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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.jo](mailto:mufleh@aau.edu.jo)  google 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 | Amman  Jordan |
| 2010 – 2017 | Adj. Assistant Prof. | Mutah University, | Graduate Studies | Amman  Jordan |
| 8/2014 – 3/2020 | Assistance Prof. | Amman Arab University | MIS/BS | Amman  Jordan |
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| 20/3/20 – present | Associate pro. | Amman Arab University | MIS/BS | Amman  Jordan |
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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 |
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| 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 | |
|  |  | |  |  |  | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | TMAL Afaishat, MAAL Jarrah, GI Alomari | [THE IMPACT OF THE APPLICATION OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT ON REPUTATION MANAGEMENT IN TELECOMMUNICATIONS COMPANIES IN JORDAN](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | 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 …](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | The 27th IBIMA conference on Innovation Management and Education Excellence …‏ |  |  | | MAALJM Salam | [Electronic Knowledge Management Competences in Electronic Customer Relationship Management (ECRM)‏](javascript:void(0)) | 26th IBIMA Conference‏ |  |  | | MA Jarrah‏ | [Evaluation of Electronic Customer Knowledge Mediating by Electronic Customer Attraction on Electronic Customer Acquisition‏](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | 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](javascript:void(0)) | 2011 International Conference on e-business, Management and Economics, IPEDR … |  |  | | | | | | | |
| **Conferences** |  | | | | | |
| Author/s  (In Order) | Title | Conference | | Country | | Date |
| |  |  |  | | --- | --- | --- | | SA Wael Hadi, Mufleh Amin AL Jarrah‏ | [Incorporating Knowledge Management Activities and Phases of the Decision Making Process as a Conceptual Model‏](javascript:void(0)) | The 27th IBIMA conference on Innovation Management and Education Excellence …‏ | | MAALJM Salam | [Electronic Knowledge Management Competences in Electronic Customer Relationship Management (ECRM)‏](javascript:void(0)) | 26th IBIMA Conference‏ |  |  |  |  | | --- | --- | --- | | S Alhawari, M Al-Jarrah‏ | [The relationship between knowledge management and strategic competence: a quantitative study in Jordanian insurance companies‏](javascript:void(0)) | 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 Committee  Student Affairs Committee  • Committee of Conferences and Scientific Seminars |

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| Workshops Attended  Quality 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 skills  Turnitin . Citation Checking Program  • Recent trends in strategies and teaching methods  • Development of curricula and study plans  • Google scholar  • E-Learning and the portal Teaching |
|  |
| **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 6591222  4. (Former Supervisor & University Faculty at WISE) Associate Professor Haroon Riyalat, Ph.D., Advisor to the President. Mobile number: (+962) 799955533 | |