

## CURRICULUM VITAE

**Full name:** Omar Saleh .M . Abu Hamideh

**Department/Faculty:** Marketing/Faculty of  
Business

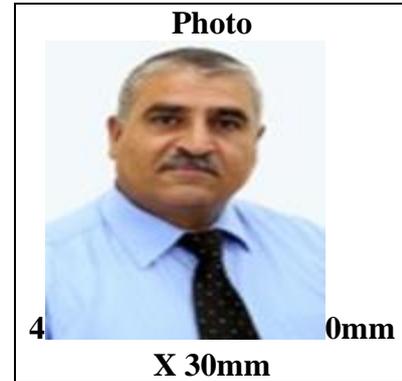
**University, City :** Al-Zaytoonah

**University of Jordann, Amman**

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### 1. Personal Data

**Date of Birth:** 5/4/1970

**Nationality:** Jordanian

### 2. Education

- M.Sc. Master of Marketing year 2000 ,University of Jordan,Amman.
- B.Sc. Bachelor of Business Administration, (B.B.A) year 1993, University of Jordan , Amman.

### 3. Ph.D. Dissertation

### 4. Employment

#### Academic Positions



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- Lecturer, Marketing Department , Faculty of Business, Al-Zaytoonah University of Jordan/Amman/Jordan/2001 to present.
- worked as a teaching member (part time) ,Marketing Department ,Faculty of Business ,at university of Jordan ,for the following semesters:sec .2009/2010, summer sem. 2010/2011, first >sem ,2010/2011.
- Research Assistant, on book project ,with title, "organization behavior " at the University of Jordan/ Faculty of Business ,From 2-10-1999 To 2-11-2000.
- worked as Teaching Assistant member, Marketing Department at the University of Jordan /Faculty of Business Amman/Jordan From 10-1997 To 6-1999.
- worked as Volunteer researcher/field of studies and research/ The National Society For Consumer Protection/Amman/From 10-3-1993 To 2-11-1995.
- worked as Administrator in Salem establishment, Amman, From 1-3-1993 To 1-9-1996
- worked as Administrator in national paints company, Amman, From 4-11-1996 To 6-9-1997

#### Administrative Positions

#### 5. Research Interests

- Favorite research subjects are (Social Marketing ,Service Marketing)

#### 6. Membership in Scientific Societies and Associations



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**7. Honors and Awards****8. Fellowships and Scholarships****9. Teaching Experience**

- *Graduate Courses*
  
- *Undergraduate Courses*

1	Principles of Marketing
2	Marketing Management
3	Industrial marketing
4	Banking Marketing
5	Marketing Services
6	Marketing strategies
7	Marketing Communications
8	Practical applications in advertising
9	Retail Management
10	Sales Management
11	Product development and pricing
12	Marketing Research
13	Distribution management
14	Consumer's Behavior

**10. Supervision of Graduate Research****11. Grants****12. Patents****13. Membership of Committees**

- **University**
  - *Provide a list: Social and cultural Committee, The E Sports Committee*

**14. Professional and Scientific Meetings***Scientific Meetings Organized*



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*Participation in Scientific meetings*

- 1- **Al-Zaytoonah University 5<sup>th</sup> conference, 2005, Participant Paper title, “The Impact of Social Marketing by Jordanian Communication Companies on Consumer Knowledge”.**
- 2- **University of Jordan, 1<sup>st</sup> Conference 2005, Faculty of Business Administration, Paper Title, “The Extended of Applying the Social Marketing by Jordan Communication Companies.**
- 3- **Al-Zaytoonah University 5<sup>th</sup> conference, 2006 , Faculty of Business Administration, Paper Title, "the extend of commitment of medical Jordanian organizations with the marketing ethics.**
- 4- **Al-Zaytoonah University 5<sup>th</sup> conference 2007, Faculty of Business Administration, Paper Title, the influence of expected danger on the steps of buying decision process on the home electrician products from the internet for Jordanian consumers**

**15. Participation in or organization of curricular and/or extra-curricular activities**

**16. Publications**

Author/s	Date	Title	Name of Publisher
Tareq Hashem Omar Saleh.Abu Hamideh	2007	أثر الخطر المدرك على مراحل عملية اتخاذ قرار اتخاذ قرار شراء الاجهزة الكهربائية المنزلية عبر الانترنت للمستهلك الاردني دراسة ميدانية في محافظة العاصمة الاردنية .	جامعة بني سيوف، 2007، العدد 1، مصر



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Papers in refereed journals:

Author/s	Date	Title	Name of Publisher
Omar saleh Abu Hamideh A.S.H Yousif Mohamad Salameh Alhmeidiyeen Neda Saleh Alnsor	2018	- E-LOYALTY IN MARKETING: IMPLICATIONS FOR E- CUSTOMER FOCUS	International Journal of Business Economic Management Research
Omar saleh Abu Hamideh Jasser Al-Nasour Ghandi Eid Aldrou	2020	LEADERSHIP DILEMMAS IN A CHANGING BUSINESS ENVIRONMENTS	INTERNATIONAL JOURNAL OF BUSINESS RESEARCH™
TAREQ NAEL HASHEM1, MOHAMMED S. ALNSOUR2, NAFEZ NIMER ALI3, FIRAS NAEL HASHEM4, ABDULRAHMAN NAEL HASHEM5, OMAR SALEH MOH"D ABU HAMIDEH6	2021	The Impact of "Shockvertising" on Consumer Behavior : Investigating Its Influence on the "Why Buy" Aspect	WSEAS Transactions on Business and Economics

- **Conference Presentations**

1-Al-Zaytoonah University 5<sup>th</sup> conference, 2005, Participant Paper title, "The Impact of Social Marketing by Jordanian Communication Companies on Consumer Knowledge".

2- Al-Zaytoonah University 5<sup>th</sup> conference, 2006 , Faculty of Business Administration, Paper Title, "The Extended of Applying the Social Marketing by Jordan Communication Companies.



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3- Al-Zaytoonah University 5<sup>th</sup> conference, 2006 , Faculty of Business Administration, Paper Title, "the extend of commitment of medical Jordanian organizations with the marketing ethics.

4-Al-Zaytoonah University 5<sup>th</sup> conference 2007, Faculty of Business Administration, Paper Title, the influence of expected danger on the steps of buying decision process on the home electrician products from the internet for Jordanian consumers

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