

## CURRICULUM VITAE

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

**Department/Faculty:** Department of Digital Marketing

**Faculty of Business**

*(Associate Professor)*

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

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**Nationality:** Jordanian

### 1. 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.

### 2. Ph.D. Dissertation

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

University of Hertfordshire, Hatfield, United Kingdom



### 3. Employment

#### Academic Positions

- Associate Professor , Department of Digital Marketing, Al-Zaytoonah University of Jordan, Amman, Jordan , (November, 2022 – Present)

#### 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)
- Dean Assistant, Faculty of Business, Al-Zaytoonah University of Jordan, Amman, Jordan ( October, 2021 – Present).

### 4. Research Interests

Services Marketing, Consumer behavior, Strategic management

### 5. 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*).

### 6. Teaching Experience

- **Graduate Courses:**

- *Advanced Marketing Management*
- *Advanced Marketing Strategies*

- **Undergraduate Courses**

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



## 7. Supervision of Graduate Research

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
3. **Moath Ali AL Hadid**/ The Impact of the Quality of the Electronic Services Provided by Greater Amman Municipality on the Satisfaction of the Beneficiary, 2022
4. **Maram Al-Adaileh** /Consumer Adoption of e-payment Services Using the Theory of Planned Behavior, 2022.
5. **Ayat Mahmoud**/ The Impact of Virtual Reality on Customers` Purchase Intention

## 8. 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)

## 9. Professional and Scientific Meetings

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

## 10. Publications

### Papers in refereed journals

1. **Ashour, M.** and Al-Debi, H. (2022) *The Effect of Internal Marketing on Employee Job Satisfaction Evidence from a Jordanian Tourism and Hospitality Setting*, International Journal of Business and Globalisation, 31 (3), pp. 309-327.  
(Scopus indexed Journal)



2. Atieh, A., Alshahadeh, A., Ayyash, H. and **Ashour , M.** (2022). *Predicting Future Operating Cash Flows in Jordanian Commercial Banks by Using Fair Value Accounting*, Economic Review, (EKONOMSKI PREGLED) , 73 (2), 301-337.  
(Scopus indexed Journal)
3. Allan, M. **Ashour, M.**, Ali, N. and Al Warasneh, A. (2022). *Factors Affecting Female Online Purchase Decision*. [Special issue]. Journal of Governance & Regulation, 11(1), 351–360.  
<https://doi.org/10.22495/jgrv11i1siart14>  
(Scopus and EconLit indexed Journal)
4. **Ashour, M.** and Al-Qirem, R. (2021) *Consumer Adoption of Self-Service Technologies (SSTs): Integrating the Behavioral Perspective with the Technology Acceptance Model* , the Journal of Asian Finance, Economics and Business , 8 ( 3) , pages 1361-1369.  
(Scopus indexed Journal **Q 2**)
5. **Ashour , M.**, Ali , N. and Allan, M. (2020) *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)
6. Allan, M., Ali, N. , Azzam, Z. and **Ashour, M.** (2020) *Environmental Awareness and the Role of Marketing Strategies in Shifting Consumers' Interest towards Organic Products*, International Journal of Innovation, Creativity and Change, Volume 14 Issue 2 (Scopus, Era) , pages 1-13  
(Scopus and Era indexed Journal)
7. Atieh, A., Alshahadeh, A., and **Ashour, M.**(2020) *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, 8(4) , pages 253-269  
(Scopus and Era indexed Journal)
8. **Ashour, M.**(2018) *Triangulation as a Powerful Methodological Research technique in Technology-based Services*, Business & Management Studies: an International Journal, Volume:6 Issue 1, pages 193-208  
(EconLit indexed Journal)



9. **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
10. **Ashour, M.** (2018) *Schools Thought of Competitive Advantage*, International Journal of Business and Management Invention (IJBMI), Volume 7 Issue 2, , pages 1-7
11. **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)
12. **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

“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.