

سيرة ذاتية



الاسم الكامل: صائب فرحان احمد الجنايده

القسم/ الكلية: التسويق - الاعمال

الجامعة، المدينة، البلد

تلفون: 064291511

فاكس: 064291511

البريد الإلكتروني: saeb@zuj.edo.jo

الصفحة الإلكترونية:

<https://scholar.google.com/citations?user=R88sZoEAAAJ&hl=en>

https://www.researchgate.net/profile/Saeb_Al_Ganideh3

1. المعلومات الشخصية

تاريخ الميلاد: 17/07/1977

الجنسية: اردني

2. الشهادات العلمية

- درجة الدكتوراة (التسويق)، 2007-جامعة هدرسفيلد- يوركشير-بريطانيا
- درجة الماجستير (التسويق)، 2002-جامعة هدرسفيلد- يوركشير-بريطانيا
- درجة البكالوريوس (التسويق)، 1999-جامعة هدرسفيلد- يوركشير-بريطانيا

3. إطروحة الدكتوراة

جامعة هدرسفيلد- يوركشير-بريطانيا-2007

Research topic: Consumer Ethnocentrism

Thesis title: An Investigation into Consumer Ethnocentrism and Product Country Images amongst Young Consumers .

University of Huddersfield, Yorkshire, the U.K .

Supervisor: Professor Norman E. Marr .

External Examiner: Professor Angela Tregear, The University of Edinburgh, the U.K .



جامعة هدرسفيلد - يوركشير - بريطانيا - 2007

M.A.Sc., Marketing, 2002.

Research topic: Family purchase decision-making behavior

Thesis title: Data Mining and Family Decision-Makeing Process

University of Huddersfield, Yorkshire, the U.K.

Supervisor: Professor Norman E. Marr.

4. الخبرات الوظيفية

- استاذ في قسم التسويق - كلية الاعمال - جامعة الزيتونة الاردنية - عمان - الاردن 2017 - آآن

الرتب الأكاديمية

- استاذ - قسم التسويق - جامعة الزيتونة الاردنية - عمان - الاردن 2017 - آآن
- استاذ مشارك - قسم التسويق - جامعة الزيتونة الاردنية - عمان - الاردن 2017-2012
- استاذ مساعد - قسم التسويق - جامعة الزيتونة الاردنية - عمان - الاردن 2012 - 2007

المناصب الأكاديمية

- نائب عميد كلية الاعمال - 2021-2020
- رئيس قسم التسويق - 2015-2012
- رئيس قسم الادارة السياحية 2015-2014
- عضو في مجلس جامعة الزيتونة الاردنية 2015-2014
- ممثل كلية الاعمال في مجلس البحث العلمي 2018-2016

5. الاهتمامات البحثية

- التسويق الالكتروني
- سلوك المستهلك الالكتروني



● أنظمة الولاء الرقمية

6. العضوية في الجمعيات العلمية والمنظمات

7. التكريمات والجوائز

8. الزمالة والمنح الدراسية

9. الخبرة التدريسية

الماجستير

- التسويق الالكتروني المتقدم
- تسويق الخدمات المتقدم
- التسويق الدولي المتقدم
- التسويق المباشر المتقدم
- سلوك المستهلك المتقدم
- ادارة التسويق المتقدم

● البكالوريوس

- التسويق الالكتروني
- تسويق الخدمات
- التسويق الدولي
- التسويق المباشر
- سلوك المستهلك
- ادارة التسويق



10. الإشراف على الرسائل الجامعية (من الأحدث إلى الأقدم)

- “Exploring purchase intention for luxury brands among young Jordanian women” MSc Marketing, 2021, Eman Sofi, Al Zaytoonah University of Jordan, Amman, Jordan.
- “The impact of the brand image of international pharmaceutical companies on the prescriptions of Jordanian physicians” MSc Marketing, 2021, Eman Sofi, Al Zaytoonah University of Jordan, Amman, Jordan.
- “Factors Impact Willingness to Purchase Electric Cars in Jordan” MSc Marketing, 2021, Eman Sofi, Al Zaytoonah University of Jordan, Amman, Jordan.
- “Exploring purchase intention for luxury brands among young Jordanian women” MSc Marketing, 2021, Nisreen Mazahrah, Al Zaytoonah University of Jordan, Amman, Jordan.
- “Satisfaction deterrents’ of e-customers: the case of Royal Jordanian Airways” MSc Marketing, 2021, Ahmad Hilal, Al Zaytoonah University of Jordan, Amman, Jordan.
- “Factors Affecting Consumer Purchasing Decision for Poultry Market in Jordan” MSc Marketing, 2020, Zayd Ramadan, Al Zaytoonah University of Jordan, Amman, Jordan.
- “Customers’ attitude and satisfaction towards efawateercom” MSc Marketing, 2020, Ali Rababh, Al Zaytoonah University of Jordan, Amman, Jordan.
- “Word-of-mouse versus word-of-mouth: To what extent does social media influence tourist’s views towards visiting tourists’ destinations in Jordan? A Study in the era of the Arab Spring, Balkees Fauad, MSc Marketing, 2015.
- “Self-medication practices among patients: An exploration into Jordanians purchasing behaviour of the over the counter (OTC) medications”, Hasan Nauja, MSc Marketing, 2015.
- “Exploring the impact of self on attitude towards western elite brands among young Arabs”, Nedhal Jaman, MSc Marketing, 2015.
- “The Impact of Facebook Usage on Jordanian Consumers’ Persuasion and Intention to Buy” Mohammed Zohdy, MBA, 2012
- “A deeper look into Jordanian’s national identity”, Moutasem shareef, MBA, 2009.

11. المنح

12. براءات الاختراع

13. عضوية اللجان

• الجامعية

- لجنة البحث العلمي
- لجنة الاعتماد الامريكى
- لجنة التصنيف العليا لتصنيف التايمز

14. اللقاءات العلمية والمهنية

15. المشاركة في نشاطات المناهج الدراسية

16. النشر العلمي



Journal Publications (selected)

- J-1: **Al Ganideh, S.F.** (2021). Demystifying Arabs: Is soccer Arab societies' crystal ball'? *National Identities*, 23(5), 531-553.
- J-2: **Al Ganideh, S.F.**, & Awudu, I. (2021). Arab-Muslim Americans' personality riddle and consumer ethnocentrism. *Journal of Global Marketing*, 34(2), 110-130.
- J-3: Doumbiah, O.M., Awudu, I., Yakubu, M., & **Al Ganideh, S.F.** (2021). Does information-sharing impact organizational performance? A perspective from a pharmaceutical supply chain. *International Journal of Business Performance and Supply Chain Modelling*. 12(3), 282-305.
- J-4: **Al Ganideh, S.F.** & Hamam M.Z. (2020). Is there a new "Facebook revolution" in the Arab World? Exploring young Jordanians' e-purchasing behavior. *Journal of Competitiveness Studies*, 28(1), pp. 56-70.
- J-5: **Al Ganideh, S.F.** & Elahee, M. (2018). Dealing with 'enemy-brothers': Sunni-Arab consumers' animosity toward Iran and Turkey. *Journal of Consumer Marketing*, 35(4), pp. 451-462.
- J-6: **Al Ganideh, S.F.** (2018). Soccer and integrating Europe's Muslim minorities: The good, and bad and the ugly. *Sport in Society*, 21 (9), pp. 1258-1278.
- J-7: Yaseen, S.G, **Al Ganideh, S.F.**, & Abed Alc, N. (2018). Leadership Styles, Absorptive Capacity and Firm's Innovation. *International Journal of Knowledge Management*, 14(3), pp. 82-100.
- J-8: Ali, N. & **Al Ganideh, S.F.** (2020). Syrian refugees in Jordan: burden or boon. *Research in World Economy*, 11(1), 1-15.
- J-9: **Al Ganideh, S.F.** (2017). Being Arab and American: Understanding ethnocentric tendencies for Arab-American consumers. *Journal of Global Marketing*, 30 (2), pp.72-86.
- J-10: **Al Ganideh, S. F.**, & Good, L. K. (2016). The Magic of Soccer: Transforming Animosity into Love (An Empirical Study of Arab Fans and Major European Soccer Leagues). *International Journal of Sport and Exercise Psychology*, 16(1), pp.1-16.
- J-11: **Al Ganideh, S.F.**, & Good, L.K. (2016). Nothing tastes as local: Perceptions of buying domestic olive oil Insights in the Arab Spring Era. *Journal of Food Products Marketing*, 22 (2), pp. 168-190.
- J-12: **Al Ganideh, S. F.**, & Yaseen, S.G. (2016). Arabia versus Persia: Is this What the Arab Spring Ended with? *Journal of Comparative International Management*, 19(1), pp. 5-25.
- J-13: **Al Ganideh, S. F.**, & Good, L. K. (2015). Cheering for Spanish clubs: Team Identification and Fandom of Foreign Soccer Clubs (The Case of Arab Fans). *International Journal of Sport Psychology*, 46(4), pp. 348-368.
- J-14: **Al Ganideh, S.F.**, & Good, L.K. (2015) Understanding Abusive Child Labor Practices in the Shadow of the Arab Spring, *Journal of Children's Services*, 10 (1), pp. 76-91.
- J-15: **Al Ganideh, S. F.**, & Elahee, M. N. (2014). Understanding Anti-Americanism among Arab consumers: The Case of Jordan. *Advances in Competitiveness Research*, 22 (1), pp. 71-87.
- J-16: Elahee, M.N., Gao, J., & **Al Ganideh, S.F.** (2013). Cultural Animosity and ethical behavior in cross-cultural negotiations: a proposition paper. *Review of Strategic and international Studies*. 5 (I), pp. 46-52.
- J-17: **Al Ganideh, S.F.**, & Aljanaideh, M. (2013). Using Fuzzy Logic to Analyze Marketing Data: The Impact of Socio-psychological Variables on the National Identity of Jordanians. *Transnational Corporation Review*. 5(2), pp. 66-75.
- J-18: **Al Ganideh, S.F.** (2012). Can Consumer Ethnocentrism Assist the Competitiveness of Local Olive Oil: A Fuzzy Logic based Analysis Study? *Competition Forum*. 10(1), pp. 94-103.
- J-19: **Al Ganideh, S.F.**, & Elahee, M. (2012). Arab Spring and Jordanian Consumers' Animosity Toward Foreign Products: What Managers Need to Know? *Journal of Comparative International Management*. 15(1), pp. 86-102.
- J-20: **Al Ganideh, S.F.** (2011). Prandtl-Ishlinskii Hysteresis Nonlinear Model for Characterizing Unemployment Rate: Preliminary Results. *Competition Forum*. 9(2), pp. 261-264.



- J-21: **Al Ganideh, S.F.** (2011). The Influence of Demographics on Consumer Ethnocentrism: A Jordanian Consumers Perspective Following to the Arab Democratization Movements. *Competition Forum* pp. 9(1), pp. 100-106.
- J-22: **Al Ganideh, S.F.** (2010). Consumer Ethnocentrism in the Jordanian Market: The Impact of Socio-psychological Variables on Consumer Ethnocentric Tendencies. *Journal of Business & Retail Management Research*. 5 (1), pp. 11-20.
- J-23: **Al Ganideh, S.F.** (2008). An Investigation into Consumer Animosity amongst Young Educated Jordanians. *International Journal of Management Cases*. 10(3), pp. 638-650.
- J-24: **Al Ganideh, S.F.** (2008). Insights into Sources of Information Used by Young Jordanian in Evaluating Foreign Products. *International Journal of Management Cases*. 10(3), pp. 651-662.
- J-25: **Al Ganideh, S.F.**, Jackson, H., & Marr, N.E. (2007). An Investigation into Consumer Ethnocentrism amongst Young Jordanians. *World Journal of Retail Business Management*. 2007(2), pp. 40-51.

Book Review

B1: *Reintegrating Iran with the West: Challenges and Opportunities* (2016) Cyrus Chronicle.

Conference Publications (Selected)

- C-1: **Al Ganideh, S.F.** (2019). Jordanians' e-purchasing behavior: The Case of Facebook. The 30th American Society for Competitiveness Conference, Tysons Corner, VA, October 24-26, 2019.
- C-2: **Al Ganideh, S.F.**, Elahee, M., & Shen, L. (2017). Winning the hearts and minds of young consumers: A cross-cultural study of female consumers' attitude towards luxury products. Global-local connections and their rising challenges conference. Fox School of Business, Temple University, October 20-21, Philadelphia PA, USA.
- C-3: **Al Ganideh, S.F.** (2017). Product innovation and economic development: To what extent it is a problem for developing countries' COO image? The case of young Jordanian consumers. Global-local connections and their rising challenges conference. Fox School of Business, Temple University, October 20-21, Philadelphia PA, USA.
- C-4: **Al Ganideh, S.F.** (2016). Surviving the surge of Syrian refugees: Amman city local businesses versus Syrian eateries. Global Cities & International Business Activity Conference. Fox School of Business, Temple University, October 27-29, Philadelphia, PA, U.S.A.
- C-5: **Al Ganideh, S.F.** (2015). An Arab of View of Iran in the Age of Sectarian Wars. Academy of International Business (AIB) Frontier Conference Bringing the Political Economy Back, October 22-24, Boston, MA, U.S.A.
- C-6: **Al Ganideh, S.F.** (2013). New Trends in Consumer Ethnocentrism in the wake of Arab Spring: The case of Olive Oil in Jordan. "Middle East and North Africa: Delayed Promises or Dashed Hope?" Academy of International Business (AIB) Connecticut Convention Center, October 11-13, Hartford, CT., U.S.A.
- C-7: **Al Ganideh, S.F.** (2013). Can Soccer Curb Consumer Animosity? An Empirical Study of English Premiership and Jordanians. Proceedings of 49th Annual Midwest Business Administration International Conference, Feb 27- March 1, Chicago, IL, U.S.A.
- C-8: **Al Ganideh, S.F.** (2011). Can Hysteresis Nonlinear Model predict Unemployment? Proceedings of the 22nd annual American Society for Competitiveness conference, October 26-28, Orlando, Florida, U.S.A.
- C-9: **Al Ganideh, S.F.** (2011). Ethnocentrism for Arab consumers at the era of Arab Spring. Proceedings of the 22nd annual American Society for Competitiveness conference, October 26-28, Orlando, Florida, U.S.A.
- C-10: **Al Ganideh, S.F.** (2011). Can Soccer Curb Consumer Animosity among Arab Consumers? Proceedings of Academy of International Business North- East U.S.A Chapter 2011 Annual International conference, October 20-22, Atlantic City, NJ, U.S.A.
- C-11: **Al Ganideh, S.F.**, El Refae, G.A., & Al Shareef, M.M. (2011). The Influence of Demographic Variables on the National Identity of Jordanian Consumers. *The Business & Management Review*. 1(2),



pp. 66-76. The Business & Management Review is the proceedings of the 2nd International Trade Academic Research Conference, November 7-8, 2011, London, U.K.

C-12: **Al Ganideh, S.F.**, Refae, G., & Aljanaideh, M. (2011). Can Fuzzy Logic Predict Consumer Ethnocentric Tendencies? An Empirical Analysis in Jordan, accepted for publication in the proceedings of the 30th Annual Meeting of the North American Fuzzy Information Processing Society (NAFIPS), March 18–20, El Paso, Texas, U.S.A.

C-13: **Al Ganideh, S.F.**, Mohiuddin, M., & Su, Z. (2010) Ethnic Group Perspective and Consumer Ethnocentrism in the Arab World: An Empirical Study on Consumers in Jordan. Accepted for Publication in the proceedings of the 20e Colloque fdrateur du CEDIMES (XXth Conference of the CEDIMES). Modles de dveloppement des pays mergents: caractristiques, porte et dees. Development Models of Emerging Countries: Characteristics, Scope and Challenges. November 1-3, Quebec, Canada.

C-14: **Al Ganideh, S.F.**, & Refae, G. (2010). Socio- psychological Variables as Antecedents to Consumer Ethnocentrism: A Fuzzy Logic Based Analysis Study, accepted for publication in the proceedings of the 29th -2010 Annual Meeting of the North American Fuzzy Information Processing Society (NAFIPS), July 12-14, Toronto, Canada.

C-15: **Al Ganideh, S.F.**, & Al Refae, G. (2010). Understanding Jordanian Consumers' View of Purchasing Arabian Products, accepted for publication in the proceedings of the 2010 Annual Meeting of the Academy of International Business, U.S. Northeast Chapter, pp. 168-174, September 30 - October 2, 2010, New Haven, CT, U.S.A.

C-16: **Al Ganideh, S.F.** (2010). The Influence of Socio-psychological and Demographic Variables as Antecedents to Ethnocentrism for Jordanian Consumers, accepted for publication in the proceedings of the 2010 Annual Meeting of the Academy of International Business, U.S. Northeast Chapter, pp.131-145, September 30 - October 2, 2010, New Haven, CT, U.S.A.

C-17: **Al Ganideh, S.F.** (2008). Insights into Sources of Information Used by Young Jordanians in Evaluating Foreign Products, accepted for publication in the proceedings of the 2008 Conference on Trends in Global Business, pp. 131-145, October 9-11, 2008, Hamden, CT, U.S.A.