



Abdullah Matar Al-Adamat, Ph.D

Al al-Bayt University, Mafraq, Jordan
Department of Business Management

P.O. Box: 130040

Mafraq 25113

+962 2629 7000 Ext: 2297 (Office)

+962 799 417174 (Cell)

E-mail: aaladamat@aabu.edu.jo

EDUCATION:

2015 Ph.D. Business Administration/ Marketing, Division of Business, Enterprise and Management, Queen Margaret University, Edinburgh, United Kingdom.

Thesis Title: The Impact of Information and Communication Technology on the Marketing Performance of Jordanian Hotels.

Advisor: Dr. Andrew Frew, Ph.D. Queen Margaret University.

2007 MSc Master of Business Administration (GPA 89.25%), Department of Business administration, Al al-Bayt University, Mafraq, Jordan.

Thesis Title: The Impact of Information Technology on the Marketing Performance of Jordanian Travel and Tourism Agencies: A Filed Study.

Advisor: Dr. Bahjat Aljawazneh, Department of Business Management. Al al-Bayt University.

2002 BSc Business Administration, Department of Business administration, Al al-Bayt University, Mafraq, Jordan.

WORK EXPERIENCE:

- 2015 – Present** Assistant Professor at the Faculty of Finance and Business Management, Al alBayt University, Mafraq, Jordan.
- 2017 – 2018** Head of the Department of Business Administration and Public Administration at the Faculty of Economics and Administrative Sciences, Al alBayt University, Mafraq, Jordan.
- 2016 – 2017** Dean Assistant for Student Affair at the Faculty of Economics and Administrative Sciences, Al alBayt University, Mafraq, Jordan.
- 2009 - 2011** Administrative Assistant in North-Eastern Badia District, Ministry of Education, Jordan.
- 2004 – 2009** High-School Teacher in North-Western Badia District, Ministry of Education, Jordan.
- 2002 – 2004** Part-time teacher in North-Eastern Badia District, Ministry of Education, Jordan.

RESEARCH INTERESTS:

Marketing Information Systems, E-Marketing and E-Commerce, Integrated Marketing Communications, Marketing Performance Evaluation, and Tourism Marketing.

PUBLICATIONS:

Al-Adamat, A.M., & Al-Adamat O.A., (2019). Impact of Social Support Resources on Post- Purchase Dissonance: Evidence from Jordan *International Journal of Business and Social Science* 10 (1), 53-62

Al-Adamat, A.M., (2015). *The Impact of Information and Communication Technology on the Marketing Performance of Jordanian Hotels*. PhD. Thesis. Queen Margaret University, Edinburgh, UK.

Al-Adamat, A.M., (2010). *The Impact of Information Technology on the Marketing Performance of Jordanian Travel and Tourism Agencies: A Filed Study*. Master Thesis. Al al-Bayt University, Mafrqa, Jordan.

TEACHING INTERESTS:

Marketing Management, Marketing Research, Principles of Business Administration, E-Business and E-Commerce, Tourism Management, and business Communications.

TEACHING EXPERIENCE:

Marketing Management, E-Business, Principles of Business Administration, Marketing Research, Advanced Marketing Management, Consumer Behaviour, General Management from Theory to Practice, Advanced Project Management, Consumer Behaviour, Business Communication, Strategic Management, Management Information Systems, Tourism Management, and Job Ethics.