



## CURRICULUM VITAE

**Full name: Dr. Mohammed Lutfi Mohammed Ashour**

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

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

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### 1. Personal Data

Date of Birth: 25/11/1974

Nationality: Jordanian

### 2. Education

- Ph.D , Marketing and Strategic Management, the University of Hertfordshire, Hatfield, United Kingdom, 2014.
- Master`s of Business Administration | Arab Academy for Banking and Financial Sciences, Amman, Jordan, 2005.
- Bachelor of Business Administration | the University of Jordan, Amman, Jordan, 1994.

### 3. Ph.D. Dissertation

Marketing Orientation, Customer Satisfaction and Retention: The Case of Telecommunications Services Market in Jordan

University of Hertfordshire, Hatfield, United Kingdom



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#### 4. Employment

##### Academic Positions

- Assistant Professor , Department of Marketing, Al-Zaytoonah University of Jordan, Amman, Jordan , (November, 2014 – now)

##### Administrative Positions

- Head of Marketing Department, Faculty of Business, Al-Zaytoonah University of Jordan, Amman, Jordan ( October, 2016 – October, 2018)
- Dean Assistant for Quality Assurance Affairs, Faculty of Business, Al-Zaytoonah University of Jordan, Amman, Jordan ( October, 2019 – October, 2020)

#### 5. Research Interests

Services Marketing, Consumer behavior, Strategic management

#### 6. Honors and Awards

A certificate of appreciation for the efforts made for achieving the National Quality Assurance Certificate (*the Faculty of Business / Al-Zaytoonah University was the first business school to achieve this certificate in 2018*).

#### 7. Teaching Experience

- **Graduate Courses:**

- *Advanced Marketing Management*

- **Undergraduate Courses**

Principles of Marketing, E-Marketing, International Marketing , Marketing Research, Consumer Behavior, Sales Management, CRM, Electronic Management, Industrial Marketing.

#### 8. Supervision of Graduate Research



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1. **Areej Mohammed** / The Impact of Innovative Marketing on Customers' Satisfaction In The Jordanian Health Insurance Companies , 2020
2. **Ziad Ramadan** / Factors Affecting Consumer Purchasing Decision for Poultry Market in Jordan, 2020

## 9. Grants

**Project name:** The Relationship between Both Accounting Earnings and Cash Flows, and Cash Dividends for Commercial Banks Operating in Jordan, (2019).

Amount: 8540 J.D provided by Abdul Hameed Shoman Foundation (AHSF)

## 10. Professional and Scientific Meetings

International Conference on Business and Management" organized by the Social Sciences Research Society (SoSReS). Izmir -Turkey: 15-17 April 2011.

## 11. Publications

### Papers in refereed journals

1. **Ashour, M.** and Al-Debi, H. *The Effect of Internal Marketing on Employee Job Satisfaction Evidence from a Jordanian Tourism and Hospitality Setting*, International Journal of Business and Globalisation, Accepted for publication Sep.2019, Forthcoming (2021).  
(Scopus indexed Journal)
2. **Ashour , M.**, Ali , N. and Allan, M. *Corporate Social Responsibility And Competitive Advantage: Relationships and Mechanisms*. International Journal of Economics and Business Administration, Volume 8 Issue 3, 2020. Pages 161-175.  
(Scopus indexed Journal)
3. Atieh, A., Alshahadeh, A., Ayyash, H. and **Ashour , M.** *Predicting Future Operating Cash Flows in Jordanian Commercial Banks by Using Fair Value Accounting, Economic review, (EKONOMSKI PREGLED )* , Accepted for publication (11/2020) , Forthcoming (2021).  
(Scopus indexed Journal)
4. Allan, M., Ali, N. , Azzam, Z. and **Ashour, M.** *Environmental Awareness and the Role of Marketing Strategies in Shifting Consumers' Interest towards*



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*Organic Products*, International Journal of Innovation, Creativity and Change, Volume 14 Issue 2 (Scopus, Era) 2020, pages 1-13

(Scopus and Era indexed Journal)

5. Atieh, A., Alshahadeh, A., and **Ashour, M.** *The Relationship between Both Accounting Earnings and Cash Flows, and Cash Dividends for Commercial Banks Operating in Jordan.* International Journal of Economics and Business Administration, Volume 8 Issue 4, 2020, pages 253-269  
(Scopus and Era indexed Journal)
6. **Ashour, M.** *Triangulation as a Powerful Methodological Research technique in Technology-based Services,* Business & Management Studies: an International Journal, Volume:6 Issue, 2018, , pages 193-208  
(EconLit indexed Journal)
7. **Ashour, M.** *Services Marketing is Different - The case of Telecom Services,* The International Journal of Business Management and Technology Volume 2 Issue, 2018, pages 122-127
8. **Ashour, M.** *Schools Thought of Competitive Advantage,* International Journal of Business and Management Invention (IJBMI), Volume 7 Issue 2, 2018, pages 1-7
9. **Ashour, M.** *Investigating Marketing Orientation Influences on Achieving Competitive Advantage within Jordanian Mobile Telecommunication Industry (Behavioral-Attitudinal Perspective).* INTERNATIONAL JOURNAL OF eBUSINESS AND eGOVERNMENT STUDIES, Vol 3, No 1, 2011, pages 99-108  
(Scopus Indexed Journal)
10. **Ashour, M.** *Achieving the Superiority: the Role of Marketing Orientation in gaining Competitive Advantage-within Jordanian Telecommunication Sector,* the Journal of Managerial Sciences, Volume 4, Number 2, 2010, pages 152-169

### Conference Presentations



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“Investigating Marketing Orientation Influences on Achieving Competitive Advantage within Jordanian Mobile Telecommunication Industry (Behavioral-Attitudinal Perspective)- International Conference on Business and Management" organized by the Social Sciences Research Society (SoSReS). Izmir -Turkey: 15-17 April 2011.