

**First: General information**

- **Name ATALLA FAHED ALSERHAN**
- **Address:** Mughir Al-Sarhan / Al-Mafraq / Jordan
- **Work:** Al-Bayt University ... Faculty of Economics / Department of Business Administration
- **General Specialization:** Business Administration. **Specialization Marketing**
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- **Email: Email:** Ar\_alsерhan@aabu.edu.jo
- **Place of birth:** Mafraq / **Jordan Nationality:** Jordanian

**Second: Academic Qualifications:**

Date obtained	Country	University	degree
1990	Jordan	Mutah University	Bachelor
2001	Jordan	Al albayt University	Master
2016	Jordan	Arab Amman University	PhD

**Master Thesis Title:** Evaluating fruit and vegetables Marketing activities in the northern Badia.

**PhD thesis title:** The role of marketing innovation and creativity in the achievement of a competitive advantage for the Jordanian commercial banks

**Third: Job experiences:**

Time period		Occupation
To	From	
Now	2019	Head of the Department of Business and Public Administration at Al al-Bayt University
2010	2008	General Supervisor of Master's Programs at the Royal Police Academy, which is granted in cooperation with Mutah University
2010	2008	General manager of the Center for Strategic Security Studies
2017	2015	General manager of the Family Protection Department
2018	2017	General manager of the Royal Department for Environmental Protection
2013	2010	Member of the Quality and Academic Accreditation Unit at Naif Arab University for Security Sciences
2013	2010	A faculty member at Naif Arab University for Security Sciences and responsible for the university's administrative training programs

Now	2019	Faculty member at Al al-Bayt University
	2018	Member of the the National Team for Family Protection against Violence
2018	2017	Member of the Higher Committee for Biological and Environmental Diversity
	2018	Faculty member at Zarqa Private University
	2018	Representative of the Faculty of Economics and Administrative Sciences in the Council of Zarqa University
	2018	Member of the Quality Committee for Academic Accreditation at Zarqa University
Now	2012	An international arbitrator for administrative studies for the Prince Nayef Award and Medal in the Council of Arab Interior Ministers - Tunisia

### TEACHING COURSES

Educational Degree	COURSES
Bachelor	Principles of business administration
Bachelor	Principles of Business Administration 2
Bachelor	International Business
Bachelor	Administrative Development and Change Management
Bachelor	Public Administration in Theory and Practice
Bachelor	Principles of Marketing
Bachelor	Marketing Management
Bachelor	Total Quality Management
Bachelor	Principles of Digital Marketing
Bachelor	Organizational Behavior
Bachelor	Strategic Management
Bachelor	Marketing and social networks
Bachelor	Marketing Research
Master	Scientific Research Methodology in Management
Master	Strategic Planning and Management at Public Organizations
Master	Marketing Management(Advanced)
Master	Management Information Systems

### POSTGRADUATE THESES SUPERVISION AND PARTICIPATION IN ARBITRATION COMMITTEES (SOME EXAMPLES)

Theses Supervision
<ol style="list-style-type: none"> <li>1. The impact of applying the European Total Quality Model on improving the performance of individuals in the Jordanian Customs Department</li> <li>2. The mediating role of creativity management in the impact of knowledge management on institutional excellence in Jordanian private universities</li> <li>3. The impact of marketing practices on the marketing performance of Jordanian pharmaceutical companies in light of the Corona pandemic</li> <li>4. The effect of computerizing health systems on improving services in government hospitals in Mafraq Governorate</li> <li>5. The impact of the technological business environment on achieving the competitive advantage of entrepreneurial projects in the capital, Amman</li> <li>6. The impact of artificial intelligence on institutional performance: intellectual capital in commercial banks in Jordan</li> </ol>

**Research Interests:**

Marketing Total Quality Management Strategic Planning Innovation Creativity
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**Scientific conferences and seminars:**

Conference title	COUNTRY	YEAR
Conference on Administrative Innovation and Economic Transformation at Yarmouk University	Jordan	2008
Conference on Quality of University Education in the Islamic World	Saudi Arabia	2012
The Fifth Scientific Day at the College of Business Administration at Al al-Bayt University	Jordan	2008

**Published Research:**

Title	Journal
The Role of Talent Management Strategy on Retention The Creative Employees with Special Reference to Real Estate Companies	Multicultural education
A Study to Measure the Impact of Customer Relationship Management under Organisational Ability, Technology, Knowledge Management, Customer Orientation and Customers	The International Journal of Innovation, Creativity and Change
The impact of E-marketing on the tourism sector in Jordan case study	International Journal of Mechanical and Production Engineering Research and Development
The Role Of A Holistic Marketing Strategy In Achieving A Competitive Advantage In The International Technical Company For Metal Industries In Jordan As A Market Leader	Journal of critical reviews
Evaluating The Impact Of Comprehensive Human Resource Quality Management On Individual Performance: A Guide From Pharmaceutical Companies In Jordan	Journal of critical reviews
The Impact Of Green Marketing On Consumer Perception And Preferences For The Products In Jordan	Journal of critical reviews
Does Customer Relationship Management Affects Customer Satisfaction? Analysis Of Findings From Jordanian Commercial Banks	Global Journal of Management And Business Research
Big Data Analytics And Sustainable Business Performance: Does Internal Business Process Matter In It?	PalArchs journal of archaeology of Egypt / Egyptology
The Impact Of The Marketing Strategy On Upgrading The Performance Of Smes In Jordan Field Study	PalArchs journal of archaeology of Egypt / Egyptology
Customers' Perception Towards Online Shopping In Jordan	Global Journal of Management And Business Research
Examining the Impact of Service Quality on Patients' Satisfaction: A Study of Selected Private Hospitals in Amman City	International Journal of Academic Research in Accounting, Finance and social Sciences

المجلة العربية للإدارة	دور الذكاء التسويقي في تحقيق الميزة التنافسية للمنظمات الريادية: دراسة تطبيقية على شركات الاتصالات الاردنية
المجلة التربوية الاردنية	تطبيق النموذج الاوروبي للتميز والجودة الشاملة واثره على تسويق مخرجات التعليم الجامعي في الجامعات الحكومية الاردنية
The International Journal Of Humanities & Social Studies	Impact of Brand Image on Brand Equity with Special Reference to Consumer Durables
Dirasat, Human An Social Sciences	Investigating the impact of HR strategies on employees' performance: A study of selected insurance companies of Jordan
International Journal Of Academic Research In Accounting, Finance And Social Sciences	How does corporate social responsibility affects brand positioning and brand loyalty: An empirical analysis of selected Fmcg companies
Palarchs Journal Of Archaeology Of Egypt / Egyptology	Role of green transformational leadership in sustainable business development: mediating effect of green technology innovation

**Committees Membership:**

At the university level	At the college level	At the departmental level
	AACSB	Committee for preparing the study plan

**General skills**

skills	Statement
computer applications	Very good
Languages	Arabic ( Mother Language) English language