

Curriculum Vitae



Personal Information

Name: Saeed (M.Z) A. Tarabieh
Birth Date: 27th January 1981
Nationality: Jordanian
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Education and Qualifications

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| <i>2018- 2025</i> | Doctor of Philosophy in Communication and Cultural Industries (PhD)
Specialization: Social Media Marketing
Universitat Politècnica de València, Spain
Score: 9.86 – Excellent with Distinguish |
| <i>2011-2015</i> | Doctor of Philosophy in Business Management (PhD)
Specialization: Marketing
Universiti Tenaga Nasional (UNITEN), Malaysia |
| <i>2005-2007</i> | Master of Business Administration (MBA)
Specialization: Marketing
The Arab Academy for Banking and Finance Sciences
Score: 84.2 – Excellent |
| <i>1999-2003</i> | Bachelor of Science in Banking and Finance
An-Najah National University. Nablus, Palestine
Score: 82.8 - Very Good |
| <i>2007</i> | Credit Officer Development Program
Jordan Kuwait Bank (duration: 4 months)
Qualified as best participant |

<i>2006</i>	Bancassurance Insurance Commission and Jordan Kuwait Bank
<i>2005</i>	Advanced Diploma in Insurance Bahrain Institute of Banking and Finance (BI BF)
<i>2003</i>	Diploma in Insurance Bahrain Institute of Banking and Finance (BIBF)
<i>1999</i>	Tawjeehi Zaid Bin Al-Hatab High School Average (84.2%)

Administrative Posts:

<i>1st Oct, 2021- 1st Sep2022</i>	Vice Dean of the College of Postgraduate Studies Mu'tah University- Jordan
<i>1st Sep, 2017- 1st Oct,2021</i>	Head of Marketing Department Mu'tah University- Jordan

Professional Experience

<i>14th Dec, 2021- Present</i>	Associate Professor of Marketing at Business School Mu'tah University- Jordan
<i>15th Sep, 2016- 14th Dec,2021</i>	Assistant Professor of Marketing at Business School Mu'tah University- Jordan
<i>1st May, 2010-21th Nov, 2010</i>	Branch Manager Bank al Etihad - Amman
<i>1st oct, 2008 -14th Apr, 2010</i>	Assistant Manager Jordan Kuwait Bank – Bayader Al-Sir Branch
<i>1st Mar2008 -1st Oct 2008</i>	Supervisor Jordan Kuwait Bank – Bayader Al-Sir Branch
<i>1st Aug, 2005 - 1st Mar 2008</i>	Credit Officer Jordan Kuwait Bank – Bayader Al-Sir Branch
<i>1st May, 2003 - 15th Sep, 2004</i>	Accountant

Publications

1. Al-Balawneh, K. A., & Tarabieh, S. (2024). The Impact of Risk Management and Knowledge Management on Construction Project Success: The Mediating Role of Project Management Performance. *Mutah Journal for Humanitarian and Social Studies*, 39(1).
2. Tarabieh, S., Gil, I., Galdón Salvador, J. L., & AlFraihat, S. F. A. (2024). The new game of online marketing: How social media influencers drive online repurchase intention through brand trust and customer brand engagement. *Intangible Capital*, 20(1), 103-125.
3. Tarabieh, S. M. A. (2022). The Impact of Social-media Marketing Activities on Consumers' Loyalty Intentions: The Mediating Roles of Brand Awareness, Consumer Brand Engagement and Brand Image. *Jordan Journal of Business Administration*, 18(4).
4. Althunibat, A., Alokush, B., Dawood, R., Tarabieh, S. M., & Gil-Pechuan, I. (2021, July). Modeling the factors that influence digital economy services acceptance. In *2021 International Conference on Information Technology (ICIT)* (pp. 942-945). IEEE.
5. Althunibat, A., Alokush, B., Tarabieh, S. M., & Dawood, R. (2021). Mobile Government and Digital Economy Relationship and Challenges. *International Journal of Advances in Soft Computing & Its Applications*, 13(1).
6. Tarabieh, S. M. Z. A., & Al Majali, M. M. (2021). Impact of external green marketing mix on customer satisfaction: Study of Jordanian green consumers. *The Journal of Al-Hussein University for Research*, 7*(2), 538-567.
7. Alghzawi, M. O. H. A. M. A. D., Alghizzawi, M. A. H. M. O. U. D., & Tarabieh, S. M. Z. A. (2020). Consumer impulsive buying behavior of services sector in Jordan. *JournalNX-A Multidisciplinary Peer Reviewed Journal*, 6(7), 227-237.
8. Tarabieh, S. M. Z. A. (2021). The impact of greenwash practices over green purchase intention: The mediating effects of green confusion, Green perceived risk, and green trust. *Management Science Letters*, 11(2), 451-464.
9. Al-Majali, M., & Tarabieh, S. (2020). Effect of internal green marketing mix elements on customers' satisfaction in Jordan: *Mu'tah University students*. *Jordan Journal of Business Administration*, 16(2).
10. Tarabieh, S. M. Z. A., Gil-Pechuan, I., Al-Obaidi, M. G., & Al-Haidous, A. I. A. H. (2020, April). The Impact of Website Quality on Online Impulse Buying Behavior: Moderating Effects of Age and Price. In *The 2020 WEI International Academic Conference Proceedings* (pp. 11-16).
11. Tarabieh, S. M. Z. A., Gil-Pechuán, I., Al-Haidous, A., & AL-Obaidi, M. (2020). Exploring the impact of customer orientation over Jordanian banks performance: The mediating role of competitive advantage. *Management Science Letters*, 10(14), 3313-3324.

12. Tarabieh, S. M. Z. A. (2018, November). Impact of green product quality and green corporate image on green customer loyalty: mediating role of green customer satisfaction. *In Conference Paper* (Vol. 1, No. 10, pp. 1-15).
13. Malek, A. M & Tarabieh, S. M. (2018). Effect of Internal Green Marketing Mix Elements on Customers' Satisfaction in Jordan: Mutah University Students. *The Jordan Journal of Business Administration*, 16(2), Accepted for publication in a future volume.
14. Tarabieh, S. M. (2017). The Synergistic Impact of Social Media and Traditional Media on Purchase Decisions: The Mediating Role of Brand Loyalty. *International Review of Management and Marketing*, 7(5), 51-62.
15. AL-MAHADEEN, B. M., ALTHUNIBAT, A., & TARABIEH, S. M. (2017). Measuring the Acceptance of Using UTMS In Jordan Universities. *Journal of Theoretical & Applied Information Technology*, 95(14).
16. Tarabieh, S. M. Z., Ahmad, Z. A. & Siron, R. (2015). The Synergistic Impact of Customer Orientation and Supplementary Services on Competitive Advantage and Organizational Performance (Pilot Survey). *International Review of Management and Business Research*. 4(2) 523-537. June 2015. www.irmbjournal.com . ISI Impact Factor 0.470 (2013), ISI Impact Factor 0.761 (2014).
17. Tarabieh, S. M. Z. & Ahmad, Z. A. (2015). The Impact of Customer Orientation and Supplementary Services in Gaining Competitive Advantage and Organizational Performance in the Jordanian Banking Industry. *International Review of Social Sciences* 3(2) 47-59. February 2015 www.irss.academyirmbr.com ISSN: 2309-0081 (E-Version). ISI Impact Factor 0.326 (2013), ISI Impact Factor 0.573 (2014).
18. Al-alak, B., Saeed, M.Z. and Tarabieh, A. (2011). Gaining Competitive Advantage and Organizational Performance through Customer Orientation, Innovation differentiation and Market differentiation, *International journal of Economics and Management Sciences*, vol. 1, no. 5, pp. 80-91.
19. Tarabieh, S. M. Z & Alalak, B. A. (2012). Customer Orientation, Supplementary Services, Differentiation Advantage, and Organizational Performance in The Banking Industry. AFBE Conference, UNITEN Kajang 2012. *AFBE Journal*, 6(1), December 2012, pp 509-522, ISSN 1905-8055.

Supervised Theses:

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| 2023-2024 | Tasneem Saleh Hamad Alfarra. Master Thesis, Mutah University, Jordan. Title: The Impact of User Experience Design on Electronic Word of Mouth (E-WOM): The Mediating Role of Customer Experience |
| 2023-2024 | Ala'a Qasem Al-Awaydah. Master Thesis, Mutah University, Jordan. Title: The Role of Customer Engagement in Cultivating Relationships |

with Home-Based Business Facebook Brand Pages

- 2022-2023** Noura Al Maaitah. Master Thesis, Mutah University, Jordan. Title: How Social Media Influencers Characteristics influence Consumer Purchase Intentions of Cosmetics Products: The Mediating Role of Product Knowledge and Product Attractiveness.
- 2022-2023** Sakher Faisal Al Freihat. Master Thesis, Mutah University, Jordan. Title: The Impact of Social Media Influencers and Content Marketing on Online Repurchase Intention: The Mediating Role of Brand Trust and Customer Brand Engagement.
- 2019-2020** Khaled Ali Al Balawneh. Master Thesis, Mutah University, Jordan. Title: The Impact of Risk Management and Knowledge Management on Construction Project Success: The Mediator Role of Project Management Performance.
- 2019 - 2020** Mohammed Ziad al-Ghazawi. Master Thesis, Mutah University, Jordan. Title: Factors Affecting Consumers to Impulse Buying Behavior in Jordan Telecom Operators.
- 2019 - 2020** Hassan Alkarbi. Master Thesis, Mutah University, Jordan. Title: The Impact of Strategic Thinking on Entrepreneurial Orientation: an Empirical Study on the Telecommunications Sector in Qatar.
- 2019 - 2020** Adel Al-Haidos. Master Thesis, Mutah University, Jordan. Title: The role of transformational leadership in supporting organizational citizenship behavior: An applied study on employees of the Qatar Tourism Authority
- 2019 - 2020** Faisal al-Mubarak. Master Thesis, Mutah University, Jordan. Title: The Impact of Organizational Culture on Job Embeddedness in the Kuwaiti Business Environment: A Field Study of Commercial Banking Sector
- 2018 - 2019** AbdulQader Al-Talli. Master Thesis, Mutah University, Jordan. Title: Factors Influence the Online Purchase Intention in Cosmetics Sector in Jordan.
- 2018 - 2019** Mohammed Alobaidi. Master Thesis, Mutah University, Jordan. Title: The Impact of Website Quality on Online Impulse Buying Behavior: Moderating Effects of Price and Age.

Academic Committees:

- Member of Consumer Protection Board. Minister of Industry, Trade and Supply. October, 2017- present.
- Member in Marketing Department Council, Mu'tah University. September, 2016 – Present.
- Member in Quality Assurance Committee, Faculty of Business School, Mutah University. September, 2017 – Present.
- Member in Business School Faculty's Council, Mu'tah University. September, 2016 – Present.

During the previous academic experience years, I have taught the following modules for Bachelor and Master Level:

Undergraduate Programs	Graduate Programs (MBA)
1) Principle of Marketing* 2) Social Marketing* 3) Marketing Research* 4) Services Marketing* 5) Banking Marketing 6) Applied Marketing Advertising 7) Contemporary Issues in Marketing 8) Planning and new product development 9) Agriculture Marketing 10) Marketing Management* 11) Channel Marketing Management 12) Sales Management 13) Marketing Strategies 14) Tourism Marketing 15) E.Marketing* 16) Marketing Communications Skills*	1) Marketing Management* 2) Services Marketing*

* Module taught in English

Training Courses

<i>2005-2010</i>	29 Courses in a Wide Variety of Banking Services Fields. (Enclosed Table of Details) Jordan Kuwait Bank
<i>2009</i>	Management Reach & Approach Alliance Human Performance Development
<i>2008</i>	The Bancassurance in Practice Insurance Commission in Jordan
<i>2006</i>	The Art of Customer Service & Cross Selling Development Workshop Alliance Human Performance Development
<i>2005</i>	Business Writing Skills Finance Study Institute
<i>2004</i>	Introductory to Insurance Oasis Insurance Co. L.T.D.
<i>2004</i>	International Accounting Method

Arab Countries Center (ACC-SR)

2004	Miscellaneous Accident Insurance BIBF & Insurance Commission in Jordan
2004	Transportation Insurance BIBF & Insurance Commission in Jordan
2004	Motor Insurance BIBF & Insurance Commission in Jordan
2004	Fire & Loss of Profits Insurance BIBF & Insurance Commission in Jordan
2004	Introduction to Insurance & Insurance Documentation BIBF & Insurance Commission in Jordan
2004	Engineering Insurance Car/Ear BIBF & Insurance Commission in Jordan
2004	Reinsurance BIBF & Insurance Commission in Jordan
2004	Insurance Surveys BIBF & Insurance Commission in Jordan
2004	Claims Workshop BIBF & Insurance Commission in Jordan
2004	Liability & Legal Aspects BIBF & Insurance Commission in Jordan

Languages

Fluent Arabic
Very Good English

Computer Skills

Very good skills in Microsoft (Excel, Word.....)
Very good skills in Windows Operating System