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**Personal**

**Photo**

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| **Mufleh Amin Al-Jarrah** |

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| **Personal information** |
|  | Title: Associate Prof. |
|  | Academic Rank: Associate Prof. |
|  | Date & Place of Birth: 04/02/1962 |
|  | Nationality: Jordanian  |
|  | Address: Amman Arab University  |
|  | Phone No.: 0790199991 |
|  | e-mail: mufleh@aau.edu.jogoogle scholar Mufleh al jarrah |

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| **Academic qualifications** |
| Degree | Major | Duration(From-To) | University | Country |
| BSC | EE | 1980-1985 | Yarmouk University | Jordan |
| Master | MIS | 2003-2005 | Amman Arab University | Jordan |
| PhD | IT/MIS | 2007-2010 | Arab Academy for Banking and Financial Sciences | Jordan |
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| **Teaching experience** |
| Duration | Rank | Institution | Department/Faculty | Country |
| /2010 – /2014 | Adj. Assistant Prof.  | World Islamic Science and Education University  | MIS/BS | AmmanJordan |
| 2010 – 2017 | Adj. Assistant Prof. | Mutah University,  | Graduate Studies  | AmmanJordan |
| 8/2014 – 3/2020  | Assistance Prof. | Amman Arab University  | MIS/BS | AmmanJordan |
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| 20/3/20 – present | Associate pro. | Amman Arab University | MIS/BS | AmmanJordan |
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| **Other experience** |
| Duration | Rank | Institution | Department/Faculty | Country |
| 2005-2013 | Director of logistics and supply department And Head Of Tender Committee | Internal Ministry  | Internal Ministry  | Jordan  |
| 1993-2005 | Research and development Manager  | Internal Ministry | Internal Ministry | Jordan |
|  |  |  |  |  |
| 1985-1993 | Communication system Engineer  | Internal Ministry | Internal Ministry | Jordan |
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| **Publications** |
| **Journals** |  |  |
| Author/s (In Order) | Title | Journal | Vol./No. | Publication Date |
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| --- | --- | --- | --- | --- |
| TMAL Afaishat, MAAL Jarrah, GI Alomari | THE IMPACT OF THE APPLICATION OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT ON REPUTATION MANAGEMENT IN TELECOMMUNICATIONS COMPANIES IN JORDAN | Journal of Critical Reviews | 7 (19), 3084-3103 | 2021 |
| MAAL Jarrah, GI Alomari, SF Alhawari, MA Serhan | Building a Conceptual Model for E-CRM Implementation Strategy | INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES  |  | 2020 |
| G AL-Omari, R Hanandeh, M Al-Somaidaee, M Jarrah, S Alnajdawi | Work-life balance and its impact on employee satisfaction on five star hotels | Management Science Letters | 10 (4), 871-880 | 2020 |
| MAA Jarrah, W Hadi, L Karadsheh, S Alhawari | A model for measuring the direct and indirect impact of organisational culture factors and knowledge-sharing on the success of employee performance (field study in Jordanian … | International Journal of Management Practice | 13 (1), 103-128 | 2020 |
| GI Al Omari, MR Maraqa, MA Al-Jarrah | Organizational Memory and its Impact on Competitive Strategies in IT Companies in Jordan | International Journal of Sociotechnology and Knowledge Development (IJSKD … |  | 2020 |
| MAAL Jarrah, L Karadsheh, M Naser, S Alhawari‏ | The Influence of Human Resources Management Processes (HRMPs) to Achieving Sustainable Competitive Advantage‏ | Human Performance Technology: Concepts, Methodologies, Tools, and …‏ |  |  |
| MAAL Jarrah | The Use of Social Media as a Marketing Tool for Purchase Adaption and Purchase Intention to Improve Competitive Advantage‏ | International Journal of Trade, Economics and Finance | 9 (5), 203-210‏ |  |
| NT Amine, L Karadsheh, MA Jarrah, S Alhawari‏‏ | Risk Monitoring Through Better Knowledge-Based Risk Processes‏ | Journal of Operational Risk, Forthcoming | 13 (3), 77-101‏ |  |
| M Alkhaffaf, MAAL Jarrah, L Karadsheh, S Alhawari‏ | Factors affecting ERP implementation success in Jordanian commercial banks sector‏ | International Journal of Economics and Business Research  | 15 (4), 417-441‏ |  |
| S Alhawari, MAAL Jarrah, W Hadi‏ | Implementing risk management processes into a cloud computing environment‏ | International Journal of Web Portals (IJWP)  | 9 (1), 1-12‏ |  |
| SA Wael Hadi, Mufleh Amin AL Jarrah‏ | Incorporating Knowledge Management Activities and Phases of the Decision Making Process as a Conceptual Model‏ | The 27th IBIMA conference on Innovation Management and Education Excellence …‏ |  |  |
| MAALJM Salam | Electronic Knowledge Management Competences in Electronic Customer Relationship Management (ECRM)‏ | 26th IBIMA Conference‏ |  |  |
| MA Jarrah‏ | Evaluation of Electronic Customer Knowledge Mediating by Electronic Customer Attraction on Electronic Customer Acquisition‏ | International Journal of Customer Relationship Marketing and Management |  |  |
| S Alhawari, M Al-Jarrah‏ | The impact of knowledge management processes on the improve of strategic competence: An empirical study in Jordanian insurance companies‏ | International journal of trade, Economics and finance  | 3 (1), 39 |  |
| E Mansour, S Alhawari, AN Talet, M Al-Jarrah‏ | Development of conceptual framework for knowledge management process‏ | Journal of Modern Accounting and Auditing  | 7 (8), 864 |  |
| S Alhawari, M Al-Jarrah‏ | The relationship between knowledge management and strategic competence: a quantitative study in Jordanian insurance companies‏ | 2011 International Conference on e-business, Management and Economics, IPEDR … |  |  |

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| **Conferences** |  |
| Author/s(In Order) | Title | Conference | Country | Date |
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| SA Wael Hadi, Mufleh Amin AL Jarrah‏ | Incorporating Knowledge Management Activities and Phases of the Decision Making Process as a Conceptual Model‏ | The 27th IBIMA conference on Innovation Management and Education Excellence …‏ |
| MAALJM Salam | Electronic Knowledge Management Competences in Electronic Customer Relationship Management (ECRM)‏ | 26th IBIMA Conference‏ |

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| S Alhawari, M Al-Jarrah‏ | The relationship between knowledge management and strategic competence: a quantitative study in Jordanian insurance companies‏ | 2011 International Conference on e-business, Management and Economics, IPEDR … |

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| **Books** |  |  |  |  |
| Author/s(In Order) | Title | Publisher | Edition | Date |
| Mufleh Amin AL Jarrah, Louay Karadsheh, Muawya Naser, Samer Alhawari | Human performance technology: Concepts, methodologies, tools, and applications | IGI Global |  | 2019 |
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| **Memberships OF Scientific and professional societies** |
| • Jordanian Engineering Association  Military Engineering Association  Community Peace Association |
| **university Committees** |
| E-Learning Committee• Study Plans Committee• Materials Equivalency Committee• Information Systems Department Development CommitteeStudent Affairs Committee• Committee of Conferences and Scientific Seminars |

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| Workshops AttendedQuality Assurance of Academic Programs• Regulations and instructions for scientific research• Preparing a draft master's thesis plan• Preparing the course file• Academic Advising• Scientific Research Methods Statistical Analysis• Electronic exams and the university's smart application• Computer skillsTurnitin . Citation Checking Program• Recent trends in strategies and teaching methods• Development of curricula and study plans• Google scholar• E-Learning and the portal Teaching |
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| **Workshops Offered** |
| • Purchasing policies and Contracting 4/1996 Dubai, UAE • Inventory management 6/1998 Dubai • Project management 6/2004 Algeria • Quality in high education institution Riyadh KSA • Value engineering / KSA • Framework for knowledge management processes: A review and Development. 6/2010 14 IBIMA, Istanbul, Turkey • The relationship between knowledge management processes and strategic competence 11/2009 13 IBIMA Conference, Marrakech, Morocco • Project/ Financial and economic planning 12/2013 Casablanca, Morocco • Standardization 5/2013 Riyadh, KSA |

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| **Research interests** |
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| **Languages** |
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| **Other Community activities** |
| • Amman National Private University 6/2013 - Present Member of the Dean's Council, • College of Business Administration • Collective Solidarity Funder 2/2009 - 5/2013 Board Member • Martyrs Funds 2/2009 - 5/2013 Board Member • Jordanian Textile Industrial Company 2/2009 - 5/2013 Board Member  |
| **Awards received** |
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| **Graduate Students Supervision** |
| Student Name | Thesis Title |
|  |
| **References** |
| 1. Former President, (Jordan University of science and technology) Professor Omer AL Jarrah, Mobile number: (+962) 777344064 2. (Former President, (German Jordanian University). Professor Nadeer Abu Obaid, Mobile Number: (+962) 797773537 (+962) 777773537 3. (VP /Provost American University, UAE /Dubai). Professor Ala A.AL Bakri( +971) 50 6624130, (+966 )56 65912224. (Former Supervisor & University Faculty at WISE) Associate Professor Haroon Riyalat, Ph.D., Advisor to the President. Mobile number: (+962) 799955533 |