

دائرة الموارد البشرية
Human Resources Department

Date: 28/11/2020

Rashad Mohammad Yousef Al Saed



Personal Data المعلومات الشخصية

Title:Instructor (Academic Member)

Academic Rank: Professor

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<https://scholar.google.com/citations?authuser=1&user=yfhVL2cAAAAJ>

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Education المؤهلات العلمية

PhD: Business Administration; (Major: Business Administration, Minor: leadership) Portsmouth University /Sudan University of Science and Technology; UK / Sudan; (1996-2002).

Title of Dissertation: (An Investigation into the Effectiveness of the Jordanian Industrial Leadership in Organizational Performance).

MBA: Business Administration, Kennedy University; California State; U.S.A. (1988-1990).

(I.C.B.L.A); Equivalent to MBA in Human Resources; Introduction to Competence Based Learning and Assessment; Fife College; Scotland; (2000-2001)

(S.A. L1): Skill Assessor – First Level; Scottish Qualification Authority; Scotland; (2000-2001).

(S.A. L2): Skill Assessor – Second Level; Scottish Qualification Authority; Scotland; (2000-2001).

First Degree: Faculty of Science, University of Jordan; Amman; Jordan; (74-77)

Academic Experience الخبرات التدريسية

2016. September until present: Professor, Amman Arab University, MBA; Business Administration Department, Jordan Amman.

2008–2016: Professor, Skyline University College; MBA&BBA; Marketing & International Business Department, UEA, Sharjah.

2009- 2016: Adjunct Professor, Sharjah University; Business College; Marketing Department, UEA, Sharjah.

2007-2008: Associate Professor; Birzeit University; Marketing Dept.; Palestine; Birzeit.

2006 -2007: Associate Professor; Petra University; Marketing Dept.; Jordan; Amman

2005-2006: Associate Professor; Applied Science Private University; College of Economic and Business Administration; ; Amman; Jordan .

2003-.2005: Assistant Professor; Applied Science Private University; College of Economic and Business Administration; ; Amman; Jordan .

1999-2003: Assistant Professor; Arabian Academy for science and Technology; Advanced Management Institute; High Studies (MBA); Alexandria; Egypt. Jeddah Chamber of commerce and industry Programmed for High Education; Jeddah training center; Jeddah; Saudi Arabia;

1998 –1999: Zaytoonah University of Jordan; College of Economic and Business Administration; (Adjunct Assistant Professor) Amman; Jordan.

1997 –1998: Amman University; College of Economic and Business Administration; (Adjunct Assistant Professor); Amman; Jordan.

1996 – 1997: Assistant Professor; Amman University; College of Economic and Business Administration; Amman; Jordan

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1995 –1996: Zaytoonah university of Jordan; Pharmaceutical Faculty; (part time); Amman; Jordan.
1994 –1995: Amman University; College of Economic and Business Administration; (Adjunct Assistant Professor) Amman; Jordan.
1993 – 1994: Assistant Professor; College of Economic and Business Administration; Philadelphia University; Swieleh; Jordan.

Managerial Experience خبرات أخرى

2008-2016 Coordinator of Strategic& Academic Planning Committee & Chair of Disciplinary Committee; Skyline University College; UAE; Sharjah.
2005-2006: Administration &Marketing Manager; Bonyan International investment group; Amman Project, Jordan.
1999- 2003: Expert of Marketing and Administration; Jeddah Chamber of commerce and industry; Jeddah training center; Jeddah; Saudi Arabia;
1997-1999: Division manager (consumer Product; Duracell; Konica; craft; Kodak); Salbishian Trading company; Amman; Jordan.
1996–1997: Assistant Dean of student affairs; Amman University; Amman; Jordan
1994–1995: Medical division manager and marketing and sales manager; Jordan medical supply and service company; Amman; Jordan.
1981–1988: Marketing and Sales director; Salehiya Establishment; Riyadh; Saudi Arabia.

Published Articles & Conferences

المنشورات والمؤلفات المجلات/والمؤتمرات

1. Role of airline promotion activities in destination branding: Case of Dubai vis-à-vis Emirates Airline; European Research on Management and Business Economics, Volume. 26, Issue,3 .(2020).
2. The Impact of Perfume Packaging on Consumer Buying Behavior of Jordanian Female; International Journal of Business Excellence;(2020)DOI: 10.1504/IJBEX.2020.10030847
3. Impact of Transformational Leadership on the Organizational Commitment of the Health Staff Working in Prince Hamza Hospital in Jordan; Amman Arab University Journal research; Co-author. (Accepted to be published next issue)
4. The Impact of Organizational Silence on Organizational Change in Yemen Commercial Banks; Amman Arab University Journal research; Co-author. (Accepted to be published next issue), Amman Arab University Journal research; Co-author. (Accepted to be published next issue).

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5. The Impact of Organizational Climate on Organization Conflict: A Case Study in AL-Manaseer Industrial Complex; Journal of Business and economic Studies, Islamic University, Gaza, Vol. 4, No. 2, Feb. 2020 issue. Co-author.
6. The impact of logistics management on the quality of services provided by the nutrition departments in private Jordanian hospitals; Journal of Business and economic Studies, Islamic University, Gaza, Vol. 1, No. 28, January 2020 issue. Co-author
7. The Impact of Empowerment Requirements in Improving Job Performance at AL-Manaseer Group; Journal of Business and economic Studies, Islamic University, Gaza, Vol. 3, No. 27, July 2019 issue. Co-author
8. The Impact of Retail Setting Antecedents on Organizational Citizenship Behavior through Job Satisfaction; International Business Research; Vol. 12, No. 7, July 2019 issue. Co-author
9. Impact of Organizational Citizenship Behavior on Organizational Commitment on Jordanian frontline employees of Arabic Bank; European Scientific Journal, ESJ vol. 15 No.10 No.11 No.12 which will be published at the end of April 2019.
10. Airline Activities as a Moderator of the Relationship between Destination Drivers and Branding: Case of Dubai vis-i-vis Emirates Airline; Human Capital in the Era of Knowledge HCAOK,20L9 Conference; Amman Arab University;13-14.4.2019.
11. Impact of Organizational Citizenship Behavior on Organizational Commitment on Jordanian frontline employees of Arabic Bank; Human Capital in the Era of Knowledge HCAOK,20L9 Conference; Amman Arab University;13-14.4.2019.
12. The Effect of Knowledge Management on the Strategic Thinking Skills of Leaders at Communication Companies in Jordan; Human Capital in the Era of Knowledge HCAOK,20L9 Conference; Amman Arab University;13-14.4.2019.
13. The Impact of the Diversification Strategy on the Organizational Performance at the Jordanian Manaseer Group for Cement; Human Capital in the Era of Knowledge HCAOK,20L9 Conference; Amman Arab University;13-14.4.2019.
14. Ethical Leadership in Enhancing Organizational Trust In Jordanian Commercial Banks; Human Capital in the Era of Knowledge HCAOK,20L9 Conference; Amman Arab University;13-14.4.2019.
15. The Impact of Empowerment in Achieving Job Satisfaction at Hamouda Food Industries Company; Arab Journal of Science & Publishing Research; v.4; no.15;28.3.2018; Palestine; Ghaza.
16. The Impact of Human Resources Management Practices on Cyber deviance among Employees at Information Technology Companies in Jordan; Research Journal of Science & IT Management-RJSITM2019, Vol 8, No 3 (2019), Co-author.
17. The impact of strategic flexibility on the relationship between the entrepreneurial orientation and organizational performance in the telecommunications companies

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- in Jordan; Arab University Journal for research; Co-author. (Accepted to be published next issue 2019)
18. The impact of strategic management of human resources on enhancing work team's performance in Jordan customs; Arab University Journal for research; Co-author. (Accepted to be published next issue 2019)
19. The impact of Strategic Planning in Employees Performance in the Civil Status and Passports Department in the Capital, Amman. Amman Arab University Research Journal/administrative research Series; Co-author (3), Issue (1), 2019)
20. The impact of core competencies on organizational performance through competitive advantage as a mediating variable; Arab University Journal for research; Co-author. (Accepted to be published next issue 2019)
21. The impact of strategic management of human resources on enhancing work team's performance in Jordan customs; Arab University Journal for research; Co-author. (Accepted to be published next issue 2019)
22. The impact of information technology on entrepreneurship strategies of telecommunication companies in Yemen; Amman Arab University Journal for research; Co-author. (Accepted to be published next issue 2019)
23. The impact of compensation on improving the organizational performance through job satisfaction in Jordanian Newspaper; International Journal of Business Quantitative economic and applied Management research, V.4, Issue.15, October.2017.
24. Market Orientation, Product Innovation and Performance of Small Firms in Sharjah, UAE; Research science of social science and Management, V.7, Issue.3, July .2017
25. The Charismatic Leadership of the Founders of the United Arab Emirates (UAE) –H.H. Sheikh Zayed bin Sultan Al Nahyan and H.H. Sheikh Rashid bin Saeed Al Maktoum; The Journal of Human Resource and Adult Learning, Vol. 12, Num. 1, June, 2016 122/ Oregon, United States.
26. The Charismatic Leadership of the Founders of the United Arab Emirates (UAE) –H.H. Sheikh Zayed bin Sultan Al Nahyan and H.H. Sheikh Rashid bin Saeed Al Maktoum; ICBM-2015 - 3rd international conference on business and management in the connected era; Skyline University College, Sharjah, 17-19, November, 2015. Co-author
27. Factors affecting Women leadership scenario in STE educational path and careers in UAE; ICBM-2015 - 3rd international conference on business and management in the connected era; Skyline University College, Sharjah, 17-19, November, 2015. Co-author.
28. The Impact of Credit Crisis on Customer's Trust and Life Style in UAE: 26th Business & Economics Society International (B&ESI) Conference that will take place from March 1 to 4, 2015, in Al Ain, UAE, at the Al Ain University of

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- Science & Technology; *Published in* Global Business & Economics Anthology (GBEA), ISSN: 1553-1392: Volume I, March 2015
29. Employee engagement and its role during crisis management: Conceptual Model: 13 international conference “Crisis management in changing world 21-23. April.2014 2014; Al Zaytoonah University of Jordan: Jordan: Amman
30. The Relationship between Business Intelligence and Business Success “An investigation in firms in Sharjah Emirate”; American Journal of Business and Management; Vol.2. NO.4: ISSN 332-339/2013
<http://worldscholars.org/index.php/ajbm/issue/current>.
31. The impact of e-learning system on conventional teaching environment “Field study in UAE Context” Future Education, International Conference; Italy; Florence; Italy/Florence 13-14.2013. Published in Global Education Review Journal: vol.1; No.6.December.2013.
32. Destination Branding in Relation to airlines promotions activities “An Investigation on Dubai Destination” Tourism in Global World Conference; Czech Republic March 2013
33. Market Orientation, and Performance Innovativeness, International research Journal of science &IT Management; www.theinternationaljournal.org; RJSITM: Volume: 01, Number: 10, August-2012: ISSN: 2251-1563.
34. Mathematical model of using Business Intelligence for improving Business Success “An investigation in firms in Sharjah Emirate”; International research Journal of science &IT Management; www.theinternationaljournal.org; RJSITM: Volume: 01, Number: 10, August-2012: ISSN:2251-1563.
35. Entrepreneurial Orientation, Knowledge Process, and Organization Performance; Journal of Asian entrepreneurship and Sustainability; Vol, VI, Issue 2, December 2010. Australia.
36. The Relationship between Business Intelligence and Business Success “An investigation in firms in Sharjah Emirate” eleventh international conference in “Business intelligence & Knowledge economy “from 25-28 April.2011, Al-Zaytoonah University; Amman; Jordan
37. Instructors and Students Attitudes Toward e-learning; Exploring Leadership & Learning Theories in Asia (ELLTA) Conference 2011, that will take place in Malaysia from 15-17 /02/2011.
38. Leadership Competencies& Attitudes For success in Globalization; International Journal of Retailing and Marketing; ISSN NO: 0976-318XReg. No. DELENG/2010/32112: Issue September,2011; New Delhi: India
39. The Global Educational Environment within Global Management of Knowledge; Chinese Business Review, ISSN 1537-1506 September 2011, Vol. 10, No. 9, 721-728.2011: USA; <http://www.davidpublishing.com>.
40. Selling the Unfamiliar Knowledge on Architectural Firms; China-USA Business Review, ISSN 1537-1514, December 2012, Vol. 11, No. 12; <http://www.davidpublishing.com>.

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41. The Perception of the Jordanian Customers' Towards Living in Residential Towers; The Second International Conference on Engineering Systems Management & Applications; American University of Sharjah, UAE; 2010; (Co-Author). Published in e-Journal of the Engineering College: Check <http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=5523174>
42. The perception of Jordanian and Arab customer of purchasing villas , taraced houses and apartments depending on Drawings and their trust with credit sales according to standards and principles stipulated in selling contracts ; A Field Study in Jordan; ; The Second International Conference on Engineering Systems Management & Applications; American University of Sharjah, UAE; 2010; (Co-Author). Published in e-Journal of the Engineering College: Check <http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=5523174>
43. Relationship IT Networks Getting Fit or Exhausted: Limits to Relationship Marketing? International Journal of Rural Development and Management Studies; India; Volume 3 • Number 1 • June 2009; (Co-Author).
44. The impact of organizations structures on adopting strategies; the international Annual Conference “Environmental Economics & Globlization, April, 2009, Al-Zaytoonah University of Jordan; Amman; Jordan. (Co-Author).
45. The Role of Planning and Portfolios in Materials for Teaching and Control” Capital Knowledge” Journal of Skyline University college,2009; UAE; Sharjah
46. Global Quality Education Challenges between the Local Language and Glob; Minds in the Globalisation Process ;(Case Study, Jeddah training Centre- MBA Program); Journal of Skyline University college,2008; UAE; Sharjah (Co-Author).
47. Work Ethics” Reference, Concept &Action” from the viewpoint of Islam Business Ethics and knowledge Society Conference. No.6, Alzaytoonah University of Jordan; Jordan; Amman; April, 2006.
48. Measuring Effectiveness of Internet advertising in Jordan; Field Study; Jordan Journal of Business Administration; the University of Jordan; 2005; Jordan; Amman; (Co-Author).
49. Organizational Culture, Knowledge Management, Organization Theory; Jordan Journal of Business Administration; the University of Jordan; 2005; Jordan; Amman; (Co-Author).
50. The Global Educational Environment within Global Management of Knowledge; Knowledge Management in Arabic Countries; Conference No.4; Alzaytoonah University of Jordan; Jordan; Amman; April, 2005.
51. Learning Knowledge Management: An Evaluative Study of Faculties of Economic & Administrative Sciences at Jordanian Private Universities, (2004), Jordan Journal of Applied Science, Applied Science University (private); Amman; Jordan ; (Co-Author).

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52. The correlation between Knowledge Managemnet , Informaion technology and Competitive advantage, as perceived by managers in the pharmaceutical industry in Jordan,(2004),Jordan Journal of Applied Science,Applied Science University (private); Amman; Jordan ; (Co-Author).
53. The extent of corporate social responsibility of Mining &Quarrying organizations in Jordan, as perceived by managers working in this industrial, (2004),Jordan Journal of Applied Science,Applied Science University (private); Amman; Jordan ; (Co-Author).
54. The relationship between the management philosophy, leadership behavior and organization innovation, (2004), Journal of Future Studies, Assyoot University; Assyoot, Egypt, (Single).
55. Information Technology on order to impact the elements of marketing mix;(2004), Journal of economic &commerce; Almonofeya University; Almonofeya; Egypt (Co-Author).
56. Pharmaceutical Promotional efforts provides by the drug agents in Saudi, (2003) Western Aria, Journal of commerce &finance, V:1, N:1, Tanta University, Egypt, (Single).
57. Technology relationship with information system and leadership behavior (2003); Journal of Administration; King –Abed-Alaziz University; Jeddah; Saudi Arabia, (Single).
58. Marketing policies in Jordan Pharmaceutical Industries; 1997; Journal of Education Faculty; No; 1; Almostanserya University; Baghdad; Iraq; (Co-Author).
59. The Jordanian customer's attitude towards advertising credibility; 1997; Journal of Education Faculty; No; 1; 2; Almostansereya University; Baghdad; Iraq; (Co-Author)
60. The Jordanian customer's satisfaction towards the public transportation services in the area of grater Amman; 1997; no; 2; Almostenserya University; Baghdad; Iraq; (Co-Author).
61. The role of financial institution in financing the industrial sector in Jordan; 1996; Journal of public administration N0; 1; Public administration Institute; Saudi Arabia; Riyadh; (Co-Author).

Published Books الكتب المنشورة

1. Consumer Behavior; Zahran Publisher; 1996; Amman; Jordan.
2. Decision Theory; Zahran Publisher; 2001; Amman; Jordan.
3. Pharmaceutical Marketing Strategies; Al-Manahij; Jordan; Amman; 2006.
4. Marketing Management; Al-Manahij; Jordan; Amman; 2006.

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Membership in Academic & professional organizations **عضوية الجمعيات العلمية والمهنية**

1. Association of Marketing Theory & Practice (AMTP)
2. International Management Research Academy (IMRA)
3. AMA
4. Academy of Management (AOM)
5. Academy of International Business (AIB)
6. Adjunct Faculty Teaching for Success in Higher Teaching
7. British Council Teaching Opportunities
8. Harvard Business Review (HBR)
9. Higher education teaching & Learning
10. Professor Expert
11. Dubai Human Resources Forum

Universities Committees Member **عضوية اللجان في الجامعات**

1. Strategic Planning Committee, Amman Arab University. Jordan, Amman. level of Department
2. Education Quality committee. Amman Arab University. Jordan, Amman
3. Curriculum committee, Amman Arab University. Jordan, Amman. level of Department.
4. Research Committee; Amman Arab University. Jordan, Amman. level of College
5. Research Committee; Amman Arab University. Jordan, Amman. level of Department.
6. Disciplinary Committee of instructors; Amman Arab University. Jordan, Amman.
7. Program Review /Revisit Committee of BBA & MBA Programs; Amman Arab University. Jordan, Amman.
8. Research Committee of college; Amman Arab University. Jordan, Amman.
9. Coordinator of strategic & Academic Planning Committee; Skyline University College; UAE; Sharjah.
10. Chair of Arabic programmed developing committee; Skyline University College; UAE; Sharjah.
11. Program Review /Revisit Committee BBA & MBA Programs; Skyline University, Sharjah. UAE
12. Research Committee: Skyline University, Sharjah. UAE

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13. Chair of Disciplinary Committee: Skyline University, Sharjah. UAE
14. Education Quality Committee; Petra University, Amman; Jordan
15. Publication & conference committee; Skyline University, Sharjah. UAE
16. Business Journal Committee; Skyline University, Sharjah. UAE
17. Library committee member/ Philadelphia University; Swieleh; Jordan.
18. Social committee member / Amman University; Amman; Jordan.
19. Library committee member; Amman University; Amman; Jordan
20. Training committee; Applied Science University; Amman; Jordan.

Professional Training الدورات التدريبية التي التحق بها

- Instructional Skills Development; Jeddah Chamber of Commerce & Industry; Saudi Arabia; 2000.
- Top Management Models; 73, Ideas to approach the (W.T.O). Jeddah Chamber of Commerce & Industry; Saudi Arabia; 2001.

Training courses conducted by me

الدورات التدريبية التي تمت من قبلي

- Marketing skills
- Sales Skills
- Marketing Research Skills
- Facing Problems and Making Decision
- Competitive Marketing Strategies
- Credit sale Management and Collection Skills
- Leading skills
- Skills Excellence
- Interpersonal Skills
- Creative Thinking
- Marketing Principle
- Fundamental of Retail
- Marketing in 21st. Century
- Time Management
- Strategic Management
- Marketing Plan Executing
- School Leadership Skills

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- Management change skills
- Customer service excel s
- Retailing Selling & Merchandising Skills
- leading successful Sales Team
- Call Service Agent
- Interpersonal Skills
- Team Building and Development of Teamwork
- Human Resources Management Skills
- Managing Conflict, Change & handling difficult People

Research Fields interest الاهتمامات البحثية

1. Management
2. Marketing
3. Strategic planning
4. Education
5. Leadership
6. Consumer Behavior

Languages اللغات

English & Arabic

Different Activities نشاطات أخرى

رياضية , اجتماعية والكتابة

Awards الجوائز التي حصل عليها

Excellence in research Award /skyline college /UAE/Sharjah/2011/2012

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Human Resources Department

Graduate Thesis/Projects Supervised

الإشراف على طلبية الدراسات العليا

N	Student Name	Thesis/ Project Title
1	Rami Al Misadeen	The impact of Strategic Planning in Employees Performance in the Civil Status and Passports Department in the Capital, Amman.
2	Ali Kahwash	The effect of human resources staffing strategy on competitive advantage achievement – an applied study on nuqul group- Jordan
3	Mohammad Karwan	The impact of knowledge management requirements on institutional performance of Jordanian commercial banks.
4	Ali Jondob	The impact of information technology on entrepreneurship strategies of telecommunication companies in Yemen
5	Lena Al Saydi	human resources staffing strategies and its impact on competitive advantage achievement – an applied study on nuqul group- Jordan
6	Mohammad Al Gharaybi	the impact of Human resources strategies on enhance strategic flexibility in Jordanian commercial banks
7	Ahmmad Al abdaly	The impact of entrepreneurship on the competitive advantage in the Jordanian pharmaceutical companies
8	Faleh Khalyleh	The impact of core competencies on organizational performance through competitive advantage as a mediating variable
9	Farooq Al Daraji	The impact of transformational leadership on job satisfaction through empowerment in pharmaceutical institutions in Jordan

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10	Omar Damook	Impact of organizational conflict management strategies on job commitment at the national electricity company in Jordan
11	Yazen Fahat	The impact of strategic management of human resources on enhancing work teams performance in Jordan customs
12	Maen Hussein	The impact of strategic flexibility on the relationship between the entrepreneurial orientation and organizational performance in the telecommunications companies in Jordan
13	Khalida Al Zubi	The Impact of Human Resources Management Practices on Cyber deviance among Employees at Information Technology Companies in Jordan
14	Yara Zereqat	The Impact of Empowerment Requirements in Improving Job Performance at AL-Manaseer Group
15	Ibraheem Jawarni	The impact of empowerment in achieving job satisfaction at hamouda food industries company
16	Moayad Ahmmad	The effect of knowledge management on the strategic thinking skills of leaders at communication companies in Jordan (case study orange Jordan)
17	Ahmmad Al Robyai	The Impact of the Diversification Strategy on the Organizational Performance at the Jordanian Manaseer Group for Cement
18	Waleed eidah	The Impact of Organizational Silence on Organizational Change in Yemen Commercial Banks
19	Ashraf Abu Al Raghieb	Ethical Leadership in Enhancing Organizational Trust In Jordanian Commercial Banks
20	Hebah Kanani	Impact of Transformational Leadership on the Organizational Commitment of the Health Staff Working

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		in Prince Hamza Hospital in Jordan
21	Layth Toeleh	The Impact of Organizational Climate on Organization Conflict: A Case Study in ALmanaseer Industrial Complex
22	Dania Al Qarem	Business Administration / Al-Zaytoonah University of Jordan / Amman Jordan 9/2011
23	R .Anand	A Study on Organizational Development Factors among the Executive of BHEL, Ranipet " Annamalai University, Tammy Landau , India
24	Abdul Salam Mohammed Khamis	Doctoral student Mr. Abdul Salam Mohammed Khamis from Libya, thesis in Banking and Finance entitled ("effectiveness of the financial and banking supervision systems to stabilize the banking performance and financial "Model of the financial crisis for banks in the United States")/ Troy University/2012

References **المعرفون**

- Professor **Ghaleb Awad El Refae** (Ph.D)
- President of Al Ain university UAe, Al Ain, mobile No.00971507637271
- Professor Hani Domur (PhD)
Professor of Marketing; Princess Sumaya University& Secretary general of the Ministry of Higher Education, formerly: Jordan. Mobile No; 00962795666979
- Dr. Mohammad Abu Saleh (PhD)
Professor; Business Administration: College of Business; Amman Arab University: Jordan: Mobile No; 00962795565667
- Professor. Amitabh (PhD)
Dean of Business College; Skyline University College; Sharjah; UAE: +971503672512
- Nizam Sweedan (PhD)
Marketing Department; American University of Madaba; Madaba; Jordan.: Mobile No:00962795512899