



## CURRICULUM VITAE

**Full name: Manal Muhammad AbdulRahman**

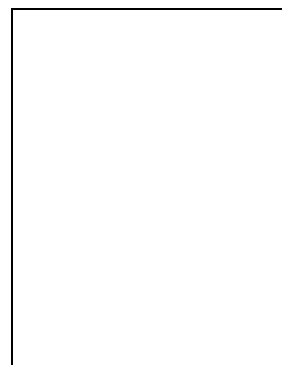
**Department of Business Administration**

**Faculty of Business**

**Al-Zaytoonah University of Jordan, Amman, Jordan**

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### 1. Personal Data

Nationality: Jordanian/American

### 2. Education

**University of Texas at Arlington, Arlington, TX, USA**

Masters of Business Administration with a concentration in Marketing.

**Southern Methodist University Dallas, TX, USA**

Bachelor of Business Administration with a concentration in Management. Bachelor of Arts in Political Science.

**Language Interests: Arabic, English and some French**

- Southern Methodist University, Texas USA (BBA & BA) Double Major, Business and Political Science
- University of Texas at Arlington, USA (MBA)



### 3. Employment

#### Academic Positions

- Lecturer at Al Zaytoonah University of Jordan since September 2003

#### Managing Partner

- Managed the USA operations office for Investment House of Arabia, a consulting firm based in Dammam, Saudi Arabia.
- Contacted, negotiated contracts, and acted as a liaison between government organizations, in the USA and The Middle East

#### **MARS International Investments, Inc. Dallas, TX, USA**

##### General Manager

- Supervised various management tasks for the company's 5 restaurants chain.
- Conducted and implemented research to yield significant cost reductions, efficiency, and lower employee turnover.
- Monitored and reported on market trends.
- Researched new investment opportunities.

#### **Association of Arab-American University Graduates, Boston, USA**

##### Executive Director

- Developed membership recruitment and publications marketing strategies. Planned and executed corporate fundraising campaigns.
- Public Relations: planning of annual convention and organizing educational seminars. writing and production of quarterly newsletter.
- Managing of financial accounts; preparation of quarterly financial reports; assisting auditors in performing annual audit; payables/receivables. Developing budget allocations.
- Managing of national office building: maintenance, leases and finances. Conducting personnel recruitment, development, and review. Liaison between the Board of Directors and office staff.

#### **Bahrain Consulate Dallas, TX, USA**

##### Consul and Cultural Attaché Consultant

- Organized the structure of the office functions; hired and trained office personnel. Managed Bahraini student scholarship program.
- Conducted research for the consulate on student scholarship eligibility. Served as liaison between the consulate and local government officials.

#### Administrative Positions

- Quality Assurance Manager for the Faculty of Business (2006-2013)
- AACSB Faculty Committee, (2021--)
- QA Department Committee
- Department Social Relations Committee
- Department AACSB Committee
- Annual Scientific Conference Committee, Faculty of Business



#### 4. Research Interests

Management, Leadership, Human Resources, Women in Business, Entrepreneurship, Consumer Behavior, Marketing

#### 5. Teaching Experience

- *Undergraduate Courses*

Since Sep. 2003

Principles of Management 1(E)  
Principles of Management 2(E)  
Management Studies (E)  
Principles of Marketing (E)  
Organizational Theory (E)  
Strategic Management (E)  
Human Resource Management (E)  
Change Management (E)

#### 6. Professional and Scientific Meetings

Participated in and attended every scientific conference at ZUJ Faculty of Business, since 2003.

Attended the AACSB international workshop in Bahrain, 2022.

Attended many workshops on QA during my tenure as Manager of QA at the Faculty of Business (2006-2013).

Participated in all workshops related to E-Learning at the Faculty and University level

#### 7. Publications

##### Papers in refereed journals

The Role of Strategic Intelligence in the Development of Managers Competencies Portfolio: A Study with reference to Jordanian Commercial Banks, International Journal of Economics, Commerce and Management, Vol. III, issue 12, December 2015

Competitive Advantage Based on Human Capital and its Impact on Organizational Sustainability: Applied Study in Jordanian Telecommunications Sector  
Journal of Management and Sustainability, Vol. 7 No. 1, 2017

Female Characteristics and Their New Roles in Leadership, Journal of Business and Management Sciences, Vol. 8, No. 2, 2020



Opportunities and Challenges of Applying Electronic Human Resources Management in Business Organizations, An applied Study in The Telecommunications Sector, Jordan, 2021. Springer: Studies in Computational Intelligence; Digital Economy, Business Analytics, and Big Data Analytics, Springer, 1<sup>st</sup> edition, 2021 edition.

The Impact of Sustainable Supply Chain Management on the Environmental Performance of Jordan's Construction Organizations, 2023 Springer: Studies in Big Data, Book Chapters Series Indexed in Scopus.

### **Conference Presentations**

Opportunities and Challenges of Applying Electronic Human Resources Management in Business Organizations, An applied Study in The Telecommunications Sector, Jordan, 2021 ZUJ Conference. Springer: Studies in Computational Intelligence; Digital Economy, Business Analytics, and Big Data Analytics, Springer, 1<sup>st</sup> edition, 2021 edition.

Presented papers at 3 previous ZUJ Faculty of Business Scientific Conferences, before 2017.

