

دائرة الموارد البشرية
Human Resources Department

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



F Tayseer Mohammad Shehadeh Al Ofeishat

ULL NAME

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

ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
BSc	Business Administration	1982-1986	Salah Al-Din University	– Iraq
MA	Business Administration / Marketing	1993-1995	Al Mousel University	– Iraq

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PhD	Business Administration / Marketing	1998 – 2001	1998 – 2001	– Iraq
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TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2003-2018	Assistant Professor	University of Jordan	Marketing\ Business Administration (Part-time lecturer)	Jordan
2012-2018	Assistant Professor	Middle East University	Marketing\ Business Administration (Part-time lecturer)	Jordan
1195-1998	Assistant Professor	Al Balqa' Applied University	Part-time) Princess Alia ,(lecturer 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 for	Ministry of Higher Education and Scientific Research	Director of higher education institutions	Jordan
1/1/1989 – 198/9/309	Head of the Department of Share Holders at	Ala'a Eddin Industries company	Department of Share Holders at	jordan
-1989 1991	Higher College for Teache	MOHE	Registration Division	jordan

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	Qualification			
1995-1998	Head of 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 order)	Title	Journal	Vol./No.	Publication date
Dr daher al qurashi Dr tayseer al afaishat	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	Al-Muthanna Journal of Administrative and Economic Sciences	VOL:10 ISSUE 1 2020	2020
Dr. Tayseer Mohammad AL Afaishat 1, Dr. Mufleh Amin AL	THE IMPACT OF THE APPLICATION OF ELECTRONIC	Journal of critical reviews	VOL 7, ISSUE 19, 2020	2020

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Jarrah 2, Dr. Ghassan
Issa Alomari
CUSTOME
R
RELATION
SHIP
MANAGEM
ENT ON
REPUTATI
ON
MANAGEM
ENT IN
TELECOM
MUNICATI
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COMPANIE
S IN
JORDAN

Tayseer
Mohammad
Sh Al Afaishat,
Ahmad Salih
Alnaser
The
Moderatin
g Role of
Brand
Experienc
e on the
Relationsh
ip
between
Social
Media
Marketing
Activities
andBrand
Equity in
Jordanian
Five Star
Hotels
Multicultural
Education
2020
Volume 6, Issue 3,
2020

barween Al Kurdia*,
Muhammad
Employee
retention
and
2020

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Alshuridehb and Tayseer Al afaishat	<i>organizational performance: Evidence from banking industry</i>	Management Science Letters 10 (2020) 3981–3990	
Dr. Daher Raddad al- Qurashi,	THE EFFECT OF THE ELECTRON IC ISLAMIC MARKETING		2020
Dr. Tayseer Mohammad AL Afaishat	MIX STRATEGIES ON FORMING THE MENTAL IMAGE : AN APPLIED STUDY ON ISLAMIC PRODUCTS IN JORDAN	Palarch's journal of Archaeology of Egypt/Egyptology PJAEE, 17(6)	
Prof. Rashad Al-Saed	THE IMPACT OF THE SPREAD OF PREVENTIVE & EPIDEMIOLOGICAL		

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Prof. Mohammad Abu-Salih	INFORMAT ION ON THE DIFFUSION	Palarch's journal of Archaeology of Egypt/Egyptology	PJAE, 17 (6)2020
Dr. Imad Mualla	OF THE (COVID-19) IN JORDAN FIRST WAVE: A MODERATI NG		
Dr. Tayseer Afaishat	ROLE OF THE MASS MEDIA		

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CONFERENCES

Author/s (In Order)	Title	Conference	Country	Date

BOOKS

Author/s (In Order)	Title	Publisher	Editio	Date
obay al dawahji	International Marketing	Dar Al-hamed for publishing	N	2000
tayseer al afaishat	Marketing of Banking Services	dar Al-hamed for publishing & distribution	1	2002
tayseer al afaishat	Marketing Information Systems	dar Al-hamed for publishing & distribution	1&2	2005&2013
tayseer al afaishat	Marketing Information Systems	dar Al-hamed for publishing & distribution	1	2002

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mohammad al taie	Marketing Information Systems	ublishing & istribution	2007	2
tayseer al afaishat mohammad al taie		dar Al- aseera		

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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

WORKSHOPS ATTENDED

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.

OTHER COMMUNITY ACTIVITIES

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 Jordan
2 - ehab alkwaldah	The Impact of Entrepreneurial Strategies on Empowering Human Capital in Jordanian Private Universities

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