

**Shefa' Abdullah Al sou'b**

**Date of Birth: 19/12/1983**

**Place of Birth: Al karak – Jordan**

**Nationality: Jordanian**

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## **PERSONAL SUMMARY**

Lecturer for 3 years of experience at University of Jordan teaching students. And now assistant professor in Mu'tah University. With strong commitment to students development. Possessing excellent communication skills along with constructive and effective teaching methods that promote a stimulating learning environment.

## **QUALIFICATIONS:**

- **PhD in Business Administration**, World Islamic Science and Education University, Amman, Jordan. Thesis title “*The Impact of digital Marketing on Consumer Buying Behavior: The mediating Role of Customer Perceived Value for Jordanian Universities students in the southern Region*”, 2025
- **Master of Business Administration (MBA/Marketing)**, School of Business, Mutah University, Jordan. Thesis title “*Factors Influencing Consumers Brand Choice Auniversity Students Perspective*”, 2009
- **B.Sc. Business Administration**, Mu'tah University, 2006

## **EXPERIENCE:**

- Head of digital marketing department, Mutah University. (9/2024 – till now)
- Assistant professor in Mu'tah (9/2025 – till now)
- Instructor in Mu'tah University. (2021 - 2025)
- Lecturer in Mu'tah University. (2012 - 2021)
- Member of the commission student elections.

- Member of the Organizing Committee in the second International Conference for the Faculty of Business Administration (ICFBA)
- Member reception committee in the second International Conference for the Faculty of Business Administration (ICFBA).
- Managing students by providing guidance and feedback to help them.
- Helping in developing plans of study programs
- Helping in developing plans to guide students in selecting courses
- Learning courses in English language.
- I taught all courses in marketing plan such as:
  - Principle of Marketing.
  - Principle of Statistic.
  - Business Communication.
  - Computer Application in Marketing.
  - Research Methodology
  - Marketing Service.
  - Sales Management.
  - Customer Relationship Management
  - Marketing Cases.
  - Marketing Current Issues.
  - Trade Shows Management.
  - Marketing Communication Management.
  - Practical Applications in Advertising
  - Computer Application in Marketing.
  - International Marketing.
  - Distribution Management.
  - Personal Selling
  - Product Development
  - Consumer Behavior
- In addition to several courses in business administration plan such as:
  - Computer Application in Management.
  - Principle of Management.
  - Principle of Statistic.
  - Operation Research.
  - Human Resource.

- Business Communication.
- Research Methodology.
- Management Information System.

Lecturer in University of Jordan (from 2009 - 2012).

- Responsible for the departmental administrative tasks. Such as Coordinator of the commission training and development for faculty staff. Member of the commission student elections. And participated in the interviewing of potential staff.
- Actively leading class discussions and encouraging debate.
- Present information in a wide variety of ways, emphasizing the relevance of classroom material
- Using various assessment tools to evaluate student performance.
- Preparing learning material for courses and trying to devise relevant practical activities.
- Managing students by providing guidance and feedback to help them.
- Helping in developing plans of study programs
- Helping in developing plans to guide students in selecting courses
- Easily interact with students
- Learning courses in English language.
- Courses that I taught:
  - Principle of Management.
  - Principle of Marketing.
  - Principle of Statistic.
  - Operation Research.
  - Human Resource.
  - Business Communication.
  - Research Methodology.
  - Business Ethics.
  - Management Information System.

### **Training Course:**

- E learning skills, Mu'tah University.
- Comprehensive computer Training (South Center/Mu'tah University)

- (SPSS) statistical package for social sciences (University of Jordan)
- E learning skills University of Jordan)
- Staff development workshops(University of Jordan)
- Skills of Entrepreneur (ATC/ Aqaba Training Center)
- Smart User for Internet (National information technology center/ Aqaba)

## **OBJECTIVE:**

To obtain a position that is challenging rewarding, and will provide me the opportunity for both personal and professional growth.

## **RELEVANT SKILLS:**

### Computer skills:

The International Computer Driving License (ICDL) .

I have back ground in SPSS (statistical package for social sciences)

### Language skills:

Mother Language (Arabic)

English Language (Very Good)

### Personal skills

Accurate, adaptable, efficient, energetic, friendly, self motivated, and productive.

## **Research Publications**

- Al sou'b, Sh. & Al Shawabkeh (2025). KH The Relationship between Digital Transformation and Digital Marketing, International Journal of Academic Research in Business and Social Sciences.
- Al Halaseh, Al sou'b, Sh. (2023). The Impact of 4P's of the Green Marketing mix on Customer's Satisfaction and Social Responsibility in Al karak Governorate, Mu'tah Lil-Buhuth wad-Dirasat, Humanities and Social Sciences Series.
- Al sou'b (2018). Factors influencing e- procurement adoption in Jordanian SMEs, Kasmera.

