

Prof. Dr. MOHAMMAD SULEIMAN AWWAD

CURRICULUM VITAE (CV)

Last updated: 01/01/2022

Personal Data

Name: Mohammad Suleiman Oqlah Awwad
Title: Full Professor
Major: Business and Marketing
Date of Birth: 1/12/ 1967.
Place of Birth: Amman - Jordan.
Nationality: Jordanian.
Marital Status: Married.



*Dr. M.
AWWAD*

Mailing Address

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Important Notes:

Prof. Dr. Mohammad Awwad:

- 1. Member of the Editorial Board of "Mutah Lil-Buhuth wad-Dirasat" Journal for the year 2021-2022.**
- 2. Member of the Board of Trustees of Aqaba University of Technology for four years started from 29/5/2018**
- 3. Holds a certificate from the "Higher Education Accreditation Commission" indicating that he is accredited in the fields of E-**

Business Management, Operations and production management, and Strategic management as a knowledge fields.

4. Gets seniority for one year in academic ranking and salary at Mutah University for 2014 academic year, as a result of publishing seventeen articles during his occupancy of Associate Professor rank.

5. Taught for three years (2011-2013) as a full-time lecturer at an American university working in Jordan. The New York Institute of Information Technology (NYIT), where the teaching language was in English and the majority of students were foreign students.

6. Prof. Dr. Mohammad Awwad on “Scopus”

<https://www.scopus.com/authid/detail.uri?authorId=40460908000>

7. Prof. Dr. Mohammad Awwad on “publons”

<https://publons.com/researcher/4562095/mohammad-suleiman-awwad/>

8. Prof. Dr. Mohammad Awwad on “Research gate”

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

9. Prof. Dr. Mohammad Awwad on “Google Scholar”

https://scholar.google.com.my/citations?user=E4_AHtkAAAAJ&hl=en

Education				
Degree	University	Year	Major	Average
<i>High School</i>		1986	Scientific stream	%75.4
<i>Bachelor</i>	Jordan University	1990	Business and statistics	75.1%
<i>Master</i>	Jordan University	1994	MBA	84.2%
<i>PhD</i>	Amman Al-Arabia	2003	Business/Marketing	3.94

Publications: Articles

A) International Journals

	<i>Author/s</i>	<i>Research Title</i>	<i>Year</i>	<i>Journal (Publisher)</i>	<i>Vol. /No.</i>
1)	Awwad, M.S. & AL-Aseer, R.M.N.	<i>Big Five Personality Traits Impact on Entrepreneurial Intention: The Mediating Role of Entrepreneurial Alertness.</i> DOI 10.1108/APJIE-09-2020-0136	2021	<i>Asia Pacific Journal of Innovation and Entrepreneurship (Emerald Group Publishing)</i>	Vol: 15 No. 1 , pp. 87-100
2)	Awwad, M.S. & Al-Majali, S.M.	<i>Electronic Library Services Acceptance and Use: An Empirical Validation of Unified Theory of Acceptance and Use of Technology</i>	2016	<i>The Electronic Library (Emerald Group Publishing)</i>	Vol: 33 No. 6 pp. 1100-1120
3)	Awwad, M.S.	<i>An Application of the American Customer Satisfaction Index (ACSI) in the Jordanian Mobile Phone Sector</i>	2012	<i>TQM Journal (Emerald Group Publishing)</i>	Vol: 24 Iss:6
4)	Awwad, M.S. & Ali, Hanane	<i>Emotional Intelligence and Entrepreneurial Orientation: The Context of Industrial Small and Medium-Sized Enterprises in Jordan</i>	2012	<i>Journal of Research in Marketing and Entrepreneurship (Emerald Group Publishing)</i>	Vol:14 Iss:1
5)	Awwad, M.S. & Bashar, N.	<i>Factors Affecting Switching Behavior of Mobile Service Users: The Case of Jordan</i>	2010	Journal of Economic & Administrative Sciences (Emerald Group Publishing)	Vol: 26 No. 1
6)	Awwad, M.S. & Agti, Djouhara	<i>The Impact of Internal Marketing on Jordanian Commercial Banks' Market Orientation</i>	2011	<i>International Journal of Bank Marketing (Emerald Group Publishing)</i>	Vol:29 No. 4

B) Regional Journals

7)	Awwad, M.S. & Al-Karaki, Abdallah	<i>The Impact of Corporate Entrepreneurship on the Performance of Jordanian Telecom Companies</i>	2021	<i>Studies in Business and Economic (Qatar University)</i>	<i>Vol: 24, No. 1</i>
8)	Zoubi, F., Al-Majali, S. & Awwad, M.	<i>Investigating the Effect of Innovations' Characteristics on the Adoption of Electronic Newspapers in Jordan</i>	2016	<i>Arab Journal of Administrative Sciences (Kuwait University)</i>	Vol:23 No. 1 pp. 115-142
9)	Awwad, M.S. & Al-	<i>Investigation of Factors Affecting Online Knowledge Sharing of</i>	2015	<i>Studies in Business and</i>	Vol. 18, No

	jaafreh, Seham	<i>Knowledge Training Centers in the MENA Region</i>		<i>Economics (Qatar University)</i>	2 pp. 35-56
10)	Awwad, M.S.	<i>The Effect of Perceived Relationship Quality on Customer Retention: Jordanian Cellular Telecommunication Market</i>	2013	<i>Arab Journal of Administrative Sciences (Kuwait University)</i>	Vol. 20 No. 1
11)	Awwad, M.S.	<i>Consumer Attitudes toward Mobile Advertising: An Empirical Investigation among Jordanian Users</i>	2011	<i>Journal of Economic and Administrative Sciences (Emirates University)</i>	Vol:27 Iss:1
12)	Awwad, M.S. & Al-Mohammad, S.	<i>Assessing Online Registration System's (ORS) Success: An Application of DeLone and McLean's Model of Information Systems Success</i>	2010	<i>Studies in Business and Economics (Qatar University)</i>	Vol: 15 No. 2
13)	Awwad, M.S.	<i>Determinants of accounting services quality and its impact on Jordanian customers' satisfaction from marketing perspective</i>	2006	<i>Arab Journal of Administrative Sciences (Kuwait University)</i>	Vol. 13 No. 2
14)	Awwad, M.S. & Al-Adaileh, R.	<i>Investigation of Factors Influencing Students' Intentions to Use Internet: Jordanian Universities Context</i>	2006	<i>Journal of Business and Economics (Qatar University)</i>	Vol. 12 No. 2
15)	Sheikh Salem, F. & Awwad, M.S.	<i>Perceived Benefits of Electronic Commerce Applications' Adoption by Jordanian Companies</i>	2005	<i>Al-Nahdah Journal (Cairo University)</i>	Vol. 6 No. 2

C) Local Journals

16)	Awwad, M.S. & Alqaisi, Buthainah	<i>The Impact of Social Responsibility Costs on Financial Performance of Jordanian Banks</i>	2021	<i>Jordan Journal of Business Administration (Jordan University)</i>	Vol. 18, No 1
17)	Awwad, M.S. & Al-Majali, S.M.	<i>The Effect of Evaluative Judgments on Service Encounters Satisfaction and Customer Loyalty: The Moderating Role of Customers' Characteristics</i>	2016	<i>Dirasat (Jordan University)</i>	Vol. 43, No 1
18)	Awwad, M.S. & Al-Majali, S.M.	<i>Behavioral Responses to Sales Promotion Tools from Consumer's Viewpoint</i>	2015	<i>Dirasat (Jordan University)</i>	Vol: 42 No. 1
19)	Awwad, M.S.	<i>Export Information Types and Importance from Jordanian</i>	2014	<i>Mutah Lil-Buhuth Wad-Dirasat</i>	Vol: 29 No. 5

		<i>Exporting Companies' View Point</i>		(Mutah University)	
20)	Awwad, M.S.	<i>The Effect of Social Factors on Service Encounters Satisfaction and Customer Loyalty</i>	2014	<i>Jordan Journal of Business Administration (Jordan University)</i>	<u>Vol: 10 No. 3</u>
21)	Awwad, M.S. & AL-Qrallah, A.	<i>Relationship Marketing and Customer Retention: The Case of Jordanian Mobile Telecommunications Companies.</i>	2014	<i>Dirasat (Jordan University)</i>	<u>Vol:41 No. 2</u>
22)	Awwad, M.S.	<i>The Effect of Relational Bonds on Switching Behavior of Mobile Service Users in Jordan</i>	2012	<i>Jordan Journal of Business Administration (Jordan University)</i>	<u>Vol. 8 No. 2</u>
23)	Awwad, M.S. & Al-Adaileh, R.	<i>Factors Determining Customer Relationship Management Practices: The Context of Jordanian Commercial Banks</i>	2012	<i>Jordan Journal of Business Administration (Jordan University)</i>	<u>Vol. 8 No. 1</u>
24)	Awwad, M.S. & Agti, Djouhara	<i>The Organizational Commitment of Faculty Members of Jordanian and Algerian Universities: A Comparative Analysis</i>	2012	<i>Dirasat (Jordan University)</i>	<u>Vol:39 No. 2</u>
25)	Awwad, M.S. & Agti, Djouhara	<i>The Effect of Organizational Commitment on Jordanian Commercial Banks' Market Orientation</i>	2011	<i>Abhath Al-Yarmouk: Humanities and Social Sciences Series (Yarmouk University)</i>	<u>Vol:27 No. 2 C</u>
26)	Awwad, M.S. & Bensalah, M.	<i>Factors affecting Electronic Data Interchange implementation: The case of Jordanian commercial banks</i>	2011	<i>Dirasat (Jordan University)</i>	<u>Vol: 38 No. 1</u>
27)	Awwad, M.S. & Ma'aitah, M.	<i>Jordanian Consumers' Perception towards Shopping Centers Attractiveness</i>	2010	<i>Mutah Lil-Buhuth Wad-Dirasat (Mutah University)</i>	<u>Vol: 25 No. 4</u>
28)	Awwad, M.S. & Ghadi, M.	<i>Investigation of Factors Influencing the Intention to Adopt Mobile Banking Services in Jordan</i>	2010	<i>Dirasat (Jordan University)</i>	<u>Vol. 37 No. 2</u>
29)	Awwad, M.S.	<i>Application of structural equation modeling to Investigate factors affecting the intention to adopt Internet Banking in Jordan</i>	2009	<i>Jordan Journal of Business Administration (Jordan University)</i>	<u>Vol. 5 No. 2</u>
30)	Awwad, M.S.	<i>Website Quality Factors from Jordanian Universities</i>	2006	<i>Jordan Journal of Business</i>	<u>Vol. 2 No. 1</u>

		<i>Students' viewpoint: An Exploratory Study</i>		<i>Administration (Jordan University)</i>	
31)	<i>Awwad, M.S.</i>	<i>The impact of exporting information sources on the exporting performance of the Jordanian exporting companies</i>	2006	<i>Jordan Journal of Business Administration (Jordan University)</i>	Vol. 2 No. 4
32)	<i>Awwad, M.S.</i>	<i>Perceived justice in banking service encounters and its impact at Jordanian customer's satisfaction</i>	2005	<i>Al-Manarah (Al al-Bayt University)</i>	Vol. 11 No. 2
33)	<i>Sheikh Salem, F. & Awwad, M.S.</i>	<i>Perceived obstacles Of Electronic Commerce Applications' Adoption By Jordanian Companies</i>	2005	<i>Jordan Journal of Business Administration (Jordan University)</i>	Vol. 1 No. 1
34)	<i>Khatib, F. & Awwad, M.S.</i>	<i>Determinants of information search for financial services in Jordan</i>	2003	<i>Dirasat (Jordan University)</i>	Vol. 30 No. 1
35)	<i>Khatib, F. & Awwad, M.S.</i>	<i>Measuring the Service Quality of Marketing Information System Technology: The Case of Jordanian Commercial Banks Sector</i>	2003	<i>Mutah Lil-Buhuth Wad-Dirasat (Mutah University)</i>	Vol. 18 No 4

Unpublished Articles

<i>Khatib, F. & Awwad, M.S.</i>	<i>Work load determine and productivity measurement in private sector at southern municipalities</i>	Southern Center for Training and Consultations, Mutah University, Jordanian Ministry of Work, 2006.
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Journals indexed in scopus database

Source title	CiteScore	SJR	SNIP	Impact Factor
<i>International Journal of Bank Marketing</i>	2.43	0.670	1.459	
<i>Journal of Research in Marketing and Entrepreneurship</i>	0.44	0.142	0.525	
<i>TQM Journal</i>	1.22	0.362	0.925	
<i>The Electronic Library</i>	1.11	0.484	1.035	

*5-year Impact Factor (2016)

Books

Book Title	Year
<i>Principles of Marketing: Basic Concepts</i>	4 th edition, 2006
<i>Operational Research: Theory and Practice</i>	1 st edition 1998
<i>Business Communication Skills: concepts and practices</i>	1 st edition 2004
<i>Promotion Management (Under Publishing)</i>	Under Publishing

Master Theses Supervision and Discussion

– Prof. Dr. Mohammad Awwad has participated in more than 50 master and doctoral thesis discussion committees.

– Prof. Dr. Mohammad Awwad has supervised the following Master and doctoral theses:

	Student Name	year	University	Language
1.	Mohammed Yasin Ghadi	2007	Mutah University	English
2.	Mokhles A. Ma'aitah	2008	Mutah University	English
3.	Bashar Na'amat	2008	Mutah University	English
4.	Majida Salah Al Arabi	2009	Mutah University	English
5.	Arwa Qaraleh	2010	Mutah University	English
6.	Djouhara Ali Agti	2010	Mutah University	English
7.	Kamel Sulieman Al Tarawneh	2010	Mutah University	English
8.	Hanane Ali Yakhlef Kada Ali	2011	Mutah University	English
9.	Abd-Almajeed Al-Balawi	2011	Mutah University	Arabic
10.	Hazem Al-Kasassbeh	2012	Amman Arab University	Arabic
11.	Saad Abdulah Alsunaid	2012	Mutah University	English
12.	Hareth Al -Shamayleh	2012	Mutah University	English
13.	Dara Diab Al-Badayneh	2013	Mutah University	English
14.	Seham Ahmad Al-jaafreh	2013	Mutah University	English
15.	Ahmad Jamal Odeh	2013	Mutah University	English
16.	Muna Al-khresheh	2013	Mutah University	Arabic
17.	Ola Almubaydeen	2014	Mutah University	English
18.	Abdallah Abu Karaki	2019	Mutah University	English
19.	Buthainah Al-Qaisi	2019	Mutah University	Arabic
20.	Haya Al-Majali	2019	Mutah University	English
21.	Farah Mohammad Lafi	2020	Mutah University	English
22.	Noora Al-Marri	2020	Mutah University	Arabic
23.	Rana AL-Aseer	2020	Mutah University	English
24.	Yazan Mohammad Alqatamin	2020	Mutah University	English
25.	Rewa Nasser Al Smadi	2020	Mutah University	Arabic
26.	Ronza R Qussous	2020	Mutah University	English
27.	Ali Qtaishat	2021	Mutah University	Arabic
28.	Abdullah Badr Al-Duwailah	2021	Mutah University	Arabic
29.	Haya Alhiyari	2021	Mutah University	English
30.	Noor Moh'd Al Nassraween	2021	Mutah University	English
31.	Bashar Abdul Rahim Al Asasfa	2021	Mutah University	Arabic

Doctoral Theses Supervision

1. Thesis of Sameer Mousa AL-Jabaly (2012) "The Impact of Information Systems and Customer Knowledge Management on Customer Relationship Management & customer Retention in Services Sector". Amman Arab University for Graduate Studies. *(Approved)*

Experiences			
Managerial Experience			
<i>Academic Title</i>	<i>Department / Faculty</i>	<i>University</i>	<i>period</i>
Chairman	Business and Marketing Dep.	Mu'tah University	2014/2015
Chairman	Marketing Dep.	Mu'tah University	2009-2010
Chairman	Finance Dep.	Mu'tah University	2006-2007
Dean Assistant	Faculty of Business	Mu'tah University	2006-2007

Academic Experience (Full Time)			
<i>Academic Title</i>	<i>University</i>	<i>Department</i>	<i>period</i>
Full Prof.	Mutah University	Business Dep.	1/10/2015 – Until now
Associate Prof.	NYIT	Business Dep.	1/2/2011 – 30/5/2013
Associate Prof.	Amman ALArabiah	Business Dep.	14/9/2010 – 30/1/2011
Associate Prof.	Mu'tah University	Business Dep.	12/9/2009 -12/9/2010
Assistant Prof.	Mu'tah University	Business Dep.	12/9/2004 - 12/9/2009.
Instructor	Mu'tah University	Business Dep.	12/7/1998 - 12/9/2004.
Full time lecturer	Mu'tah University	Business Dep.	19/9/1994 to 12/7/1998
Teacher assistant	Jordan University	Business Dep.	1992-1994
Academic Experience (Part Time)			
Part time lecturer	Jordan University		Several semesters
Part time lecturer	Arab Academy		Several semesters
Part time lecturer	Amman Al Arabia		Several semesters
Part time lecturer	Middle East University		Several semesters

Teaching Experience	
Undergraduate courses	
<p>Teaching language (Arabic): Principles of Marketing. Marketing Management. Consumer Behavior. Services Marketing. Advertising Management. Distribution Channels Management. Public Relations in Management. Sales Management. Operational Research. Production Planning and Management. Banking Management. Promotion Management. Principles of Management. Research Methodology. Pricing Policies. Quantitative Methods for Marketing.</p> <p>Teaching language (English): Computer Applications in Business. Computer Applications in Marketing. International Marketing. Management Information Systems. E-Marketing. Marketing Information System. Statistics for Business.</p>	
Graduate courses	
<p>Teaching language (English):</p> <ol style="list-style-type: none"> 1. Business Statistics. 2. Research Methodology. 3. Marketing Management. 4. Operations Management. 5. Electronic Marketing (E-Marketing). 6. Electronic Business (E-Business). 7. Advanced International Business. 8. International Business. 	<ol style="list-style-type: none"> 9. Marketing Strategy. 10. Projects management 11. Entrepreneurship and Creativity 12. Supply Chain Management 13. Total Quality Management 14. Strategic Management 15. Human Resource Management 16. Organizational Behavior

E-learning Experience

The adoption of the internet in teaching various graduates and undergraduates academic courses. Dr. Awwad has been teaching the following courses through e-learning (<http://elearning.mutah.edu.jo/>)

Course	Level
Operations Management	Graduate
Electronic Marketing	Graduate
Computer Applications in Business	Undergraduate
Computer Applications in Marketing	Undergraduate
Electronic Marketing	Undergraduate

Relevant skills

Computer Skills

- Dr. Awwad has got The ***International Computer Driving License (ICDL) In English Language.***
- Dr. Awwad has taught Computer Applications in Business and Marketing many times. This course includes system software (DOS, Windows), and application software such as WinWord, Excel, PowerPoint, SPSS (Statistical Package for Social Sciences), QSB (Quantitative Systems for Business), and Databases (Access).
- Dr. Awwad has taught E-Marketing and E-Business using web sites developing software like FrontPage and Dreamweaver.
- Dr. Awwad able to utilize the use of numerous computer software packages like:

Program	Ability
Word	Excellent
Power Point	Excellent
Excel	Excellent
Access	Excellent
Front Page	Excellent
SPSS	Excellent
AMOS	Excellent
SmartPLS	Excellent
Windows	Excellent
E-mail	Excellent
Internet	Excellent

Language Skills

Language	Reading	Writing	Conversation
English	Very good	Very good	Very good
Arabic	Excellent	Excellent	Excellent

Technical Skills

- Designing and teaching online courses.
- Writing research proposals.
- Statistical and scientific methodological consultations.

- The ability to type, file, write professional reports, and professionalism in utilizing the Statistical Package for Social Science (SPSS).
- Statistical Analysis using “Structural Equation Model” utilizing the Statistical Package “AMOS” and SmartPLS.
- Designing web sites.

Research Skills (Reviewer)	
Dr. M. Awwad is a reviewer for the following journals:	
<i>Journal</i>	<i>publisher</i>
International Journal of Bank Marketing	Emerald
Total Quality Management	Emerald
Jordan Journal of Business Administration	Jordan University
Dirasat	Jordan University
Mutah Lil-Buhuth Wad-Dirasat	Mutah University
The Electronic Library	Emerald

Statistical analysis skills
Dr. Awwad is an expert in advanced statistical analysis using path analysis programs (structural equations models) which includes the following programs:
1 <i>SPSS (Statistical Package for Social Sciences)</i>
2 <i>AMOS (Analysis of Moment Structures).</i>
3 <i>SmartPLS 2.0 M3 Beta (Partial Least Squares).</i>
4 <i>STATA (panel data analysis)</i>
5 <i>Gretl (panel data analysis)</i>
6 <i>XLSTA</i>
7 <i>LISREL (Linear Structural Relations).</i>

Committees Membership
Dr. Awwad has participated in the following committees:
- Member of the preparation and development of the master's program in "E-Business".
- A chairman of the electronic students' election monitoring committee for the department of Business Administration & Marketing at Mu'tah University for the academic years 2004/2005 and 2005/2006.
- Representative of the Business Administration & Marketing in Business faculty council at Mutah University for the academic years 2004/2005 and 2005/2006.
- A member in the negotiating committee for the Quality Accreditation awarded to the Department of Business Administration & Marketing at Mutah University 2005.
- A chairman and a member of various subcommittees for Business Administration curriculum design and Business courses description in the Department of Business Administration at Mu'tah University
- A member, along with my teaching period at Mu'tah University, in the Department's committee for scores lists auditing.

- A member in Graduate studies' committee for MBA curriculum design and students affairs.
- A member of marketing committee for B.Sc. degree at Mu'tah University.
- A member of proficiency exam committee for graduate students of marketing specialization at Mutah University according to higher education council regulations.

Training courses

Dr. Awwad has conducted the following training courses:

- Decision Support Systems. 24-22/11/2021; Arab Planning Institute / State of Kuwait; 15 training hours; Online.
- Decision Support Systems. 2-4/11/2020; Arab Planning Institute / State of Kuwait; 15 training hours; Online.
- Negotiation Strategies and Building an Effective Negotiator. -12 20/11/2021; Arab Planning Institute / State of Kuwait; 15 training hours; Online.
- “Procurement Management and warehouses from quality perspective” for the employees of municipalities of Karak.
- Skills development of stores and warehouses staff. For top -management employees at Mutah University.
- Integrated Skills course in Purchasing and Materials Management and inventory. For Mutah University employees.
- “Banking Marketing” for the employees in the commercial banks.
- “Banking Marketing” for Islamic bank’s employees.
- “Employees Motivation” held in Oman-Muscat, Oman Arab Bank.
- “Computer Applications in Business” for top -management employees at Mutah University.
- “Selling Skills” for employees from the private sector.
- “Project Management” for top -management employees at Mutah University.
- “Developing Personal Skills” for top -management employees at Mutah University.
- “Preparing Marketing Plan” for employees from the private sector.
- “Customer service skills” for employees from the private sector.
- “Access & Excel application software” for the accountants of municipalities of Karak.
- “SPSS application software” for the researchers of municipalities of Karak.
- “Participatory rural appraisal (PRA)” for the employees of municipalities of Karak.
- “Change Management” for the employees of municipalities of Karak.
- Self-development for the employees of Justice Officials.
- “Statistical analysis using SPSS” for the staff of the Ministry of Agriculture in the provinces of the south, each for a period of 40 hours.