

Date: 16/12/2024



CURRICULUM VITAE

PERSONAL INFORMATION

Faculty Member Name: Dr. Tayseer Mohammad Shahada Al-Afishat
Academic Rank: Associate Professor
College: Business
Department: Business Administration
Nationality: Jordanian
Address: Amman / Naour / Western District
Phone Number: 00962796222204
Email: Tayseer-afaishat@aau.edu.jo

ACADEMIC QUALIFICATIONS

Degrees with fields, institution, and date

- Bachelor of Business Administration, University of Salahuddin/Iraq, 1986.
- Master of Business Administration, University of Mosul/Iraq, 1995.

Title of the thesis/project: Requirements of an expansion strategy in marketing banking services: an applied study on Jordanian banks

- PhD in Business Administration Program, University of Mosul/Iraq, Year 2001

Thesis Title: Quality and Customer Satisfaction and Their Impact on Determining Marketing Strategies for Banking Services/An Analytical Study of the Opinions of a Sample in Jordanian Commercial Banks.

ACADEMIC EXPERIENCE

- Duration: 23 years
- University: 17 years of teaching experience as a part-time faculty member in universities (Jordanian - Balqa - Al-Zaytouna - Applied Sciences - Amman Ahliyya - Middle East - Isra) 6 years at the Arab University of Amman. Faculty member
- Academic rank: Associate Professor
- Date of awarding the rank: 2023
- Awarding body: Arab University of Amman
- College: Business
- Country: Hashemite Kingdom of Jordan

NON-ACADEMIC EXPERIENCE

- Duration: 28 years
- Institution: Ministry of Higher Education and Scientific Research
- Department: Directorate of Higher Education Institutions (Jordanian Universities) and Directorate of Scholarships - Jordanian Embassy / Cairo - Cultural Advisor - and Advisor to the Minister of Higher Education
- Country: Hashemite Kingdom of Jordan:

CERTIFICATIONS OR PROFESSIONAL REGISTRATIONS

-
-

CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- Member of the Board of Trustees of Tafila Technical University
-

HONORS AND AWARDS

- None

SERVICE ACTIVITIES

- Secretary of the Community Peace Association
-

THE MOST IMPORTANT PUBLICATIONS IN LAST FIVE YEARS

- 1 - [Employee retention and organizational performance: Evidence from banking industry](#)
MATA Barween Al Kurdia*
Management Science Letters 10, 3981–3990-2020
- 2 - [The impact of marketing agility on crisis management stages at five and four-star hotels in Jordan](#)
H Khraim, TAL Afaishat
Problems and Perspectives in Management 19 (4), 470-481-2021
- 3 - [Effect of network strategic capabilities on digital transformation in Jordanian universities](#)
TAL Afaishat, H Khraim, M Al-Maadhede
Problems and Perspectives in Management 20 (3), 247-258-2022
- 4 - [The Effect of Green Marketing on Students' Selection of Private Universities in Jordan](#)
HS Khraim, TM Al-Afaishat
Multicult. Educ 7 -2021
- 5 - [The impact of adopting the digital strategy on the competitive advantage: A moderating role of](#)
TAL Afaishat, M Al-Maadhede, I Yamin
Problems and Perspectives in Management 22 (1), 193 -2024

6 - [The Moderating Role of Brand Experience on the Relationship between Social Media Marketing and Brand Loyalty](#)

TM Sh Al Afaishat, AS Alnaser
Review of International Geographical Education Online 12 (1) -2022

7 - [The Impact of the Spread of Preventive & Epidemiological Information on the Diffusion of the COVID-19 Virus](#)

PalArch's Journal of Archaeology of Egypt/ Egyptology 17 (6), 15195-15217 – 2021

8 - [The Moderating Role of Brand Experience on the Relationship between Social Media Marketing and Brand Loyalty](#)

TMS Al Afaishat, AS Alnaser
Multicultural Education 6 (3) – 2020

9 - [The mediating effect of attitudes on the relationship between e-learning adoption and business performance](#)

MAJTMALAGIIA OHS Khraim
IEEE conference 2022, 13

10 - [Exploring Factors Affecting Intention to Consume Fish in Jordan](#)

BYAL Tayseer Mohammad Al Afaishat¹, Ahmad Salih Alnaser², Ahmad Albloush^{3*}
International Journal of Membrane Science and Technology 10 (3), 2881-2888 – 2023

11 - [Investigating the impact of e-services quality management on decision making agility](#)

T Afaishat, H Khraim
Uncertain Supply Chain Management 9 (4), 1061-1070 2021

12 - [The impact of the use of the Internet on the marketing of hate speech From the point of view of the relationship and technicians from different countries](#)

TMAA Daher Raddad Alqurashi a
Al-Muthanna Journal of Administrative and Economic Sciences 10 (1), 15 – 2020

13 - [THE IMPACT OF THE APPLICATION OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT ON REPUTATION MANAGEMENT IN TELECOMMUNICATIONS COMPANIES IN JORDAN](#)

DGIA Dr. Tayseer Mohammad AL Afaishat 1 , Dr. Mufleh Amin AL Jarrah 2
JOURNAL OF CRITICAL REVIEWS 7 (19), 20 – 2020

14 - [THE EFFECT OF THE ELECTRONIC ISLAMIC MARKETING MIX STRATEGIES ON CONSUMER MENTAL IMAGE : AN APPLIED STUDY ON ISLAMIC PRODUCTS IN JORDAN](#)

TMAA Daher Raddad Alqurashi a
PalArch's Journal of Archaeology of Egypt/ Egyptology – 2020

15 - The Effect of Behavioral Economics on the Purchase Decision Making of Jordanian Islamic banks' services: A Management perspective.

Tayseer M. Al-Afaishat, Hiyam M. Al-Zaidanin, Hamza S. Khraim, Amna I. Al-Aqili
Jordan Journal Of Business Administration - Date: 10/6/2024 Acceptance letter

INSTITUTIONAL PROFESSIONAL DEVELOPMENT ACTIVITIES IN THE LAST FIVE YEARS



-
-

RESEARCH LINK (Scopus and Google Scholar)

- <https://scholar.google.com/citations?user=lgWF0wEAAAAJ&hl=en>
- <https://www.scopus.com/authid/detail.uri?authorId=57219124616>

LANGUAGES

- Arabic language
- English language