

Date: 11/10/2023

DR. FU'AD ABDALLAH AL-FAKEH



PERSONAL INFORMATION

Title: Faculty member

Academic Rank: Assistant Professor

Date & Place of Birth : 10/10/1989

Nationality: Jordanian

Address: Amman - Tabarbour - Abdullah bin Suhail Street - Al-Fakeh Building - 3rd floor

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ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
Doctorate in Management (Marketing)				
University Malaysia Terengganu, UMT Kuala Terengganu, Terengganu – Malaysia.		2016 – 2020		
Master's in (Marketing)				
Zarqa University, College of High Studies Amman – Jordan.		2013 – 2015		
Bachelor's Degree (English Literature)				
Zarqa University, college of Arts & literature Amman – Jordan		2007 – 2011		

دائرة الموارد البشرية
Human Resources Department

TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2023-2020	Assistant Professor	Jadara University	College of Business - Marketing Department	Jordan - Irbid

OTHER EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2016-2020	Research assistant	UMT	College of Business - Marketing Department	Malaysia

PUBLICATIONS

JOURNALS

Author/s (In Order)	Title	Journal	Vol./No.	Publication Date
Al-Fakeh, F. A., Padlee, S., Omar, K., & Salleh, H.	The moderating effects of organizational commitment on the relationship between employee satisfaction and employee performance in Jordanian Islamic banks.	Management Science Letters	10(14)	2020
Alown, B., Al-Fakeh, F. A., Aburumman, A	The Role of Quality of Work Life in Jordanian Hotels Industry.	Management Science Letters	11(2)	2020
Nussir, N. A., Alhindawi, K. T., Abu Eid, A., Al-Fakeh, F. A.	The Extent to which the Financial Information Quality Contributes to Influencing Investors Decisions in Amman Stock Exchange	Res Militaris	12(2)	2022
Almajali, D., Al-Radaideh, A., Nussir, N., Eid, A., Al-Fakeh, F. A., & Masad, F	Antecedents of mobile banking app adoption during COVID19: A perspective of Jordanian consumer	International Journal of Data and Network Science	7(1)	2023

دائرة الموارد البشرية
Human Resources Department

Al-Fakeh, F. A., AlWadi, B., Aravamudhan. V., Abu Eid, A., Nussir, N., Masa'd, F	The Role of Internal Marketing Practices in Moderating the Impact of Job Insecurity on Turnover Intention.	Journal of Namibian Studies: History Politics Culture	33	2023
Masa'd, F., Nussir, N., Al-Fakeh, F. A., Abu Eid, A., Aldoulat, T	Electronic Banking and its Impact on Job Security in Jordanian Banking Sector: Profitability is an Intermediate Variable	Journal of Namibian Studies: History Politics Culture	33	2023
Alfukaha, F., A, Saadon, M. S. I., Padlee, S., Al-Fakeh, F. A., Alsheikh G. A., A	The Moderating Role of Trade Shows Participation Cost Between Service Quality and Participant Loyalty: Findings from the Pilot Study	Journal of Namibian Studies: History Politics Culture	33	2023
Alfukaha, F., A, Saadon, M. S. I., Padlee, S., Al-Fakeh, F. A., Alsheikh G. A., A.	Nexus among Service Quality and Participants Loyalty in Jordanian Trade Shows: A Mediated Moderated Model	Journal of Namibian Studies: History Politics Culture	33	2023
Mohammad, A. A. S., Barghouth, M. Y., Al-Husban, N., Aldaihani, F. M. F., Al-Fakeh, F. A., Abu Lemoun, A. A., Dalky, A. F., Al-Hawary, S. I. S	Does Social Media Marketing Affect Marketing Performance	Springer Nature's book.	Accepted	2023
Abu Ghaith, R. E., Al-Hawary, S. I. S., Mohammad, L. S., Singh, D., Mohammad, A. A. S., Al-Adamat, A. M., Abu Lemoun, A. A., Al-Fakeh, F. A.	Impact of Artificial Intelligence Technologies on Marketing Performance	Springer Nature's book.	Accepted	2023
Alserhan, A. F., Al-Qasem, M. M., Mohammad, A. A. S., Khodeer, S. M. T., Aldaihani, F. M. F., Al-Adamat, A. M., Al-Hawary, S. I. S., Al-Fakeh, F. A.	Effect of Customers Green Consciousness on Customers Purchase Intention: A Field Study on Green Technology (Home Appliances).	Springer Nature's book.	Accepted	2023
Mohammad, A. A. S., Al-Qasem, M. M., Khodeer, S. M. T., Aldaihani, F. M. F., Alserhan, A. F., Abu Haija,	Effect of Green Branding on Customers Green Consciousness toward Green Technology.	Springer Nature's book.	Accepted	2023

دائرة الموارد البشرية
Human Resources Department

A. A., Al-Fakeh, F. A., Al-Hawary, S. I. S.				
Al-Adamat, A. M., Almaseid, M. O., Alserhan, A. F., Alrfai, M. M., Al-Husban, N., Aldaihani, F. M. F., Khodeer, S. M. T., Al-Hawary, S. I. S., Al-Fakeh, F. A	Impact of Digital Marketing Tools on Customer interactions in Jordanian Telecommunications Companies	Springer Nature's book.	Accepted	2023
Alqahtani, M. M., Hunitie, M. F. A., Aladwan, S. I., Al-Husban, N., Abu Haija, A. A., AlHusban, D. A. O., Al-Fakeh, F. A., Al-Hawary, S. I. S	Impact of Human Recourses practices on employees Organizational Commitment at Jordanian Private Hospitals	Springer Nature's book.	Accepted	2023
Bani-Hani, F. A., Alserhan, A. F., Aldaihani, F. M. F., Abu Haija, A. A., Alrfai, M. M., Khodeer, S. M. T., Al-Hawary, S. I. S., Al-Fakeh, F. A.	Impact of Social Customer Relationship Management on Sustainable Competitive Advantage of Commercial Banks in Jordan	Springer Nature's book.	Accepted	2023
Khodeer, S. M. T., Al Sheyab, H. M., Al-Adamat, A. M., Hunitie, M. F. A., Al-Fakeh, F. A., Alserhan, A. F., Aldaihani, F. M. F., Al-Hawary, S. I. S.	Impact of Social Media Marketing on Electronic Word of Mouth: A Study of Jordanian Private Universities	Springer Nature's book.	Accepted	2023
Al-Husban, D. A. O., Al-Adamat, A. M., Abu Haija, A. A., Al Sheyab, H. M., Aldaihani, F. M. F., Al-Hawary, S. I. S., Al-Fakeh, F. A., Mohammad, A. A. S.	The Impact of Social Media Marketing on Mental Image of Electronic Stores Customers at Jordan	Springer Nature's book.	Accepted	2023
Al-Adamat, A. M., Alserhan, M. K., Mohammad, L. S., Singh, D., Al-Hawary, S. I. S., Mohammad, A. A. S. Al-Fakeh, F. A.	The Impact of Digital Marketing Tools on Customer Loyalty of Jordanian Islamic Banks.	Springer Nature's book.	Accepted	2023

CONFERENCE

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Author/s (In Order)	Title	Conference	Country	Date
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BOOKS

Author/s (In Order)	Title	Publisher	Edition	Date
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MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

1. Jordanian Entrepreneurship Association / Independent consultant
2. Arab Coaches Union - League of Arab States / Coach

UNIVERSITY COMMITTEES

- Act as Committee member in MARC Club UMT (2017).
- Act as Committee Member and Facilitator for programs, UMT WWF Club (2018).
- Act as Master of Ceremony for Three Minute Thesis Competition (3MT), UMT (2019).
- Act as Committee Member for Outstanding Thesis and High Impact Publication, UMT (2019).
- Act As active participant For Corporate Video Production, UMT (2020).
- Act as Attendance at the Virtual Sixth Arab Training Forum, Arab Trainers Union (2020).

WORKSHOPS ATTENDED

دائرة الموارد البشرية
Human Resources Department

Writing a Marketing Plan

Social Media Marketing Foundations

Rewarding Employee Performance

Strategic Thinking

Marketing Tools Digital Marketing

Marketing on Instagram

Marketing on Facebook: Managing a Company Page

Professional growth

Creating a Culture of Change

Creating a Marketing Growth System

Pricing Strategy: Value-Based Pricing

Advanced Product Marketing

Advanced Content Marketing

Advanced Consumer Behavior

WORKSHOPS OFFERED

RESEARCH INTERESTS

LANGUAGES

OTHER COMMUNITY ACTIVITIES

AWARDS RECEIVED

GRADUATE STUDENTS SUPERVISION

Student Name

Thesis Title

REFERENCES

Prof. Dr. Hayatul Safrah Salleh
Senior Lecturer (Faculty of Business, Economics and Social Development)
Universiti Malaysia Terengganu
Email: hayatul@umt.edu.my
Tel: +60124081801

Dr. Belal Mahmoud Alwadi
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Assoc. Prof. Dr. Marhana Mohamed Anuar
Senior Lecturer (Faculty of Business, Economics and Social Development)
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