

دائرة الموارد البشرية  
Human Resources Department

Date 28/11/2020

MOTTEH S. AL SHIBLY

Personal  
Photo

**PERSONAL INFORMATION**

Title: Faculty Member

Academic Rank: Associate Professor

Date & Place of Birth: 20-01-1973

Nationality: JORDANIAN

Address: Mahis Al Amal Street

Phone No.: 0790921220

e-mail: sh-mottee@aau.edu.jo

**ACADEMIC QUALIFICATIONS**

Degree	Major	Duration (From-To)	University	Country
The Degree of Doctor of Philosophy in Business Administration	Philosophy in Business Administration	2010-2014	The World Islamic Sciences and Education University (WISE)	jordan

دائرة الموارد البشرية  
Human Resources Department

---

Master	Business Administration / Marketing	2003-2005	The Arab Academy for Banking and Financial Sciences	jordan
Bachelor's	Agricultural Business Management	1995-1991	University of Jordan	jordan

دائرة الموارد البشرية  
Human Resources Department

TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
1	Part-time lecturer	Princess sumeeh University	Marketing	Jordan
3	Lecturer	Al Hussien Bin Talal	Marketing	Jordan

دائرة الموارد البشرية  
Human Resources Department

**OTHER EXPERIENCE**

Duration	Rank	Institution	Department/Faculty	Country
1	Director of studies	Scientific Research Support Fund		Jordan
2	Technical director of the Agricultural Risk Fund	MOA		Jordan
3	Head of strategic planning section	Unit food security		Jordan
2	Head of Monitoring and evaluation Department	MOA		Jordan
2	Head of Department	MOA		Jordan
8	Socio-Economic	MOA/ICARDA/CARE		Jordan

دائرة الموارد البشرية  
Human Resources Department

---

دائرة الموارد البشرية  
Human Resources Department

PUBLICATIONS

JOURNALS

Author/s (In Order)	Title	Journal	Vol./No.	Publication Date
Bushra K. Mahadin , Mottee Al-Shibly, Mahmoud alghizzawi, Ali Ahmad Alkaabi	Factors Influencing Females Work Participation and Work Performance in the Jordanian Public Sector,	<i>European Journal of Business and Management</i>	12(15)	2020
Motteh S. Alshibly, Mahmoud Alghizzawi, Adil Darwish Al Zaabi	The Effect of Country of Origin on Consumers' Perceptions of Hospitality Products	<i>International Journal of Information Technology and Language Studies</i>	3(2)	2019
Motteh Saleh Al-Shibly	The Use of Social Media in Knowledge Sharing Case Study Undergraduate Students in Major British Universities	<i>European Journal of Business and Social Sciences</i>	9(4)	2019
Mohammed Habes1, Said A. Salloum, Mahmoud	<i>The role of modern media technology in improving collaborative</i>	<i>International Journal of Information Technology</i>	2(3)	2018



دائرة الموارد البشرية  
Human Resources Department

<i>Alghizzawi 1, and Motteh S. Alshibly</i>	<i>learning of students in Jordanian universities</i>	<i>and Language Studies</i>		
<i>Ahmad Kamal Alhawamde h, Mahmoud Alghizzaw, Mohammed Habes, Mott eh S. Alshibly</i>	<i>The Relationship Between Media Marketing Advertising and Encouraging Jordanian Women to Conduct Early Detection of Breast Cancer</i>	<i>European Journal of Business and Management</i>	12(12)	2020
<i>Motteh Al- Shibly, Bushra K.Mahadin</i>	<i>The influence of eWOM on Facebook on the Jordanian Consumers' Intentions towards Restaurants</i>	<i>International Journal of Applied Business and Economic Research</i>	16	2018
<i>Motteh S Al-shibly, Salim Faysal AL- Nabulsi</i>	<i>The Impact of Applying Marketing Service Ethics on Client's Behavior: Applied Study on Jordanian Banks</i>	<i>international Journal of Business and Social Science</i>	8(10)	2018
<i>Motteh Saleh Al- Shibly, Khaldo hamdan Alkhawalde h</i>	<i>The Impact of Marketing by Relationships To Achieve Competitive Advantage A Case Study "Cellular Telecommunica tion Companies</i>	<i>Journal of Marketing Management</i>	6(11)	2017

دائرة الموارد البشرية  
Human Resources Department

<i>in Jordan"</i>				
<i>Abu-ELSamen, Amjad., Akroush, Mamoun., AL-Khawaldeh, Fayez. and AL-Shibly, Motteh</i>	<i>Towards An Integrated Model of Customer Service Skills and Customer Loyalty: The Mediating Role of Customer Satisfaction</i>	<i>International Journal of Commerce and Management</i>	<i>21(4)</i>	<i>2011</i>
<i>Akroush, Mamoun., Abu-ELSamen, Amjad., AL-Shibly, Motteh. and AL-Khawaldeh, Fayez</i>	<i>Conceptualization and Development of Customer Service Skills Scale: An Investigation of Jordanian Customers</i>	<i>International Journal of Mobile Communications</i>	<i>8(6)</i>	<i>2010</i>

**CONFERENCES**

Author/s (In Order)	Title	Conference	Country	Date
MOTTEH S. ALSHIBLY	The Impact of De-marketing in Reducing Jordanian Youth Consumption of Energy Drinks	4 <sup>th</sup> International Conference on Advanced Machine Learning Technologies and Applications	CAIRO	2019



دائرة الموارد البشرية  
Human Resources Department

	JORDANIA N PUBLIC			
	UNIVERSIT Y QUALITY			
MOTTEH S. ALSHIBLY AHMAD SALIHALNASER	MEASURE MENT: USING	the IIER International Conference	Pari s, Fra nce	13th-14 <sup>th</sup> November 2017
	STRUCTUR AL EQUATION MODEL			
Al-Shibly Motteh, Reem M. Alrefai	The Effect of Microfinan ce on Jordanian Women's Socioecon omic Empower ment and Marketing Practices	STRATEGICA	Buc har est ,Ro ma nia	October 20- 21,2016

دائرة الموارد البشرية  
Human Resources Department

---

---

**BOOKS**

Author/s (In Order)	Title	Publisher	Edition	Date
------------------------	-------	-----------	---------	------

دائرة الموارد البشرية  
Human Resources Department

---

**MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES**

---

- Chairman of the board of Directors of the association partnership for social and economic development
- Chairman of the board of Directors of the mahis Tourism Association
- Member of Jordan Environment Association
- Member of the Association of Agricultural Engineers

---

**UNIVERSITY COMMITTEES**

---

- o director of the Center for entrepreneurship and community initiatives 2016 - 2020
- o Head of marketing and Management Information Systems for the academic year 2018-2019
- o member of the University Council for the academic year 2019-2020
- o member of the University Marketing Committee for the academic year 2019-2020
- o chairman of the field training committee of the Faculty of business for the academic year 2019-2020
- o chairman of the foreign companies committee of the Faculty of business for the academic year 2019-2020
- o chairman of the University Proficiency Examination Committee of the marketing department for the academic year 2019-2020
- o member of the e-learning committee of the Faculty of business for the academic year 2019-2020
- o member of the verification committee on student irregularities Arab University of Oman for the year 2019-2020
- o member of the preparatory committee for the College of business conference 2019-2020

## دائرة الموارد البشرية Human Resources Department

- 
- o member of the University Council for the academic year 2018-2019
  - o member of the University Marketing Committee for the academic year 2018-2019
  - O chairman of the board of marketing, systems and administrative information departments for the academic year 2018-2019
  - O chairman of the scientific research committee of the marketing and Management Information Systems departments for the academic year 2018-2019
  - o member of the preparatory committee for the College of business conference 2018-2019
  - o member of the Council of the Faculty of business for the year 2017-2018
  - o member of the Competency Examination Committee of the marketing department for the year 2017-2018
  - o member of the University Marketing Committee for the academic year 2017-2018
  - o member of the quality Committee the marketing department for the year 2017-2018
  - o member of the Social Committee of the marketing department for the year 2017-2018
  - O Marketing Department decision for the year 2017-2018
  - o member of the University Marketing Committee for the academic year 2016-2017
  - o member of the quality Committee the marketing department for the year 2016-2017
  - o member of the Social Committee of the marketing department for the year 2016-2017
  - o member of the library committee of the Faculty of business for the year 2016-2017
  - o member of the University Proficiency Examination Committee for marketing department for the year 2016-2017
  - o member of the Supreme Committee for quality assurance for the year 2016/2017

دائرة الموارد البشرية  
Human Resources Department

---

**WORKSHOPS ATTENDED**

---

**WORKSHOPS OFFERED**

---

- Communication and communication skills
- How to start your entrepreneurial venture
- Writing projects in the USAID language
- How to market your entrepreneurial venture
- Marketing pink

دائرة الموارد البشرية  
Human Resources Department

---

**RESEARCH INTERESTS**

---

- Strategic planning
- Entrepreneurship
- Electronic business

**LANGUAGES**

---

- Arabic
- English

**OTHER COMMUNITY ACTIVITIES**

---

**AWARDS RECEIVED**

---

دائرة الموارد البشرية  
Human Resources Department

---

**GRADUATE STUDENTS SUPERVISION**

---

Student Name	Thesis Title
-	The Impact of <b>Digital Marketing</b> via Smartphones on Consumers' E-Purchase Satisfaction: A Case Study on Students of Al-Yarmouk and Amman Arab Universities
-	THE IMPACT OF <b>DIGITAL MARKETING</b> MEANS ON ACHIEVING THE OBJECTIVES OF JORDANIAN HEALTH CHARITIES.
-	The Impact of Pink Marketing on the <b>Competitive Advantage</b> of Jordanian Tourist Restaurants.
-	The Impact of <b>Organizational Learning</b> in Jordanian Commercial Banks Performance.
-	THE IMPACT OF <b>KNOWLEDGE MANAGEMENT</b> PROCESSES ON PERFORMANCE IN THE JORDANIAN TELECOMMUNICATIONS COMPANIES.
-	THE IMPACT OF <b>PROMOTION MIX</b> ON THE FINANCIAL INCLUSION IN JORDANIAN ISLAMIC BANKS.

دائرة الموارد البشرية  
Human Resources Department

---

**REFERENCES**

---

Dr. Maamoun akroush

Dr. Mohammed Al shourah

Dr. Walid Abed Rabbo

Mr. Saeb khrisat

Dr. Ghalib tafah