Date .............10-11-2020..

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**Personal**

**Photo**

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| **F Tayseer Mohammad Shehadeh Al Ofeishat****ULL Name** |

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| **Personal information** |
|  | Title: Academic Staff Member |
|  | Academic Rank: Assistant Professor |
|  | Date & Place of Birth: 12 Nov 1963 |
|  | Nationality: Jordanian |
|  | Address: Na’ur –Amman -The Hashemite Kingdom of Jordan |
|  | Phone No.: +962 796 222204 |
|  |  e-mail:tayseer-afaishat@aau.edu.jo or t\_ajarmeh@hotmail.com |

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| **Academic qualifications** |
| Degree | Major | Duration(From-To) | University | Country |
| **BSc****MA** | **Business Administration****Business Administration / Marketing** | 1982-19861993-1995 | Salah Al-Din University Al Mousel University | – Iraq– Iraq |
| **PhD** | **Business Administration / Marketing** | 1998 – 2001 | 1998 – 2001 | – Iraq |
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| **Teaching experience** |
| Duration | Rank | Institution | Department/Faculty | Country |
| 2003-20182012-2018 | Assistant Professor | University of Jordan | Marketing\ Business Administration (Part-time lecturer)  | Jordan |
|  | Assistant Professor | Middle East University | Marketing\ Business Administration (Part-time lecturer) | Jordan |
| 1195-1998 | Assistant Professor | Al Balqa’ Applied University | (Part-time lecturer),Princess Alia College | Jordan |
| 2001-2018 | Assistant Professor | Azzaytounah University | Marketing\ Business Administration (Part-time lecturer) | Jordan |
| 2001-2015 | Assistant Professor | Al Isra’ University- | Marketing\ Business Administration (Part-time lecturer) | Jordan |
| 2001-2015 | Assistant Professor | Applied Science University | Marketing\ Business Administration (Part-time lecturer) | Jordan |
| 2017-2018 | Assistant Professor | t Amman Arab University | Marketing\ Business Administration (Part-time lecturer) | Jordan |
| 2018-2020 | Assistant Professor |  Amman Arab University | Marketing\ Business Administration(Academic Staff Member) | Jordan |

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| **Other experience** |
| Duration | Rank | Institution | Department/Faculty | Country |
| 2016-2018 | Head of the technical committee | Ministry of Higher Education and Scientific Research | Director of higher education institutions | Jordan |
| 2017-2018. | Head of the Leadership Committee of the King Abdulla II Award forExcellence | Ministry of Higher Education and Scientific Research | Director of higher education institutions | Jordan |
| 1/1/1989– 30/9/1989 | Head of the Department of Share Holders at  | Ala’a Eddin Industries company | Department of Share Holders at | jordan |
| 1989-19911995-1998 | Higher College for Teacher Qualification | MOHE | Registration Division | jordan |
|  | Headof Tenders Section | MOHE | Tenders Section | Jordan |
| 2001-2004 | Head of Scholarships Section | MOHE | Scholarships Section | Jordan |
| 2004-2006 | Director of Scholarships and student’s affair’s | MOHE | Scholarships and student’s affair’s Directorate | Jordan |
| 2006-2007 | Director of higher education institutions | MOHE | higher education institutions Directorate | Jordan  |

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| **Publications** |
| **Journals** |  |  |
|  Author/s (in ordaer)Dr daher al qurashiDr tayseer al afaishatDr. Tayseer Mohammad AL Afaishat 1, Dr. Mufleh Amin AL Jarrah 2, Dr. Ghassan Issa Alomari Tayseer Mohammad  Sh Al Afaishat, Ahmad Salih Alnaserbarween Al Kurdia\*, Muhammad Alshuridehb and Tayseer Al afaishatHamza Salim Khraim, Tayseer Mohammad Al-Afaishat[*Tayseer Mohammad AL Afaishat*](http://m.growingscience.com/beta/authors/Tayseer%2BMohammad%2BAL%2BAfaishat/)*,*[*Hamza Salim Khraim*](http://m.growingscience.com/beta/authors/Hamza%2BSalim%2BKhraim/)Hamza Khraim and Tayseer AL AfaishatDaher Raddad Alqurashi a Tayseer Muhammad Al-Afayshat b * **Prof. Rashad Al-Saed, Prof. Mohammad Abu-Salih, Dr. Imad Mualla, Dr. Tayseer Afaishat**
 | *Title**The effect of using the internet on marketing the speech of hate from the point of view of the analysts and those with experience and the relationship and the technician from different segments of the Jordanian society**THE IMPACT OF THE APPLICATION OF**ELECTRONIC CUSTOMER RELATIONSHIP**MANAGEMENT ON REPUTATION MANAGEMENT IN TELECOMMUNICATIONS COMPANIES IN JORDAN**The Moderating Role of Brand Experience on the Relationship between**Social Media MarketingActivities andBrand Equity in Jordanian Five Star**Hotels**Employee retention and organizational performance: Evidence from banking industry*The Effect of Green Marketing on Students’ Selection of Private Universities in Jordan[Investigating the impact of e-services quality management on decision making agility](http://m.growingscience.com/beta/uscm/5326-investigating-the-impact-of-e-services-quality-management-on-decision-making-agility.html)The impact of marketing agility on crisis management stages at five and four-star hotels in JordanTHE EFFECT OF THE ELECTRONIC ISLAMIC MARKETING MIX STRATEGIES ON FORMING THE MENTAL IMAGE : AN APPLIED STUDY ON ISLAMIC PRODUCTS IN JORDAN‏THE IMPACT OF THE SPREAD OF PREVENTIVE& EPIDEMIOLOGICAL INFORMATION ON THE DIFFUSION OF THE (COVID-19) IN JORDAN FIRST WAVE: A MODERATING ROLE OF THE MASS MEDIA |  *Journal**Al-Muthanna Journal of Administrative and Economic Sciences**Journal of critical reviews*Volume 6, Issue 3, 2020Management Science Letters 10 (2020) 3981–3990 Jordan Multicultural Education Volume 7, Issue 5, 2021 JordanUncertain supply chain managementVolume 9 Issue 4 pp. 1061-1070 , 2021 Jordan Problems and Perspectives in Management, Volume 19, Issue 4, 2021 JordanPalArch's Journal of Archaeology of Egypt/ Egyptology Volume 17, Issue6, 2020 Jordan[PALARCH’S JOURNAL OF ARCHAEOLOGY OF EGYPT/EGYPTOLOGY](https://www.archives.palarch.nl/index.php/jae/issue/view/105) - VOL. 17 NO. 6 (2020)jordan | *Vol./No.**VOL:10**ISSUE 1**2020**VOL 7, ISSUE 19, 2020* |  *Publication date**2020* Jordan*2020* Jordan*2020* Jordan*2020* Jordan |
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| **Conferences** |  |
| Author/s(In Order) | Title | Conference | Country | Date |
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| **Books** |  |  |  |  |
| Author/s(In Order)obay al dawahjitayseer al afaishattayseer al afaishattayseer al afaishatmohammad al taietayseer al afaishatmohammad al taie | TitleInternational MarketingMarketing of Banking ServicesMarketing Information SystemsMarketing Information Systems | Publisher dDar Al-Hhamed for Publishing &DistributioDdar Al-Hhamed for Publishing & DistributionDdar Al-Hhamed for Publishing & DistributionDdar Al- maseeran  | EditioN11&212 | Date20002005&201320022007 |
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| **Memberships OF Scientific and professional societies** |
| Secretary of the Community Peace Association |
| **university Committees** |
| 1. Head of the Quality Committee for the Marketing Department.
2. Member of the Quality Committee for the College of Business.
3. Member of the Graduate Studies Committee of the Marketing Department.
4. Member of the Study Plans Committee of the Marketing Department
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| **Workshops Attended** |
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| **Workshops Offered** |
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| **Research interests** |
| 1. Marketing Services.
2. Digital marketing.
3. Social marketing.
4. Relationship Marketing
 |
| **Languages** |
| 1. Arabic.
2. English.
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| **Other Community activities** |
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| **Awards received** |
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| **Graduate Students Supervision** |
| Student Name | Thesis Title |
| 1 - Khawla Al-Hilal The Impact of Using Information Technology on Achieving the Competitive Advantage in Private Hospitals in Jordan2 - ehab alkwaldah The Impact of Entrepreneurial Strategies on Empowering Human Capital in Jordanian Private Universities3 - Basil Issa Ghaleb Samawi The Impact of Empowerment in Raising The Level of Job Performance Through Employee Satisfaction As A Mediating Variable in The Jordanian Free Markets Company4 - Buran Hashem Abu Afar The Impact of Social Media on Marketing Strategies in Managing Crises Resulting From the Corona Pandemic in Jordanian Commercial Banks5 - Shereen Khaled Al-Manaseer The Impact of Big Five Personality Traits on the Employees Performance by Leadership Support as a Moderating Variable at Jordanian Commercial Banks6 - Khairallah Mahmoud Al-Ali The Impact of Transformational Leadership in Administrative Empowerment among Employees in Jordanian Private UniversitiesC:\Users\tayseer-afaishat\AppData\Local\Microsoft\Windows\INetCache\Content.MSO\9647E254.tmp |
| **References** |
| 1. Dr hani al dmuor University of Jordan
2. Dr Hassan al zuobi Amman Arab University
3. Dr Khaled bani hamdan Amman Arab University
4. Dr mamuon al debei Ministry of Higher Education and Scientific Research
5. Dr maher saleem
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