1 Scopus, 26 out of 194, Top 13%)**.

Al-Hawari, M, Bani-Melhem, S., & Qurat-ul-ain , S (2020). “Do Frontline Employees Cope Effectively with Abusive Supervision and Customer Incivility? Testing the Effect of Employee Resilience” **Journal of Business and Psychology**, 35(2), 223-240 **Ranked A, ABDC, (IF 6.760, Hi 75, Q1 Scopus, 22 out of 422, Top 5%)**.

Al-hawari, M (2015). “How the Personality of Retail Bank Customers Interferes with the Relationship between Service Quality and Loyalty” **International journal of bank marketing**, (Ranked A, ABDC, **IF 2019: 2.8, Hi 77 Q2 Scopus**) Vol 33, No.1, pp.41-57,

Al-Hawari, M (2014), “Does Customer Sociability Matter? Differences in E-quality, E-satisfaction, and E-loyalty Between Introvert and Extravert Online Banking Users” **Journal of services marketing**, (Ranked A, ABDC, **IF 3.195 (2019), Hi 96, Q1 Scopus**) Vol.28, No.7, pp 538-546,

Al-hawari, M (2014). “Emotional Stability and Switching Barriers in the Retail Banking Context” **Managing Service Quality: international Journal (now is journal of service theory and practice)**, (Ranked A, ABDC, **IF 3.10 (2016), Hi 73, Q1 Scopus**) Vol.24, No.5, pp.469-486,

Al-hawari, M & Moukkat S (2012), “Do offline factors trigger customers’ appetite for online continual usage? A study of online reservation in the airline industry. **Asia Pacific Journal of Marketing and Logistics**, Vol.24, No.4, pp. 640-657 (Ranked A (2019), ABDC, **IF 2019: 2.511 , Hi 42, Q2 Scopus**),

Al-hawari, M (2011) “Automated service quality as a predictor of customers’ commitment: A practical study within the UAE retail banking context” **Asia pacific**

journal of Marketing and logistics, Vol.23, No3, pp.346-366 (Ranked A (2019), ABDC, IF 2019: 2.511 , Hi 42, Q2 Scopus)

Al-hawari, M., Newby L, Ward, T (2009) “the Relationship between Service Quality and Retention within the Automated and Traditional Contexts of Retail Banking. **Journal of Service Management**, Vol 20, No 4, pp 455-472, (Ranked A, ABDC, IF 4.662 (2019), Hi 53, Q1 Scopus),

Al-Hawari, M., and Ward, T (2006). The effect of automated service quality on Financial Performance and the mediating role of customer satisfaction. **Marketing intelligence and Planning**. Vol 24(2), pp. 127-147 (Ranked A, ABDC, IF: 2.164 (2019), Hi 64, Q2 Scopus.

MY Publications in CLASS (B) JOURNALS (ABDC,2019)

Bani-Melhem, S., Rawan A., Faridahwati, MS., & Al-Hawari, MA; (2021), “HOW AND WHEN DOES JOB CHALLENGE PROMOTE THE INNOVATIVE BEHAVIOUR OF PUBLIC SECTOR EMPLOYEES?” **International Journal of Innovation Management**, Vol.25, No.6. Ranked B ABDC, (**Hi 44, Q2 Scopus, 123 out of 428, Top 29%**).

Haj, N., & Al-Hawari, M (2021), “Predictors of recycling behavior: The role of self-conscious emotions” **Journal of Social Marketing**, Vol. 11, No.3, pp. 204-223, Ranked B ABDC (**IF 2.020, Hi 24, Q2 Scopus, 81 out of 194, Top 42%**).

Bani-Melhem, S., Al-Hawari, & M, Qurat-ul-ain., S (2020). Leader-Member Exchange and Frontline Employees’ Innovative Behaviors: The Roles of Employee Happiness and Service Climate. **International Journal of productivity and performance management**, 1741-0401. Ranked B ABDC, (**Hi 61, Q2 Scopus, 134 out of 359, Top 37%**).

Al-Hawari, M (2022) “Online Customer Relationships: Switching Cost Drivers for Different Relationship Lengths” **The Service industries Journal**, DOI: [10.1080/02642069.2018.1513495](https://doi.org/10.1080/02642069.2018.1513495). Ranked B ABDC, (IF 6.539, **Hi 66, Q1 Scopus, 72 out of 513, Top 14%**).. V.42, No. 2, pp.

Al-hawari , M (2011) “Do Online Services Contribute to Establishing Brand Equity within the Retail Banking Context? **Journal of relationship marketing**, (Ranked B ABDC, Q3 Scopus, Hi 25) Vol 10, No.3, pp. 145-166,

Al-hawari, M (2006). The Impact of automated service quality on Financial Performance and the mediating role of customer retention. **Journal of Financial Services Marketing**. (Ranked B, ABDC, Scopus Q3, Hi 14), Vol 10 (3), pp. 228-243,

MY Publications in CLASS (C) JOURNALS (ABDC,2019)

Quratulain, S., Al-Hawari, MA ., & Bani-Melhem , S (2020). ‘Perceived Organizational Customer Orientation and Frontline Employees’ Innovative Behaviors: Exploring the Role of Empowerment and Supervisory Fairness’ **European Journal of Innovation Management**. Vol. 24 No. 2, pp. 533-552, Ranked C ABDC, (**IF 4.691, Hi 63, Q2 Scopus, 68 out of 343, Top 20%**).

Al-Hawari, M., Bani-Melhem, S., & Shamsudin, Faridahwati (2019), “Determinants of Frontline Employee Service Innovative Behavior: The Moderating Role of Co worker Socializing and Service Climate” **Management Research Review**, Vol. 42 No. 9, pp. 1076-1094, Ranked C ABDC, (**Hi 53, Q2 Scopus, 68 out of 359, Top 24%**).

Al-hawari, M (2013) “What Hooks Customers into Using Online Reservation Portals: A Multichannel Perspective”. **International Journal of Electronic Customer Relationship Management**, (Ranked C ABDC, Q4 Scopus, Hi 14) Vol.7, No.1, pp.1-20,

Moukkat S & Al-hawari, M (2012), “Examining the antecedents of e-loyalty intention in an online reservation environment” **Journal of High Technology Management Research**, Vol.23, No.1, pp. 46.57, (Ranked C ABDC, Q2 Scopus, Hi 43),

Moukkat, S and Al-hawari, M (2012) “Investigating the factors affecting university students’ e-loyalty intention towards the Blackboard system” **International Journal of Business Information system**, (Ranked C ABDC, Scopus Q2, Hi 22) Vol.9, No.3,pp. 239-260,

Al-hawari, M., Hartely, N., and Ward, T (2005). Measuring Banks’ Automated service quality: A confirmatory factor analysis approach. *Marketing Bulletin Journal*. (Ranked C ABDC, Vol 16 (1), pp 19

Other Refereed International Publications

Al-hawari, M & Moukkat Samar (2010) ” The influence of technology acceptance model (TAM) factors on students' e-satisfaction and e-retention within the context of UAE e-learning”, **Education, Business and Society: Contemporary Middle Eastern Issues Journal**, Vol 3, No.4, pp 97-113,

Al-hawari, M (2008). The Influence of Traditional Service Quality Factors on Customer Satisfaction: A Practical Study within the Context of Australian Banking” **the business review, Cambridge**. Vol 11(2), pp114-120,

Al-hawari, M, & Al-hawari, M (2013). “Employees or technology-based services: a practical study of predicting brand equity within the UAE retail banking context”. **International Journal of Services and Operations Management**, Vol.14, No.3, pp.298-320, (Q2 Scopus, Hi26),

INTERNATIONAL REFEREED CONFERENCES

Alhawari, M., & Haj, N (2019), "Which emotions predict people recycling intentions? A practical study in the UAE"? **8th Asian Management Research and Case (AMRC) Conference, Alain , UAE**

Al_hawari, M (2018), "Does customer solidarity lead to employees' services innovative behaviour?" **International Conference on Economics and Business Management (ICEBM) Budapest, Hungary**

Al-Hawari, M and Bani Melhem, S (2018), "How the service quality impact on switching costs varies over different relational periods" **International Symposium on Business and Management, Osaka, Japan**

Al-Hawari, M (2016), "Which Does Drive Switching Costs in Retail Banking Industry; Openness to Experience or Services Quality", **3rd Business & Management Conference Proceedings, International institute of social and economic sciences, Lisbon, Portugal**

Al-Hawari, M (2015), " Managing Customers Loyalty Across Genders in UAE Retail Banking Context" **5th International Conference on Economics Proceedings, Trade and Development, Seoul, South Korea**

Al-Hawari, M (2014) "How Customers Sociability Affects the Relational Benefits and Loyalty Relationship" **World Business and Social Science Research Conference Proceedings , Paris, France**

Al-Hawari, M (2013) "What is a Matter to Loyalty? Quality or Sociability: a practical study within the UAE retail banking context", **International Conference on Marketing: Challenging Environment Proceedings , Colombo, Sri Lanka**

Al-hawari, M (2012)" What is the way to create a positive bank Image? A practical study within the UAE retail banking system" Proceeding of 2012 **advances in Business-Related Scientific Research Conference Proceedings , Venice, Italy**

Al-hawari , M (2010) "The Role of Bank Automated Services in Gaining Customers' Trust: a Practical Study in UAE" **Malaysia-Indonesia International Conference on Economics, Management and Accounting. Got the best paper award**

Al-hawari, M and Al-hawari, M (2006). The relative importance of Banking automated services in influencing customer satisfaction: Practical study in Australia. **Proceeding of the 2006 Alzytooneh conference.** Amman, Jordan

Al-hawari, M., and Ward, T (2005). The influence of internet banking and teller service quality on customer retention: a comparison study. **Proceedings of the 2005 ANZMAC Conference,** Perth, Australia.

Al-Hawari, M., and Ward, T (2004). The Role of Automated Banking Service in Customer Retention. **Proceeding of the 2004 ANZMAC conference.** Wellington, New Zealand

EXAMPLES OF ACADAMIC REVIEWING of JOURNALS ANA BOOKS

1. Reviewed the article “Online marketing of financial products and services in India: the determinants and Road ahead” , **Journal of research in interactive marketing**
2. Reviewed the article “Bank Competitiveness and customer value: An evidence from Indian banking industry”, **Management Research Review journal**
3. Reviewed the article “Quality Elements for the educational systems in India review “ , **Asia journal on quality**
4. Reviewed the article “Relationship marketing in Vietnam: an empirical study”, **Asia Pacific Journal of Marketing and Logistics**
5. Reviewed selected cases to Kotler and Armostrong of Principles of Marketing textbook, the new Arabic world edition
6. Wrote two cases to the text book of Integrated Marketing Communication (IMC), Clow and Baack
7. Reviewed the article “A study of service quality of blood banks” , **Journal of Quality and reliability**
8. Reviewed the article “Generic Technology-Based Service Quality Dimensions in Banking: Impact on customer satisfaction and loyalty”, **International Journal of Bank marketing**
9. Reviewed selected cases in Lovelock & Wirtz: Services Marketing, 7th Edition
10. Reviewed a Whole book “Financial services marketing 2e by Jillian Farquhar and Arthur Meidan (Palgrave publication UK)

EXAMPLES OF COMMUNITY SERVICES

1. Wrote article to ARAB investor magazine
2. Wrote article to Economy Development division in Sharjah
3. Served as a referee in a television show “TOMOOH SHABAB” for four times, broadcasted by Sharjah Satellite television channel
4. Invited as a guest speaker by Sharjah FM radio Channel , Live Interview, “ How families should manage their consumption behaviour”
5. Served as a member in many different academic and social committees at the college and university levels such as
 - E-MBA Accreditation committee,
 - SACS Accreditation committee,
 - AACSB Accreditation committee,
 - Entrepreneurial Centre Committee,
 - Faculty Affairs Committee,
 - Scientific and Research Committee
 - College Council
 - College Business Student Association (Advisor)
 - Recruitment Committee
 - Graduate Program Studies Committee
 - University Forum Magazine

COMPUTER SKILLS

MS Office Packages: WinWord, Excel, Access, PowerPoint

Statistical Spreadsheets: Statistical Package for Social Science (SPSS), and structural equation modelling using AMOS

Advanced Internet research skills

LANGUAGES

English (fluent writing, reading, listening, speaking skills)

Arabic (fluent writing, reading, listening, speaking skills)

INTERESTS AND ACTIVITIES

Reading, Cinema, Outdoor Activities (fishing, camping, hiking), Physical Fitness,