

**Full Professor**  
**Faculty of Economics and Administrative Sciences**  
**Al Al-Bayt University**

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## **DR. SALEM SAFAH AL-OUN**

### **PROFESSIONAL INTERESTS**

**Market Oriented** - To help corporations and institutions to develop their management and marketing experience by offering training to: help them envisioning their resources, most of which is human resources; benefit from alternative approaches in identifying priorities and needs that depend on strategic planning and growth scenarios.

**Academic Oriented** - To link different public institutions with the private market to encourage implementation and practice of marketing and management research findings and theory that stems out of people needs. To develop research and academic expertise that effectively helps local communities to identify their priorities and needs as an alternative approach to rural development. To incorporate local communities in planning, as well as in management and implementation of socio-economic development projects.

### **RESEARCH INTERESTS**

Marketing Systems in Agriculture, Tourism, Health Services, and other. Supply Chain management. Customer Relation. Consumer Behavior. Management Information Systems. Management and Community Development. Sustainable Development in Arid Lands. Administering Agricultural Production and Marketing. Managing Micro Credit Projects and Extension Activities in Poor Communities. Cultural Analysis.

### **EDUCATION**

**Ph.D. in Marketing.** December, 1997  
Dissertation Topic -"Livestock Marketing in the Jordanian Badia"  
University of Durham, UK  
**M.A. in Administration.** November, 1989  
Ohio University, OH  
**B.A. in Administration.** June, 1986  
University of Jordan, Amman-Jordan

### **ACADEMIC RANKS**

**Full Professor.** June 25th 2013 to Present

Granted by Al Al-Bayt University  
**Associate Professor.** February 15th 2009 to June 2013  
Granted by Al Al-Bayt University  
**Assistant Professor.** September 2003 to February 2009  
Granted by Al Al-Bayt University  
**Lecturer.** March 2002 to June 2003  
Granted by Al Al-Bayt University

## ADMINISTRATIVE WORK EXPERIENCE

### Al Al-Bayt University, Jordan.

**Vice President.** September 2015 to August 2018  
*Investment Affairs – Presidents' Office*

**Assistant President.** October 2014 to August 2015  
*Investment Affairs – Presidents' Office*

**President's Consultant.** August 2014 -October 2014  
*Investment Affairs – Presidents' Office*

**Dean.** September 2015 to September 2016; August 2008 to September 2009  
*Faculty of Finance and Business Administration*

**Deputy Dean.** September 2006 to July 2008  
*Faculty of Finance and Business Administration*

**Head of Consulting, Technical and Community Services Center.** September 2005 to August 2006  
*Al Al-Bayt University, Jordan*

**Head of Department.** September 2004 to August 2005  
*Business Administration Department, Faculty of Finance and Business Administration, Al Al-Bayt University, Jordan*

**Acting Head of Department.** June 2004 to September 2004  
*Business Administration Department, Faculty of Finance and Business Administration, Al Al-Bayt University, Jordan*

### The Hashemite Fund for the Development of Jordan Badia, Jordan.

**Head of Badia Community Development Directorate.** February 2011 to Septmebr 2011

### Jordan Badia Research and Development Center, Jordan.

**Deputy Director.** May 2000 to August 2003  
*Jordan Badia Research and Development Center, Amman-Jordan*

**Assistant Director.** May 2000 to August 2003  
*Jordan Badia Research and Development Center, Amman-Jordan / Safawi-Jordan*

**Head of Technical Division.** January 1998 to March 2003.  
*Jordan Badia Research and Development Center, Amman-Jordan / Safawi-Jordan*  
Decision Maker - All phases of the program in the absence of the director. Responsible for all phases of a remote 24-hour-a-day, 365-day-a-year, arid land research facility, where I supervised approximately 45 employees. Designing and implementing research action plans. Evaluating research proposals, results, and findings

### Ministry of Finance, Jordan.

**Administrative.** 1990 to 1992  
*Ministry of Finance, Amman-Jordan*

## ACADEMIC WORK EXPERIENCE

### Regional

**Prince Sultan University, Saudi Arabia.** September 2009 to September 2010.

*College of Business Administration. Teaching graduate and undergraduate courses*

### **National**

**Al Al-Bayt University, Jordan.** 2002 to present.

*Business Administration Department, Faculty of Faculty of Economics and Administrative Sciences. Teaching undergraduate and graduate courses*

**Jordan Badia Research and Development Center, Jordan.** 1993 to 2003.

**Researcher.** 1993 to 1994

*Jordan Badia Research and Development Center, Amman-Jordan / Safawi-Jordan*

*Conducted surveys, designed research questionnaires, and analyzed data*

### **International**

**Durham University.** Spring 1995 and Spring 1996.

*Department of Geography. Invited Lecturer, teaching undergraduate course in Arid Land Development.*

## **HONORS AND AWARDS**

**Awards for Excellence, Emerald Literati Network.** Emerald group Publishing Limited.

*“Exploring Sales Advertising in the Housing Market in Jordan” published in International Journal of Housing Markets and Analysis has been chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2010.*

**Sabbatical Leave – Al Al-bayt University,** Jordan: September 2009 –September 2010.

**Honorable Mention** from the Economics and Administrative Sciences College, Al Al-Bayt University, Jordan: September 2004.

**Honorable Mention** from the Jordanian Astronomical Society: 2002

**Honorable Mention** from the Ministry of Education (Mafraq and Salt Directorates), Jordan: 2002.

**Honorable Mention** from the Arab Center for Heritage and Arts, Jordan: September 1998.

## **RESEARCH AND PROJECTS GRANTS**

### **International Research Grants**

**Grant from Regoverning Markets Programme- Small-Scale Producers in Dynamic Local and Regional Markets,** 2007 (£ 8,000). Through the Economic Research Centre on Mediterranean Countries, Akdeniz University, Turkey. Innovation and Good Practice (Component 2), Case Study “New Market Channels with Cheese Producers in the Badia of Jordan”.

**Grant from Regoverning Markets Programme - Small-Scale Producers in Dynamic Local and Regional Markets,** 2006 (£5,000). Through the Economic Research Centre on Mediterranean Countries, Akdeniz University, Turkey. Empirical Research (Component 1), “Scoping Study in Jordan”.

### **National Research Seed Grants**

**From Al Al-Bayt University,** 2009 (8,200JD): “Match of Outputs of Higher Education to Local Market in Mafraq Governorate.”

**From German-Jordanian University,** 2008 (8,100JD): “Match of Inputs and Outputs of Higher Education to Local Market in Mafraq Governorate: the built and organizational environments impact on education.”

**From Jordan University of Science and Technology,** 2001 (2,900.00JD): “Northern Badia Schools Location Effect on Child Safety.”

**From Jordan University of Science and Technology,** 2000 (1,700.00JD): “Change in Traditional Bedouin Home Layout as a Function of Lifestyle.”

**From Jordan University of Science and Technology, 2000 (1,900.00JD):** “Children Safety at the Streets of Single-family Homes as a Function of Street Layout.”

#### **International Project Grants**

**Grant from Department of Funds for International Development (DFID), 2001 (10,000.00 JD).** To introduce honey bee farming to the Badia of Jordan.

**Grant from the Peace Corps, 2001 (10,000.00 JD).** To establish English Language Learning Center at Safawi Village, Jordan Badia.

**Grant from Department of Funds for International Development(DFID), 2001 (5,000.00 JD).** To establish Demonstration Herds of Awassi Sheep, Jordan Badia.

**Grant from Global Environment Facility (GEF), 2000 (50,000.00 JD).** To establish Astronomy and Biodiversity Camp at Hamza, Jordan Badia.

#### **National Project Grants**

**Grant from Ministry of Energy, 2001 (45,000.00 JD).** To construct of Solar Electric System for Rawdat Al-Bandan Village, Jordan Badia.

**Grant from Jordan Government, 2000 (500,000.00 JD).** To establish Center for Camel Production.

**Grant from the Ministry of Planning: Social Productivity Program Unit, 2000 (300,000.00 JD).** To establish Dairy Factory at Tall Ermah Village, Jordan Badia.

### **WORKSHOPS SUPERVISED**

#### ***At Al Al-Bayt University***

- **Security Guards Training**, for Al Al-Bayt University Guards, Al Al-Bayt University, Jordan, 2005.
- **Public Relations – Communication Skills**, for Al Al-Bayt University Staff, Al Al-Bayt University, Jordan, August 2005.
- **Higher Administrative, Team Building**, for Al Al-Bayt University Administrative, Al Al-Bayt University, Jordan, March 2005.
- **Higher Administrative and Human Resources** for Al Al-Bayt University Administrative, Al Al-Bayt University, Jordan, March 2005.
- **Developing Local Administrative Performance Negotiation Skills Workshop**, Al Al-Bayt University, Jordan, November 2004.

#### ***Other Jordanian Institutions***

- **Strategic Planning**, for the Civil Corporation Employers, Amman, Jordan, December 2006.
- **Public Relations and Communication Skills**, for the Local Municipalities of Mafrqa Governorate, Al Al-Bayt University, Jordan, July 2006.
- **Local Management and Development**, for the Local Municipalities of Mafrqa Governorate, Al Al-Bayt University, Jordan, July 2005.
- **Evaluation of Economic Transformation Activities in Supporting Productivity and Social Security in Governorate of Mafrqa**, Al Al-Bayt University, Jordan, 2004.

### **WORKSHOPS ATTENDED**

- **Promoting Education in Jordanian Universities**, by Ministry of Higher Education and Jordan Tourism Board, attended at different Arab Gulf Countries (Qatar, Bahrain, UAE), May 2006.
- **IT, Water, and Management**, Manchester, UK, September 3<sup>rd</sup>-11<sup>th</sup>, 2005.
- **Measuring Governmental Institutions Performance**, Amman, Jordan, April 2005.
- **Marketing Prospective in the Arab World**, Cairo, Egypt, October 2<sup>nd</sup>-3<sup>rd</sup>, 2004.
- **Blackboard Teaching Tools**, Al Al-Bayt University, Jordan, June, 2003.

- **Alpha Computer Applications**, Al Al-Bayt University, Jordan, September 2003.
- **Watershed Management: Middle East Watershed Management**, (USDA), USA, September 23rd-October 12th, 2002.
- **International Center for Agricultural Research in the Dry Areas (ICARDA): “Biodiversity Workshop”**, Marsa Matrouh, Egypt, October 1999.

## COURSES TAUGHT

**College of Business Administration, Prince Sultan University, September 2009 to August 2010.**

*Graduate Courses:* Full Time Associate Professor.

Marketing Management. Business Communication.

*Undergraduate Course:* Full Time Associate Professor.

Strategic Marketing. Retail Management. Marketing Research

**Department of Business Administration, Al Al-Bayt University, August 2003 to present.**

*Graduate Courses:* Full Time Full Professor.

**Research Methods.** Marketing Management. Management Information Systems. Human Resources Management.

*Undergraduate Course:* Full Time Full Professor.

**Marketing Research.** Business Management Principles I. Business Management Principles II. Principles of Marketing Management. Human Resources Management. Tourism Management. Applications of Management Information Systems. Selling and Advertising Management. Purchasing and Warehousing Management. Banking Management. Public Relations. Commercial Studies in English.

**Department of Business Administration, Al Al-Bayt University, Spring and Summer 2002 & Spring 2003.**

*Undergraduate Course:* Part-Time Lecturer.

Business Management Principles I. Business Management Principles II. Principles of Marketing.

**Department of Geography, Durham University, Spring 1995 and 1996.**

*Undergraduate Course:* Invited Lecturer.

Development in Arid Land.

## SUPERVISION AND EXAMINATION OF MASTERS THESIS

### Master's Thesis Supervised

**Al Al-Bayt University – Supervised about Dozens theses and below is a sample of some:**

- “The Impact of Marketing Mix on the Attraction of International Students: Case Study of the Jordanian Universities.” 2009.
- “The Effect of Marketing Information System Usage on Market Share: a Field Study of Tourism Hotels in Jordan.” 2009.
- “The Effect of Prevailed Leadership Style on the Kuwait Airways Staff Performances.” 2009.
- “The Impact of Customer Relationship Management (CRM) in Achieving Loyalty in the Jordanian Commercial Banks.” 2008.
- “Customer Relationship Management (CRM) in the Airlines, a Comparison between Qatar and Royal Jordanian Airlines.” 2008.
- “Factors Affecting the Growth of Tourism Sector in the Northern Region of Jordan.” 2007.
- “The Effect of Advertisement on Introducing Tourism Sites in Jordan.” 2007.
- “Factors Affecting Purchasing Behavior of Students at Jordanian Universities in Processing Cellular Phones.” 2007.

- “The Effect of the Use of Information Technology on the Managerial Development in the Jordanian Public Universities.” 2006.
- “Evaluating the Role of Marketing Strategies of Jordanian Health Services in Attracting the Beneficiaries from Arab Countries.” 2005.
- “Commercial Banks Managers Attitude towards Internet Marketing Services.” 2005.

**Master's Thesis Co-advised – Below is a sample of some:**

**Al Al-Bayt University**

- “The Role of Packaging in Gaining Competitive Advantages for Cosmetics Products in Jordan Market.” 2006.
- “Improving Administrative and Training Units Role in Using Information Technology in the Ministry of Water.” 2006.
- “Determinants of Industrial Investors' Level of Satisfaction Towards the Performance of the Free Zones Cooperation.” 2005.
- “Consumer Motivation Towards Buying Computers in Jordan”. 2005
- “Consumers Dependency on TV Commercial.” 2005.
- “Consumer Motivation for Buying Home Computers.” 2005.

**Jordan University of Science and Technology**

- “Marketability of Low Income Housing in Jordan.” 2006.
- “Change in Traditional Badu Home Layout as a Function of Lifestyle: From Bayt Esh-Sha'r to Villa.” 2001.

**Master's Thesis Examined – Examined about Dozens theses and below is a sample of some:**

**Al Al-Bayt University**

- “The Role of Information Systems Capabilities in Enhancing the Competitive Advantage Strategies in Jordanian Industrial Cooperation.” 2008.
- “The evaluation of Just-on-Time Production System Application: a Field Study on Industrial Companies.” 2007.
- “Evaluation of Promotion Strategies of Arab Libyan Airlines from Marketing Management and Passengers Views.” 2006.
- “The Impact of Information Technology and Improved Telecommunication Technology in Gaining Competitive Advantages.” 2004.
- “Factors Affecting Buying Decision for Cars Tires Consumers in Jordan.” 2004.
- “The Implementation Effectiveness of the Administrative Contract and Procedures for Selecting there Contractors in the Jordanian Public Administration - A Case Study of the Ministry of Public Work Housing.” 2004.
- “Evaluation of Employees Attitudes Towards Organizational Climate in Public and Private Jordanian Universities.” 2004.
- “Factors Affecting Purchasing Behavior of Teenagers in Jordan.” 2004.
- “Evaluating the Effectiveness of the Distributing Channels of the Communication Services in Jordan.” 2004.

**Yarmouk University**

- “Implementation of Business Process Re-engineering in Jordanian Municipalities: a Case Study.” 2005.

**Arab Amman University**

- Examined couple theses

**Applied Science University**

- Examined couple theses

**Jadara University**

- Examined couple theses

**Hashimite University**

- Examined couple theses

**Hashemite University**

- Examined couple theses

**Middle East University**

- Examined couple theses

**Zarqa University**

- Examined couple theses

**EXAMINATION OF Ph.D. DISSERTATIONS****Ph.D. Dissertation Examined****Jordan**

- Arab Open University- Amman: SWOT Analysis for the Jordanian Industrial Companies.

**EDITORIAL BOARD**

**Al Al-Bayt University.** Member on the editorial board of Al-Manarah, AABU Publication. Since 2013

**SCIENTIFIC PEER REVIEWS****Academic Promotions - National**

**Al Al-Bayt University.** Active Anonymous Reviewer. Since 2013

**Scientific Research Proposals - International**

**Sultan Qaboos University.** Active Anonymous Reviewer. Since 2013.

**Journals- International**

**Business Management and Economics (IBME).** Active Anonymous Reviewer. Since 2015.

**Universal Journal of Marketing and Business Research (UJMBR).** Active Anonymous Reviewer. Since 2012.

**CSC Journals.** Active Anonymous Reviewer. Since 2011.

**Social Marketing Quarterly.** Active Anonymous Reviewer. Since 2011.

**International Research Journal of Management and Business Studies.** Active Anonymous Reviewer. Since 2011.

**Educational Research (ER).** Active Anonymous Reviewer. Since 2010.

**International Research Journal of Management and Business Studies (IRJMBS).** Active Anonymous Reviewer. Since 2010.

**International Journal of Business Research and Management (IJBRM).** Active Anonymous Reviewer. Since 2010.

**Social Marketing Quarterly.** Since 2011.

**Journals - National**

**Jordan Journal of Business Administration, Jordan University.** Active Anonymous Reviewer. Since 2014.

**Almanarah, Al Al-Bayt University Publication.** Active Anonymous Reviewer. Since 2008.

## Citation and Index

Total Citations: 242

h-index: 8

i10-index: 5

## Access to Research Data Base

Google Scholars: <https://scholar.google.com-> Salem Al-Oun

Research Gate: [https://www.researchgate.net/profile/Salem\\_Al-Oun](https://www.researchgate.net/profile/Salem_Al-Oun)

## PUBLISHED PAPERS

- Al-Homoud, M.; **Al-Oun, S.** (To be Published in January 2021, Accepted 2020). Housing Development in the Town of Mansoura Northern Badia of Jordan - Nomadic Culture Determinants. Chapter in Advanced Studies in Efficient Environmental Design and City Planning. Urban and Transit Planning Volume 2 - Towards livable Communities: Urban places and Design Spaces. Advances in Science, Technology & Innovation (ASTI), Springer Book Series. Scopus and ASI Web of Science Indexes.
- Al-Homoud, M.; **Al-Oun, S.** (To be Published in November 2020, Accepted 2020). Construction of Housing for Low-cost in the Town of Mansoura Northern Badia of Jordan. Chapter in Advanced Studies in Efficient Environmental Design and City Planning. Advances in Science, Technology & Innovation (ASTI), Springer Book Series. Scopus and ASI Web of Science Indexes.
- Al-Homoud, M.; **Al-Oun, S.** (2019). Construction of Housing for Low-cost in the Town of Mansoura Northern Badia of Jordan – Nomadic Culture Determinants. In Eds. Trapani, F.; Mohareb N.; Rosso, F.; Kolokotsa, D.; & Maruthaveeran, S. Studies in Efficient Environmental Design & City Planning. Proceedings of Green Urbanism (GU) – 3rd Edition, University of Rome Tor Vergata, Rome, Italy, December 2019, pp.110-112. ISBN: 978/977-85525-4-6.
- Bani-Khaled, M. and **Al-Oun, S.** (2019). Strategic Planning Using Balanced Scorecard an Experience by Al Al-Bayt University, Jordan. International Journal of Academic Research in Accounting, Finance and Management Sciences (IJARAFMS), Vol.9, No.4, pp144-159.
- Al-Oun, S.;** Al-Dleami, S. (2018). The effect of Organization Culture for Satisfaction of University Employees at the Governmental Universities in the North Region of Jordan. Journal of Al-Anbar University for Economics and Administrative Sciences.
- Al-Homoud, M.; Bani Khalid, M.; and **Al-Oun, S.** (2013). Facility Quality Relation to Learning Efficacy in Mafraq Governorate. Global Journal of Management and Business Research (GJMBR), Vol.13, No.5, pp17-30.
- Al-Ansari, N.; **Al-Oun, S.;** Hadad, W.; and Knutsson, S. (2013). Water Loss in Mafraq Governorate, Jordan. Natural Science, Vol.5, No.3, pp333-340.
- Al-Homoud, M. and **Al-Oun, S.** (2012). Perceived Students' Performance in Jordan's Northern Badia Region Affect By Village Distance from Central City. Global Advanced Research Journal of Educational Research and Review (GARJERR), Vol.1, No.10, pp231-243.

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**Al-Oun, S.** (2012). Case Study: Marketing Strategies and Performance of Small and Medium Agro-farm Businesses in Badia of Jordan. International Journal of Globalisation and Small Business (IJGSB), Vol.4, No.3, pp284-307.

**Al-Oun, S.** (2012). Students, Teachers, and Organizational Impact on Overall Students Performance in Mafraq Governorate. Global Journal of Management and Business



- Research (GJMBR), Vol.12, No.14, pp85-112.
- Al-Oun, S.** (2012). Technology Use Effect on Performance of Small and Medium Agro-farm Businesses in Badia of Jordan. *Social Marketing Quarterly Journal (SMQJ)*, Vol. 8, No.1, pp9-28.
- Al-Oun, S.** and Thomas, G. (2012). Securing Access of Small-scale Badia Producers in Restructured Agro-food Market in Jordan. *International Journal of Procurement Management (IJPM)*, Vol.5, No.5, pp543-566.
- Al-Awawdeh, W.; **Al-Oun, S.**; and Al-Oun, Kh. (2012). Match of Inputs and Outputs of Higher Education to Local Market in Mafraq Governorate: Perceived Students' Performance Affect by Geographical Location. *International Journal of Business and Management (IJBM)*, Vol.7, No.9, pp175-214.
- Al-Oun, S.** and Smadi, Z. (2011). Health Care Commercialization in Jordan's Private Hospitals: Ethics Versus Profit. *International Journal of Behavioral and Healthcare Research (IJBHR)*, Vol.2, No.4, pp362-374.
- Al-Oun, S.**(2011). Evolution of Badia Small-scale Producer in Restructured Agro-food Market in Jordan. *International Journal of Business Performance and Supply Chain Modeling (IJBPSM)*, Vol.3, No.3, pp270-296.
- Kokash, H.; Thomas, G.; and **Al-Oun, S.** (2011). Motivations, Obligations, and Obstacles to Corporate Social Responsibility in Jordanian Real Estate Companies. *Journal of Research in International Business Management (JRIBM)*, Vol.1, No.4, pp107-118.
- Iqbal, A.; Kukash, H.; and **Al-Oun, S.** (2011). The Impact Assessment of Demographic Factors on Faculty Commitment in the Kingdom of Saudi Arabian Universities. *Journal of College Teaching and Learning (JCTL)*, Vol.8, No.2, pp1-13.
- Al-Oun, S.**and Abu-Amoud, I. (2011). Tall Ar-Rimah Dairy Pilot Project 2000-2006: A Case Study in the Badia Region of Jordan. *International Journal of Business Innovation and Research (IJBIR)*, Vol.5, No.1, pp101-126.
- Al-Homoud, M.; **Al-Oun, S.**; and Abed, A. (2010). Socio-spatial Measures of Bedouin Homes as an Effect of Lifestyle in Northeastern Badia of Jordan-Constancy and Change. *Al-Manarah, AABU Publication, Mafraq, Jordan*, Vol.16, No.3, pp27-71.
- Al-Oun, S.** and Al-Homoud, M. (2010). Association of Spatial Arrangements with Parents' Perceptions of Child Safety in Jordan. *Housing and Society (HS)*, Vol.37, No.2, pp119-142.
- Al-Oun, S.**; Al-Homoud, M.; and Abdel-Jawad, J. (2010). Fitness between House Choice versus Market Production in Jordan. In *ENHR 2010 Conference - Urban Dynamics & Housing Change - Crossing into the 2nd Decade of the 3rd Millennium, Istanbul - Turkey, July 2010*.
- Al-Homoud, M. and **Al-Oun, S.** (2009). Jordan's Badia School Location Effects on the Perception of Child Safety. *Planning Practice and Research (PPR)*, Vol.24, No.4, pp495-511.
- Al-Homoud, M.; **Al-Oun, S.**; and Al-Hindawi, M. (2009). The Low-Income Housing Market in Jordan. *International Journal of Housing Markets and Analysis (IJHMA)*, Vol.2, No.3, pp233-252.
- Al-Homoud, M.; **Al-Oun, S.**; Smadi, A.; and Al-Hindawi, M. (2009). Exploring Sales Advertising in the Housing Market in Jordan. *International Journal of Housing Markets and Analysis (IJHMA)*, Vol.2, No.1, pp39-56.
- Al-Oun, S.** (2008). Jordan: Participation and Decision Making of Small-Scale Producers in New Cheese Market Channels in the Badia. *Regoverning Markets Innovative Practice Series: Sustainable Markets Group, International Institute for Environment and Development (IIED)*, London.
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- Al-Oun, S.** (2008). Available Sheep Cheese Supply Chain - Governance System of Channels in the Badia of Jordan. *Journal of International Food & Agribusiness Marketing*, Vol.21, No.1, pp27-43.
- Al-Oun, S.** (2008). Land Tenure System within the Badia, in Remediation and Restoration Projects Regarding Smith-Gordon: UK the Terrestrial Ecosystems in Jordan, Roadmap Report, the Hashemite Kingdom of Jordan Ministry of Environment. Prepared for United Nations Compensation Commission (UNCC), pp48-52, May 2008.
- Shlash, S.; Bqoum, A.; and **Al-Oun, S.** (2008). Determinants of Corporate's Finance Structure: Case Study of Amman Stock Exchange Market Listed Firms During the Period 1997-2001. *Al-Manarah, AABU Publication, Mafraq, Jordan*, Vol.14, No.1, pp45-81.
- Al-Oun, S.** and KOÇ, A. A. (2008). Forms of Cheese Producers' Inclusion in the New Supply Chain of Jordan's Badia. *Mediterranean Journal of Economics, Agriculture and Environment*, No.3, pp56-64.
- Al-Oun, S.** (2008). Livestock marketing in the Jordan Badia before the removal of the feed subsidy in 1996. In *Jordan's arid Badia: deepening our understanding*; Dutton, R. W. and Shahbaz, M. H. (eds.), pp221-252. Smith-Gordon: UK.
- Al-Homoud, M.; **Al-Oun, S.**; and Abed, A. (2008). Socio-cultural, physical, and architectural attributes of bayt ash-sha'r in transition in Jordan's Badia. In *Jordan's arid Badia: deepening our understanding*; Dutton, R. W. and Shahbaz, M. H. (eds.), pp265-294. Smith-Gordon: UK.
- Al-Tabini, R.; Gorman, W. D.; Libbin, J. D.; Grassberger, R.; Abuamoud, I. N.; and **Al-Oun, S.** (2008). Community-based projects in Jordan's Badia: the Anaqeed Al-Khair case study. In *Jordan's arid Badia: deepening our understanding*; Dutton, R. W. and Shahbaz, M. H. (eds.), pp413-424. Smith-Gordon: UK.
- Al-Oun, S.** and Al-Homoud, M. (2008). The Potential for Developing Community-Based Tourism among the Bedouins in Badia of Jordan. *Journal of Heritage Tourism*, Vol.3, No.1, pp36-54.
- Gorman, W.; Grassberger, R.; Abuamoud, I.; Al-Tabini, R.; and **Al-Oun, S.** (2007). Profitability Assessment of the Enterprises of the Anaqeed Cooperative Community-Based Project, Badia Region, Jordan. *Jordan Component of the Sustainable Development of Drylands Project, Report # 1.* Department of Agricultural Economics and Agricultural Business, New Mexico State University, New Mexico, USA.
- Gorman, W.; Grassberger, R.; Abuamoud, I.; Al-Tabini, R.; and **Al-Oun, S.** (2007). Profitability Assessment of the Tal-Rimah Dairy Processing Factory Badia Region, Jordan. *Jordan Component of the Sustainable Development of Drylands Project, Report #2.* Department of Agricultural Economics and Agricultural Business, New Mexico State University, New Mexico, USA.
- Shahbaz, M.; **Al-Oun, S.**; and Ras, R. (2006). Moving from Research to Sustainable Community Development in the Badia of Jordan - Case Study: Tall Rimah Project. *Drylands' Hidden Wealth - Integrating Dryland Ecosystem Services into National Development Planning Conference, Amman, Jordan.*
- Al-Oun, S.** and Al-Homoud, M.(2005). Housing the Disadvantaged: Low-Income Housing Initiatives for the Bedouin Cultural Demands at Al-Mansourah Village. *Habitat of Low-income Workshop, Housing and Urban Design Corporation, Amman, Jordan.*
- Al-Homoud, M. and **Al-Oun, S.** (2005). Bazaar Evolution: Interpretation in Terms of Economic Factors and Home Range Hierarchical Relations. *Proceedings of the Twelfth Architectural Week: The Market and The Society*, pp31-53. Organized by Jordan Engineers Associations, Amman, Jordan.
- Al-Oun, S.**; Al-Homoud, M.; and Hiyari, M. (2004). Student Housing Demand and Supply in Irbid City: The Need for SRO. *Proceedings of the XXXII IAHS World Congress, Sustainability of the Housing Projects*, pp111. Trento University, Trento, Italy.

- Al-Oun, S.** and Smadi, Z. (2004). Ethical Problems in Health Care Practices: The Case of Jordanian Private Hospitals. Proceedings of Third Arabic Workshop of Modern Marketing Trends in the Arab Region, Arab Organization for Administration Sciences, League of Arab States. Cairo, Egypt.
- Al-Kharabsheh, A.; Shahbaz, M.; Rimawi, O.; Al-Weshah, R.; **Al-Oun, S.**; Al-Adamat, R.; and AlAyyash, S. (2003). Watershed Management of the Central Part of Jordan Valley, Study Plan of Jordan. Annual Scientific Report, Middle East Watershed Monitoring and Evaluation Project, US Forest Service.
- Baban, S.; **Al-Oun, S.**; and Shahbaz, M. (2003). Let the desert bloom: an overview of an attempt to promote sustainable development and environmental protection in the Jordanian Badiaregion. Sustainable Development, Vol.11, No.3, pp159-170.

- Al-Homoud, M. and **Al-Oun, S.** (2003). Perception of Child Safety and Parent's Behavior in the Streets of Single-Family Homes. International Journal for Housing Science and Its Applications, Vol.27, No.2, pp119-138.
- Al-Homoud, M.; **Al-Oun, S.**; and Abed, A. (2003). Reflective Lifestyle on Badu Homes in Jordan. Proceedings of The 34th annual conference of the Environmental Design Research Association, pp41-55. Minneapolis, Minnesota, U.S.A.
- Al-Oun, S.**; Al-Homoud, M.; and Abed, A. (2003). Change in Traditional Badu Home Layout as a Function of Lifestyle: From Bayt Esh-Sha'r to Villa. Proceedings of the Symposium of Urban Development in Arid Regions and Associated Problems, pp103-114. Ministry of Public Works and Housing: Kingdom of Saudi Arabia.
- Al-Oun, S.** (2003). Water Harvesting in the North Badia of Jordan - Social and Economical Aspects. Congress Proceedings of the XI World Water Congress of IWRA, Madrid, Spain.
- Al-Homoud, M. and **Al-Oun, S.** (2002). Outdoor Territorial Control in Single-Family Homes As a Function of Status. Proceedings of The 33<sup>rd</sup> Annual Conference of the Environmental Design Research Association, pp32-39. Oklahoma, U.S.A.
- Al-Kharabsheh, A.; Shahbaz, M.; Rimawi, O.; Al-Weshah, R.; **Al-Oun, S.**; and Al-Adamat, R. (2002). Watershed Management of the Central Part of Jordan Valley, Study Plan of Jordan. Annual Scientific Report, Middle East Watershed Monitoring and Evaluation Project, US Forest Service.
- Al-Oun, S.** (2001). Demographic and Scio-economic Setting. In Living With Water Scarcity: Water Resources in the Jordan Badia Region, The Way Forward; Baban, S. and Al-Ansari, N. (eds.), pp54-65. Al Al-Bayt University, Mafraq, Jordan: National Library.
- Al-Oun, S.**; Al-Sirhan, S.; and Shahbaz, M. (2001). Jordan Badia Research and Development Programme (BRDP). In Living With Water Scarcity: Water Resources in the Jordan Badia Region, The Way Forward; Baban, S. and Al-Ansari, N. (eds.), pp177-200. Al Al-Bayt University, Mafraq, Jordan, National Library.
- Al-Kharabsheh, A.; Shahbaz, M.; Rimawi, O.; Al-Weshah, R.; **Al-Oun, S.**; and Al-Adamat, R. (2001). Watershed Management of the Central Part of Jordan Valley, Study Plan of Jordan. Annual Scientific Report, Middle East Watershed Monitoring and Evaluation Project, US Forest Service.
- Al-Oun, S.** (2000). Potential Development in the Badia. Conference of Jordanian Geologists.
- Al-Oun, S.** and Al-Meshan, O. (1999). Developmental Administration in the Badia Region, Theory and Implementation. Proceedings of the Developmental Administration Conference: the Reality and Applications. Amman, Jordan.
- Al-Oun, S.** and Al-Adamat, R. (1999). GIS for Dbasing Jordan Badia Wildlife. Proceeding of Biodiversity Workshop. Amman, Jordan.
- Al-Meshan, O. and **Al-Oun S.** (1999). Jordan Badia Research and Development Programmes'

Role in Conservation of Water Resources. Proceeding of Workshop of Environment Protection. Amman, Jordan.

**Al-Oun, S.** (1998). Farmers' Sales Patterns in the Northern Badia of Jordan. Proceedings of the New Horizons for Economic and Social Development in Jordanian Badia and Countryside, pp5-35. Al-Bayt University, Mafraq, Jordan.

**Al-Oun, S.** (1998). The Current Situation of the Bedu in the Badia of Jordan. Proceedings of Global Biodiversity Forum: Linking Biodiversity and Desertification Agendas, Dakar.

**Al-Oun, S.** (1997). Livestock Marketing in the Jordanian Badia, Durham Theses, Durham University. Available at Durham E-Theses Online: <http://etheses.dur.ac.uk/5465/>

**Al-Oun, S.** (1996). Meat Marketing and Decision-Making Process in the North East Badia of Jordan. Proceedings of Workshop on Population and Livestock Related Studies in Eastern Badia. Mafraq, Jordan.

## PUBLISHED ABSTRACTS

Al-Homoud, M.; **Al-Oun, S.**; and Abeda, N. (2002). A Proposal Draft for New Tourism Network: Jordan Badia Tourism "The Bedouin Lifestyle Ambience." Proceedings of Seventh International Forum UNESCO-University And Heritage Seminar. December 16-20, 2002, Yarmouk University, Irbid, Jordan.

Al-Homoud, M. and **Al-Oun, S.** (2001). Change in Traditional Bedu Home Layout As A Function Of Lifestyle. Proceedings of The 32<sup>nd</sup> Annual Conference of the Environmental Design Research Association, pp197. Oklahoma, U.S.A.

## PUBLISHED ARTICLES

**Al-Oun, S.** (2000). Tourism and Danger in Jordan Badia. Royal Jordanian.

**Al-Oun, S.** and Iten, W. (1993). Feasibility Study on Biohumus Production in Jordan.

## SUBMITTED PAPERS

**Al-Homoud, M.** and **Al-Oun, S.** (2020). Inputs of the built and organizational environments impact on Higher education in Mafraq Governorate.

**Al-Oun, S.** (2019). Land Tenure and Tribal Identity in the Badia of Jordan: Reality and Projections. In Community-Based Optimization of the Management of Scarce Water Resources in Agriculture in West Asia and North Africa, Badia Benchmark Site - Jordan, ICARDA.

**Al-Oun, S.** and Hammouri, H. (2019). The Impact of Marketing Mix on Attracting International Students to Jordanian Universities. Qassim Business Journal, Qassim University, KSA.

**Al-Oun, S.** and Jaber R. J. (2019). The Impact of Customer Relationship Management on Achieving Loyalty in the Jordanian Commercial Banks. Journal of Economics and Administration - Journal of King Abdulaziz, KSA.

**Al-Oun, S.** (2013). A Socio-Economic Survey of *Humrat Assahin* Salt-Jordan: Monitoring and Evaluating Establishment of a Semi-Arid Watershed Management in the Central Part of the Jordan Valley, Jordan. Middle East Watershed Management Project, USDA Publications.

## ONGOING RESEARCH

**Al-Oun, S.**; Thomas, G. and Kokash, H. Real Estate Market in Saudi Arabia.

Al-Homoud, M. and **Al-Oun, S.** Bedouin Home Territoriality in Transition: Between Tradition and Zoning Ordinances.

## PROJECTS

### Internationally Funded Joint Projects

**TEMPUS. 2009.** Joint Project between Al Al-Bayt University and Hashemite University, and three other Jordanian universities for Establishing Community Service-Learning Centre for Developing Service-Learning across the Curriculum (Health, Education, Engineering, Social Work and Technology).

**Mashreq / Maghreb Project.** (2007-2009). National Center for Agricultural Research and Technology Transfer (NCARTT) and the Programme for Developing Sustainable Livelihoods of Agro Pastoral Communities of West Asia and North Africa(WANA), jointly financed by IFAD and AFESD and Coordination, and the Technical Support ICARDA and IFPRI.

**Monitoring and Evaluation of Watersheds in the Middle East Region, Middle East Watershed Management Project.**(2002-2007)."A Scio-Economic Survey of Humrat Assahin Salt-Jordan/" Inventory and Monitoring Institute, U.S. Department of Agriculture (USDA), Forest Service.

**Monitoring and Evaluation of Watersheds in the Middle East Region, Middle East Watershed Management Project.**(2002-2007). "Watershed Management of the Central Part of Jordan Valley."Inventory and Monitoring Institute, U.S. Department of Agriculture (USDA), Forest Service. 279,250\$.

**Cooperative IALC/NMSU-BRDC Project.**(2006). "Business and Socioeconomic Assessment of Water and Products for Community-Based Projects in the Badia Region." New Mexico State University, Funded by USAID/ANE and USAID/Jordan.

**The Water Resources, Management, and IT Program.** (2005). World Bank and the Institute of Earth and Environment at Al Al-Bayt University.

**Land Tenure and Water Resources Project.** (2004). ECARDA and Ministry of Agriculture, Center of Agriculture Research.

**Socioeconomic Evaluation of Safawi Community Center for Information Technology.** (2002). UNDP.

### **Nationally Funded Project**

#### **By Al Al-Bayt University**

**Socio-Economic Census of the Mafraq Governorate.**(2006). Consulting, Technical and Community Services Center, Al Al-Bayt University.

**Workshop Training Unit:** Training the Local Communities in Different Skills like Linguistics, Economics, Computers, and Micro-economic Launches. (2005).Consulting, Technical and Community Services Center, Al Al-Bayt University.

#### **By Jordan Badia Research and Development Center**

**Astronomy and Biodiversity Camp at Hamza, Jordan Badia.** (2001). Jordan Badia Research and Development Center.

**Jordan Badia Extension Unit.** (1999). Jordan Badia Research and Development Center.

**Demonstration Herds in the Badia, Mkeyftah, Salheyah, Al-Beshreyah and Al-Dafyanah villages.** (1998). Jordan Badia Research and Development Center.

**Poultry Production in the Badia.** (1998). Jordan Badia Research and Development Center.

## **ESTABLISHING COMMUNITY CENTERS**

### **Internationally Funded**

- **TEMPUS. 2009.** Joint Project between Al Al-Bayt University and Hashemite University, and three other Jordanian universities for Establishing Community Service-Learning Centre for Developing Service-Learning across the Curriculum (Health, Education, Engineering, Social Work and Technology).

### **Nationally Funded**

- **Ministry of Education, the National Information Centre, Ministry of Planning, Badia Development Center, UNDP and UNESCO and The Hashemite Fund for Human Development. 2000.** Executed the Safawi IT Community Centre (Prince Hussein bin Abdullah), Inaugurated by His Majesty King Abdullah II.

## **ESTABLISHING RESEARCH CENTERS**

### **Nationally Funded**

- **Al Al-Bayt University. 2009.** Proposal for establishing the Water, Environment and Arid Regions Research Center - sent out to the Ministry of Higher Education in 2008, and approved in 2009.

## **CONFERENCES**

- The 3rd International Conference on Green Urbanism (GU).** December 11-13, 2019, University of Rome Tor Vergata, Rome, Italy.
- The 4th Conference on Urban Planning & Architectural Design for Sustainable Development (UPADSD).** November 19-20, 2019, Online Conference.
- Global Education Conference, New Trends on Global Education Conference 2011.** November 23-25, 2011, Turkish Republic of North Cypress.
- XXXII IAHS World Congress, Sustainability of the Housing Projects.** September, 2004, Trento University, Trento, Italy.
- 34<sup>th</sup> Annual Meeting of the Environmental Design Research Association Conference (EDRA).** May 21-25, 2003, Minneapolis, Minnesota.
- Symposium of Urban Development in Arid Regions and Associated Problems.** November 2-4, 2002, Riyadh, Saudi Arabia.
- 33<sup>rd</sup> Annual Meeting of the Environmental Design Research Association Conference (EDRA).** May 22-26, 2002, Philadelphia, Pennsylvania.
- The Seventh International UNESCO Forum Seminar.** (2002). Yarmouk University, Irbid, Jordan. The Eco Tourism Network in the Northern Badia: "The Bedouin Lifestyle Ambience."
- 32<sup>nd</sup> Annual Meeting of the Environmental Design Research Association Conference (EDRA).** July 3-6, 2001, Edinburgh, Scotland.
- Jordan Badia Research and Development Program Workshop: "The Changing Badia: Rural Extension and Micro-Industries."** February 12-4, 2001, Amman, Jordan.
- The Second Jordanian Architectural Conference: Sustainable Architecture.** September 26-28, 2000, Jordan.
- The 2<sup>nd</sup> IUCN World Conservation Congress.** October, 2000, Amman, Jordan.
- The Developmental Administration: the reality and applications.** September, 1999, Mouta' University, Karak, Jordan.
- Sheep is Life, Navajo Home.** 22-28 June, 1999, Tesaile, Arizona.
- Global Biodiversity Forum: Linking Biodiversity and Desertification Agendas.** 4-6 December, 1998, Dakar, Senegal.
- The Sustainable Development of Mafraq Region and Future Prospective.** September 12-14, 1998, Al Al-Bayt University.
- Workshop on Population and Livestock Related Studies in Eastern Badia.** 1996, Amman, Jordan.

## **INVITED LECTURES**

**Participated as a presenter at numerous national and international, academic and professional institutions:** Most of these lectures emphasized the role of the Jordan

Badia Research and Development Program and its sustainable projects. 1996 to August 2003.

**A lecture series during the Middle East Watershed Management Workshop, (USDA),** around USA, September 23rd-October 12th, 2002: "Jordan Badia Research & Development Center, 1993-2002."  
<http://www.uwsp.edu/CNR/GEM/InternationalWatershed/presentations.htm>.

**Participated as a presenter at numerous national and international, academic and professional institutions:** Most of these lectures emphasized the Bedouin Culture and its needs for Sustainable Developments. 1996 to August 2003.

## ADVISORY BOARDS

**Member of Advisory Board** as an Expert in Bedouins Affair, Bedouin Health Project, Philadelphia University in partnership with University of Warwick, UK "Improving Access to and Quality of Reproductive and Child Health Care to Marginal Peoples: Bedouin in Jordan and Syria", 2007-2011.

## COMMITTEES

### At Al Al-Bayt University

#### Department of Business Administration Committees

- **Member of Department Council**, September 2004 to present.
- **Head of Scientific Committee**, September 2004 to August 2006.
- **Academic Advisor for students**, September 2004 to August 2009.
- **Member of Academic Recruitment Committee**, September 2004 to August 2009.
- **Member of Conference and Workshop Committee**, September 2004 to August 2009.
- **Member of Degree Plan Committee**, September 2003 to August 2009.
- **Member of the Graduate Studies Committee**, September 2004 to August 2009.
- **Member of Library Committee**, September 2004 to August 2005.
- **Member of Social Committee**, September 2004 to August 2007.
- **Member of Computer Applications Committee**, September 2004 to August 2005.

#### Faculty of Finance and Business Administration Committees

- **Member of Faculty Council**, September 2004 to August 2009.
- **Member of Academic Recruitment Committee**, September 2006 to August 2009.
- **Member of Degree Plan Committee**, September 2006 to August 2009.
- **Member of Graduate Studies Committee**, September 2006 to August 2009.
- **Member of the Scientific Committee**, September 2006 to August 2009.

#### AABU University Committees

- **Member of AABU Deans Council**, September 2008 to August 2009.
- **Member of Graduate Studies Committee**, September 2007 to August 2009.
- **Member of Investment Board**, September 2007 to August 2009.
- **Member and Team Leader of Job Description at Al Al-Bayt University**, September 2006 to August 2007.
- **Member of Al Al-Bayt Development and Innovation Workshop Committee**, Academic Years of 2005/2005 & 2005/2006.

### At Prince Sultan University

#### Prince Sultan University Committees

- **Head of Marketing Committee for Scholarship Fundraising at PSU,** September 2009 to August 2010.

#### **College of Business Administration Committees**

- **Head of Marketing and Public Relations Committee,** September 2009 to August 2010.
- **Member of Quality Assurance Committee,** January 2010 to August 2010.
- **Member of Recruitment Committee, Marketing Department,** January 2010 to August 2010.

#### **At Jordan Badia Research and Development Center**

**Administrative Committee for Research and Development.** Jordan Badia Research and Development Center. 1998-2003.

**Administrative Committee for Staff Affairs.** Jordan Badia Research and Development Center. 1998-2003.

### **AD-HOC COMMITTEES**

#### **Higher Education Accreditation Commission**

- **Head of Private Accreditation Committee** for assessing the program offered at the Department of Business Administration at different Private Universities in Jordan.

### **MEMBERSHIPS**

**Member,** Badia Sons for Research and Development Association

**Head,** Badia Sons for Research and Development, 2000-2006

**Member,** The National Forum of Badia Sons

**Member,** Jordanian Astronomical Society

**Member,** Middle East Watershed Management Project Team

**Member,** Committee of the Biodiversity Camp at Hamza, Jordan Badia

**Member,** Municipality Committee of Ruwaished, Jordan Badia

### **SKILLS**

#### **E-LEARNING:**

**Interactive teaching and learning skills on the following platforms: Blackboard Platform, Teams Platform, Zoom Platform.**

#### **COMPUTER**

**Adobe Package; Microsoft Office; Statistical Packages (SPSS); WebPages; Social Media. Alfa System. Web.**

#### **TECHNICAL**

**SPSS Analysis; Writing Proposals; Technical Writing & Editing.**

#### **PROFESSIONAL**

- **Directing and Administering Development Projects.**
- **Monitoring and Leading Community Development Teams.**
- **Negotiating Process with Stakeholder – Community and Local Municipality.**

#### **ACADEMIC**

- **Development of Curriculums.**
- **Development and implementation of strategic vision and plans.**



- Establishment and maintenance of effective staff recruitment and personnel evaluation.
- Establishment and maintenance of effective admission.
- Development and management of research activities.
- Pursue and cultivation of regional, national, and international research development and grant opportunities.

## ACTIVITIES/INTERESTS

Traveling. Chess. Computers. Football. Basketball. Photography. Reading. Poetry.

## REFERENCES

### In Reference to Academic Practice

**Prof. Dr. Omar Al-Otein.** Faculty of Law, Al Al-Bayt University. P. O. Box 130040. Mafrag 25113, Jordan. Tel.: +962-2-6297000. Mobile: +962-. E-mail: [omar.falah@yahoo.com](mailto:omar.falah@yahoo.com)

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**Prof. Dr. Nabil Shawaqfeh.** President of Al Al-Bayt University. P. O. Box 130040. Mafrag 25113, Jordan. E-mail: [shawagfeh@aabu.edu.jo](mailto:shawagfeh@aabu.edu.jo)

**Dr. Adnan Abo Alhaja.** Dean of Faculty of Finance and Business Administration, Al Al-Bayt University. P. O. Box 130040. Mafrag 25113, Jordan. E-mail: [alhaja@aabu.edu.jo](mailto:alhaja@aabu.edu.jo)

### In Reference to Research Experience

**Prof. Dr. Ahmet Ali Koç.** Akdeniz University, Faculty of Economics and Administrative Sciences, Department of Economics, 07058 Antalya/Turkey. Tel.: +90-242-310-2137. E-mail: [alikoc@akdeniz.edu.tr](mailto:alikoc@akdeniz.edu.tr)

**Prof. Dr. Majd Al-Homoud.** School of Architecture and Built Environment, German Jordanian University, P. O. Box 35247. Amman 11180 Jordan. Mobile: +962-79-8422551. E-mail: [majd.alhomoud@gu.edu.jo](mailto:majd.alhomoud@gu.edu.jo)

### In Reference to Administrative Practice and Community Development

**Muhammad Shahbaz.** President of Badia Research and Development Center, P. O. Box 902, Al Jubieha, Amman 11941 Jordan. Mobile: +962-777553530. E-mail: [shahbaz@hcst.gov.jo](mailto:shahbaz@hcst.gov.jo)

**Dr. Roderic Dutton.** Director of Center for Overseas Research and Development, University of Durham, Durham, England DH1 3LE. Tel: +44191-3742495. E-mail: [r.w.dutton@durham.ac.uk](mailto:r.w.dutton@durham.ac.uk)

### In Reference to Graduate Studies

**Dr. Elizabeth Oughton.** Senior Research Associate, University of Newcastle, 3.12 A, School of Agriculture, Food and Rural Development, Agriculture Building, Newcastle upon Tyne, NE1 7RU, UK. Tel: +44191-2228608. E-mail: [e.a.oughton@ncl.ac.uk](mailto:e.a.oughton@ncl.ac.uk)

**Dr. Peter Atkins.** University of Durham, Durham, DH1 3LE, UK. Tel: +44191-3341865. E-mail: [p.j.atkins@durham.ac.uk](mailto:p.j.atkins@durham.ac.uk)

**Dr. Robert Allison.** University of Durham, Durham, DH1 3LE, UK. Tel: +44191-3742458.E-mail: [r.j.allison@durham.ac.uk](mailto:r.j.allison@durham.ac.uk)