

Curriculum Vitae

1. Name : Younes A.A.Megdadi

2. Rank : Full Professor, Marketing Department

3. Degrees with fields, institution, and date

B.Sc.. in Management, Far Eastren University, Phillipines,1987.

M.Sc. in Business Administration, Adamson University, Phillipines,1989.

Ph.D. in Marketing, University of Santo Tomas, Phillipines, 1992.

4. Academic Experience:

Full Professor: Amman Arab University, Jordan,May,05, 2014.

Associate Professor: Amman Arab University, Jordan ,Sept.,01,2011- May,05,2014.

Associate Professor: Middle East University, Jordan, Sept.,01,2009-Aug.,30,2011.

Associate Professor: King Faisal, KSA,Aug.,25,2008- Aug.,30,2009.

Associate Professor: University of Petra, Jordan, Sept. 01, 2007- Aug.,30,2008.

Associate Professor: Jerash Private University, Jordan,Oct.,01,2005-Sept.,30,2007.

Associate Professor: Ajman University, UAE,Aug.,25,2002-Sept.,30,2005.

Assistant Professor: Jerash Private University, Jordan,Oct.,01,1993-Sept.,30,2002.

5. Non-Academic Experience:

-President Chancellor for Planning and Development, Amman Arab University, Amman, Jordan,Oct.,01/2015 –Oct.,18/2017.

-Dean, Faculty of Business, Amman Arab University, Amman, Jordan,Sept.,01/2014 –Augt.,30/2018.

- Vice Dean, Faculty of Business, Middle East University, Amman, Jordan,2010-Sept.,14,2011.

-Director of Quality Assurance Department, Middle East University, Amman,Jordan,2010- 2011.

-Deputy Dean , Faculty of Business Administration, Ajman University of Science and Technology Network, Al-Ain Campus,UAE,Sept.1, 2003-Sept.1,2004.

-Head of Marketing Department, Faculty of Business, Ajman University of Science and Technology Network, UAE, Feb.,5- Sept.,1,2003.

-Director of Consultant, Continuing Education & Community Service Center, Jerash University – Jordan, Sept. 31,2000 –Aug.30,2002.

-Acting Dean, Faculty of Economic and Business Administration - Jerash University- Jordan, Sept. 31, 1994 - Oct. 1,1995.

-Head Department of Business Administration, Faculty of Economic & Business Administration , Jerash University – Jordan , Oct.1 ,1994- Feb.15, 1997.

6. Certifications or Professional Registrations:

A membership of the Journal of the Academy of Marketing Science, JAMS,

A membership of International Higher Educational Teaching Professors, IHETP.

A membership of European Research Interest Association, ERIA.

A membership of British Academy of Management BAM.

A membership of American Association of International Researchers, AARIR.

A membership of Higher Education for Learning and Teaching HELT.

A membership of Social Media Marketing SMM.

A membership of E. Marketing Association, EMA.

A membership of the Association of Marketing Theory and Practices, AMTP.
A membership of Harvard Business Review, HBR.
A membership of Middle East Marketing Professionals MEMP

7. Current Membership at Amman Arab University:

- Faculty Academic Promotion Committee, Faculty of Business, Sept.,10/2018-Augt.,30/2019.
- Faculty scientific Research Committee, Faculty of Business,Sept.,10/2018-Augt.,30/2019.
- Faculty Strategic Planning Chairman Committee, Faculty of Business, Sept.,10,2018-Augt.,30/2019.
- Disiplinary Committee, Amman Arab University,Sept.,18/2018-Augt.,30/2019.
- Academic Promotion and Placement Committee Member,Sept.,1/2015-Augt.30/2018.
- Deanship Council Member, Amman Arab University, Amman , Jordan , Sept./1/2014- Augt.,30/2018.
- University Council Member, Amman Arab University, Amman , Jordan , Sept.,1,2014- Augt.,30/2018.
- University Strategic Plan Committee Member, Amman Arab University, Amman , Jordan , 2014-2015,2015-2016,2016-2017.
- Highest Curriculum Development Committee Member, Amman Arab University, Amman , Jordan , 2014-2015.
- Science Research Council & Post Graduate Committee Member, Deanship of Science Research and Post Graduate Studies, Amman Arab University,Sept.,1/2014-Augt.,30/2018.
- Post Graduate Committee Head, Faculty of Business, Amman Arab University,Sept.,1/2014-Augt.,30/2018.
- Promotional & Marketing Committee Head of the Academic Programs, Amman Arab University,2013-2014, 2014 -2015,2015-2016,2016-2017,2017-2018.
- Scientific Committee of Master Marketing Program, Amman Arab University,2013-2014.
- Curriculum Development Committee, Marketing Department, Amman Arab University, Amman , Jordan , 2013-2014.

8. Honors and Awards:

Non

9. Service Activities:

Seminar Entitled of: "The Side Effects of Mis Consumption on Family Standards of Living", Jordanian Women Association, Irbed Branch, March,03, 2014.

Seminar Entitled of: "Youth Attitudes and Behaviors Toward Mobile Use" The Association of Charity ,Irbed Branch,Sept.,10, 2012.

10. The most Important Publications in last five years:

- Megdadi & Hammouri,2018." " The Impact of Service Quality Management on Customers Satisfaction in Jordanian Mobile Companies", The International Scientific Conference for Business, ISSN:7761-2414, Faculty of Business, Amman Arab University, Jordan, April,7-8,2018.*First Author.*
- Megdadi & Hammouri,2016." The Impact of Mobile SMS Advertisements Message on Customer Buying Decisions Toward The Financial Services of Jordanian Commercial Banks: Empirical Study," *International Journal of Business and Social Science IJBSS, USA, Vol.7, No.6 Issue June, 2016, Indexed Journal ... (ISSN: 2219-1933), 2016,Published/ First Author. USA.*

- Megdadi , Abu Hussien, &Aljarrah, 2014/2015 “The Effect of Customer's Knowledge on Adopting Brands of Cosmetic Products Based on Jordanian Universities Students Perspectives: Field Study”, Financial and Commercial Research’s Journal, Pour Saied University, 4th Issue, Egypt , Accepted. 2nd Author.
- Megdadi & Alsoker,2014"Determinants of Marketing Innovation and its Effect in Improving the Quality of Banking Services: Empirical Study on Jordanian Commercial Banks:., *Journal of Mouta for Researching and Studies, Indexed Journal Mouta University, Published, First Author, issues ,Jordan.*
- Megdadi ,Jaber,& Alajme,2013" An Examine Proposed Factors Affecting Customer loyalty Toward the Financial Services of Jordanian Commercial Banks: Empirical Study," *International Journal of Business and Social Science IJBSS, USA,Vol.4,No.10 (Special Issue-August.), Indexed Journal (ISSN:2219-1933), Published/ First Author. USA.*
- Megdadi, Abu Saleh, & Houang,2013"Factors Influencing the Formulation of Effective Marketing Strategies of Chinese business Operating in Jordan", *International Journal of Business and Social Science IJBSS, Vol.4,No.3,Feb.), Indexed Journal (ISSN:2219-1933), Published/ 3rd Author. USA.*
- Megdadi, Alshourra & Alsarrareh,2012" The Change Toward Knowledge Economy in Higher Education Institutions Based on Academic Department Heads Perspectives of Jordanian Private Universities". *JAAU Journal of Association Arab Universities, Amman, Jordan, Issue 60.,Dec.-2012, Indexed Journal Indexed (ISSN:1680-6549) Published).Jordan. 2nd, Author.*

11.Institutional Professional Development Activities in the last five years.

- Manuscripts Reviewer of local, regional and international journals.
- Ph.d Dissertations and Master Thesis Reviewer and Examiner.
- Editorial board member of international journals:
 - 1.International Journal of Business and Commerce (IJBC).
 - 2.International Journal of Management, Economics and Social science(IJMESS).
 - 3.Innovative Journal of Business and Management IJBM
 - 4.International Journal of Marketing Review, IJMR.
- Workshop Entitled of :Assessment of Higher Education Quality, King Hussein for Creativity & Excellently ,Jordan, Jan. 16 & 17, 201

