

Name: Associate Professor Mohammed Salameh Al Masarweh



Dr. Mohammad Salameh Almasarweh is an Associate Professor at the University of Jordan in Aqaba, with expertise in business administration, operations management, and organizational behavior. He has published over 30 articles in top-tier journals, with a focus on leadership, supply chain management, and the impact of digital transformation. His work has been widely recognized in Scopus Q1 journals, contributing to both academic discourse and practical business applications.

With over a decade of teaching experience, Dr. Almasarweh has taught a broad range of undergraduate and graduate courses at the University of Jordan and Isra'a University. He has also supervised numerous MSc and BSc theses, guiding students on topics such as business intelligence and customer relationship management. In addition to his academic roles, Dr. Almasarweh has served in various governmental committees, demonstrating his commitment to public service and the application of his expertise to societal development.

#### CONTACT INFORMATION

Date and Place of Birth	Karak - Jordan	College	Business & Economics
Nationality	Jordanian	Department	School of business
Marital Status	Married	General Specialization	Business Administration
Phone (Office)		Area of Specialization	Production & Operation management
Cellphone	+962 795 641 518	email	<a href="mailto:m.almasarweh@ju.edu.jo">m.almasarweh@ju.edu.jo</a> <a href="mailto:drm.almasarweh@gmail.com">drm.almasarweh@gmail.com</a> <a href="mailto:mohamadmasarawah@yahoo.com">mohamadmasarawah@yahoo.com</a>
Current Address	Department of Business Administration – University of Jordan – Aqaba		

#### CURRENT POSITION

- **ASSOCIATE PROFESSOR** *University of Jordan /Aqaba* DEC 2020 –  
Present School of Business - Department of Business Administration
- **HEAD OF DEPARTMENT** *University of Jordan /Aqaba* SEP 2021 – Present  
Business Administration – College of Business

#### PREVIOUS EXPERIENCE

- **ASSOCIATE PROFESSOR** *University of Jordan /Aqaba* DEC 2020– Present
- **ASSISTANT PROFESSOR** *University of Jordan /Aqaba* SEP 2019 – DEC 2020
- **LECTURER** *University of Jordan /Aqaba* NOV 2015 – SEP 2019
- **LECTURER** *Israa University – Jordan* SEP 2013 – SEP 2015
- **PART-TIME LECTURER** *Israa University – Jordan* 2012 – 2013
- **STUDENTS AFFAIRS DEPARTMENT DIRECTOR** *University of Jordan /Aqaba* AUG 2020 – SEP 2021
- **COMMUNICATION AND COMMUNITY SERVICE DIRECTOR** *University of Jordan /Aqaba* NOV 2020 – JUL 2021
- **SOCIAL COMMITTEE CHAIRMAN** *University of Jordan /Aqaba* NOV 2015 – JAN 2020
- **SOCIAL COMMITTEE CHAIRMAN** *University of Jordan /Aqaba* 2013 – 2014

## EDUCATION

Degree	Specialization	University	Rate	Country	Date
Ph.D.	Business Administration	Jinan University	89%	Lebanon	2014
MSc.	Business Administration	Al-Balqa 'a Applied University	3.58/4	Jordan	2011
BS.	Management Information Systems	Arab Academy for Banking & Finance Sciences	81.1%	Jordan	2008
Title of MSc. Thesis :		The Role of The Quality of Production Information Systems to Achieve Competitive Advantage - Case Study on The Jordanian Industrial Companies.			
Title of PhD. Dissertation :		Manufacturing Strategies and The Impact Achieving Competitive Advantage (An Empirical Study in Jordanian Pharmaceutical Industrial Firms).			

## RANK GRADING

Rank Grading	From	To	University	Country
Associate Professor	DEC 2020	Present	University of Jordan	Aqaba - Jordan
Assistant Professor	SEP 2019	DEC 2020	University of Jordan	Aqaba - Jordan
Lecturer	NOV 2015	SEP 2019	University of Jordan	Aqaba - Jordan
Lecturer	SEP 2013	SEP 2015	Isra University	Amman - Jordan
Part Time - Lecturer	2012	2013	Isra University	Amman - Jordan

## RESEARCH RANKING

Profile	Link	Citation	h-index
 <a href="https://scholar.google.com/citations?hl=en&amp;user=xDnnkLgAAAAJ&amp;view_op=list_works&amp;sortby=pubdate">https://scholar.google.com/citations?hl=en&amp;user=xDnnkLgAAAAJ&amp;view_op=list_works&amp;sortby=pubdate</a>	348	9	
 <a href="https://www.scopus.com/authid/detail.uri?authorId=57204514090">https://www.scopus.com/authid/detail.uri?authorId=57204514090</a>	47		4
 <a href="https://orcid.org/0000-0003-0969-6967">https://orcid.org/0000-0003-0969-6967</a> View this author's ORCID profile			
 <a href="https://research.ju.edu.jo/research/groups/OM/home.aspx">https://research.ju.edu.jo/research/groups/OM/home.aspx</a>			
 <a href="https://www.researchgate.net/profile/Mohammad-Almasarweh-2">https://www.researchgate.net/profile/Mohammad-Almasarweh-2</a>			

## JOURNAL PUBLICATIONS

1. Almasarweh, M.S., AlHassan,H., Bani Mustafa,S., Al-Hamad,A., Nawasra,M., Bani Ahmad,A., & Alsmadi,A. (2024). Performance Measurement: Key Performance Indicators as drivers in Assessing Risk and Improving Value in the Services Sector. *Journal of Project Management*, 9(4), 403–420. <https://doi.org/10.5267/j.jpm.2024.7.006>
2. Al-Smadi, R. W., Alnsour, I., Alomari, K., Al-Hamad, A., Almasarweh, M.S., Bani ahmad, A., & Al-Smadi, A. (2024). The impact of leadership styles on marketing effectiveness and financial performance in Jordanian banks sectors: Corporate social responsibility as a mediator. *Uncertain Supply Chain Management*, 12 (4) 2673–2682. <https://doi.org/10.5267/j.uscm.2024.5.004>
3. Alnawaiseh, M., Alnawaiseh, A., & Almasarweh, M.S. (2024). Antecedents and Consequences of Digital Marketing in the Digital Era. *Kurdish Studies*, 12 (1), pp. 3609-3627. <https://doi.org/10.58262/ks.v12i1.256>
4. Alwaely,S., Zowid,F., Alamayreh,E., Almasarweh,M.S. Fraihat,B., &AL-Derabseh,R. (2024). The relationship between transformational leadership and employee creativity: The mediating role of empowerment. *Uncertain Supply Chain Management*, 12 (3), 1755–1768. <https://doi.org/10.5267/j.uscm.2024.3.006>
5. Alnawaiseh, M., Alnawaiseh, A., &Almasarweh,M.S. (2024). Increasing Health Awareness and Changing Consumer Behavior as Mediating Role in Promoting the Impact of Corona Pandemic Towards Use of E-Services. *Tujin Jishu/Journal of Propulsion Technology*, 45 (1),193-203.
6. Almasarweh, M.S., Harb,A., Alnawaiseh, M., &Almajali,T.(2024). Beyond Service Excellence: Exploring Brand Image as The Bridge Between Service Quality and Customer Loyalty in Nature Tourist Camps. *Geojournal of Tourism and GeoCities*, 53(2), 725-735. <https://doi.org/10.30892/gtg.53236-1248>
7. Kalbouneh, N., Bataineh, K., Al-Hamad, A., Dwakat, M., Abualoush, S., Almasarweh, M.S., & Al-Smadi, R. (2023). The effects of the blockchain technology and big data analytics on supply chain performance: The mediating effect supply chain risk management. *Uncertain Supply Chain Management*, 11(3), 903-914. <https://doi.org/10.5267/j.uscm.2023.5.008>
8. Fraihat,B., Abozraiq,A., Ababneh,A., Khraiwish,A., Almasarweh, M.S., & AlGhasawneh,Y.(2023). The effect of customer relationship management (CRM) on business profitability in Jordanian logistics industries: The mediating role of customer satisfaction, *Decision Science Letter*,12(4),783–794. <https://doi.org/10.5267/dsl.2023.6.003>
9. Fraihat,B., Bataineh, K., Aln'emi,E., Bani Ahmad,A., Daoud,M .., & Almasarweh, M.S.(2023) . How corporate social responsibility enhances reputation, and organizational brand image? *Journal of Namibian Studies*, 33(2), 5216–5246. <https://doi.org/10.59670/jns.v33i.1404>
10. Jahmani, A., Jawabreh ,O., A. AL Fahmawee, E., Almasarweh ,M. S &Ali, B. (2023). The Impact of Employee Management on Organizational Performance in Dubai's Five Star Hotel Sector. *Journal*

11. Almasarweh M. S., Jawasreh,Z., AlGhasawneh ,Y., Al Mataalka ,M., Alshuaibi ,M., Kalbouneh ,N., & Al Zoubi ,M.(2023).The impacts of task technology fit, transparency, and supply chain agility on the blockchain adoption by SMEs in Jordan. *International Journal of Data and Network Science*,7(3), 1303–1310. <https://doi.org/10.5267/j.ijdns.2023.4.008>
12. Alhawamdeh, H.,Al-Saad,S.,Almasarweh,M.S.,Al-Hamad,A.,BaniAhmad,&Ayasrah,F. (2023).AInternational Journal of Energy Economics and Policy (: The Role of Energy Management Practices in Sustainable Tourism Development: A Case Study of Jerash, Jordan, 13(6), 321-333. <https://doi.org/10.32479/ijep.14724>
13. Fraihat,B., Abozraiq,A., Alkasawneh,M., Alghasawneh,Y., Almasarweh,M.S., & Alaa,A. (2023) The Impact Total Quality management (TQM) in the performance of information Technology startups at King Hussein Business part, *International Journal of Professional Business Review*,8(5),1-19. <https://orcid.org/0009-0009-3019-3345>
14. Almasarweh,M.S. ( 2022) .The effect of green supply chain management on the environmental sustainability performance of the pharmaceutical Jordanian industry. *International Journal of Health Sciences*,6(4), 4084–4094. <https://doi.org/10.53730/ijhs.v6nS4.9036>
15. Almasarweh,M.S., Alrawashdeh,O.,Alwadi,S., Alnawaiseh, M., & Alrawashdeh,F.( 2022).Risk Management and Financial Performance of Insurance Companies in Jordan, *Social Space*,22(1),112-142.
16. Rawashdeh,A., Almasarweh,M.S., Alhyasat,E., & Alrawashdeh,F.( 2021). Examining the effect of transformational leadership to organizational performance through quality innovation: A Developing country perspective. *International Journal for Quality Research*, 15(1), 353–368. [DOI – 10.24874/IJQR15.01-20](https://doi.org/10.24874/IJQR15.01-20)
17. Rawashdeh,A., Almasarweh,M.S., Alhyasat,E., & Alrawashdeh,O.( 2021). The relationship between the quality knowledge management and organizational performance via the mediating role of organizational learning. *International Journal for Quality Research*, 15(2) 373–386. <https://doi.org/10.24874/IJQR15.02-01>
18. Banyhamdan,K., Aljawarneh,N., Alomari,M ., Almasarweh,M.S., Harafsheh,I., & Alwagfi,A. (2020). Impact of Human Capital in Quality and Strategic Excellences. *International Journal of Advanced Science and Technology*,29(7), 11702-11710.
19. Almasarweh,M.S., Alhyasat,E., Alrawashdeh,F., Alsaraireh,A., & Alhawatmeh ,O.(2020). The Impact of Six Sigma Methodology on the Performance of Jordanian Pharmaceutical Firms. *International Journal of Innovation, Creativity and Change*, 12(10),519-537.
20. Alnawaiseh, M., Almasarweh, M.S. (2020). The Relationship between GHR Recruitment and Employee Engagement in Jordanian Public Universities, *International Journal of Scientific & Technology Research*.9 (01), 590-595

21. Almasarweh, M.S. (2020). The applicability of lean manufacturing methods and its impact on the performance of the Jordanian industrial companies listed in ASE, *Management Science Letters*,10 (13).3023–3032. <https://doi.org/10.5267/j.msl.2020.5.022>

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22. Alsaraireh,A., Almasarweh, M.S., Alwadi,S., & Alnawaiseh, M. (2019). Comparing Study Between Simplex method and Lagrange Method in a Linear Programming Problem. *Italian Journal of Pure and applied Mathematics*, 42,934-943.

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23. Almasarweh, M.S., Alsaraireh,A., Alwadi,S., & Alnawaiseh, M. (2019). Hybrid-Based Mathematical Method for Enhancing the Quantitative Research. *Italian Journal of Pure and applied Mathematics*. 42, 944-953.

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24. Almasarweh, M.S., Alnawaiseh, M., Alsaraireh, A., & Alwadi,S.(2019). Intellectual Capital and effect on marketing Performance an Empirical study in Jordanian Pharmaceutical Industrial Firms. *Italian Journal of Pure and applied Mathematics*, 42 ,954-964.

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25. Alsaraireh, A., Almasarweh, M.S., Alwadi, S., & Alnawaiseh, M. (2019). Modeling the volatility insurance time series data using Wavelet transform, *Italian Journal of Pure and applied Mathematics*, 42, 965-970.

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26. Alsaraireh, A., Almasarweh, M.S., Alnawaiseh, M., Alwadi, S., & Bhama.V. (2018). The effect of methods of operation research in obtaining the best results in the trade, *Italian Journal of Pure and Applied Mathematics*. 40, 501-509.

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27. Almasarweh, M.S., Alsaraireh,A., & Masa'deh,R.(2018).A Statistical Study to Determine the Production Capacity of Jordanian Pharmaceutical Companies based on the Number of Working Hours Using the Assignment Problem. *Modern Applied Science*, 12(11)301-308. <https://doi.org/10.5539/mas.v12n11p301>.

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28. Alwadi, S.,Almasarweh, M.S., & Alsaraireh,A.(2018).ARIMA Model in Predicting Banking Stock Market Data, *Modern Applied Science*.12(11),309-312. <https://doi.org/10.5539/mas.v12n11p309>.

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29. Alwadi, S.,Almasarweh, M.S., & Alsaraireh,A.(2018). Predicting Closed Price Time Series Data Using ARIMA Model. *Modern Applied Science*.12(11),181-185. <https://doi.org/10.5539/mas.v12n11p181>.

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30. Rawashdeh,A., Almasarweh, M.S., & Jaber,J. (2016) .DO Flexible work arrangements affect job satisfaction and work-life balance in Jordanian private airlines, *International journal of information, Business and Management*, 8(3),173-185.

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31. Almasarweh, M.S . (2016).The role of the quality of production information systems to achieve competitive advantage in the Jordanian industrial companies, *Journal of Baghdad College of Economic Sciences University*,47,273-289.

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32. Almasarweh, M.S. (2016). The Impact of Human Capital on Competitive Performance: An Empirical Study on Jordanian Pharmaceutical Companies, *European Scientific Journal*, 12,(4), 68-78 . <http://dx.doi.org/10.19044/esj.2016.v12n4p68>

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33. Almasarweh, M.S., Rawashdeh,A.(2016).: The effect of using six sigma methodologies on the quality of health service: A field study at Prince Hashem Hospital / City of Aqaba,.*Journal of Social Sciences* ,5(3), 396-407.

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34. Almasarweh, M.S.(2012).The impact of the quality of management information systems to raise the functional level of Performance from the point of the staff look at the Civil Status and Passport Jordanian circle, *The Journal new horizons for commercial studies, Menoufia University/ Egypt*.

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### SUPERVISING M.Sc. THESIS

Year	Thesis Title	Role	Institution
19/12/2024	The Impact of Digital Transformation on Strategic Flexibility in Jordanian Electronic Payment Companies	External Examiner	Al-Balqa Applied University
28/08/2024	The Impact of Managing Employees' Work Life to Reduce Brain Drain in the Jordanian Telecommunications Companies	External Examiner	Al-Balqa Applied University
03/06/2024	The Impact of Digital Transformation on the Quality of Government Services "Applied Study" from the Point of View of Employees of the Ministry.	External Examiner	Mutah University
24/01/2024	The Moderating Role of Perceived Environmental Uncertainty in the Impact of Corporate Governance on Strategy Implementation: An Empirical Study in Technology Sector in Jordan.	External Examiner	Middle East University

### EXTERNAL COMMITTEES

Year	The Role	Institution
25/11/2024	Assigned by the committee as head supervisor to follow up on Study of the application for the placement of the required qualifications at Jardara University	Accreditation and Quality Assurance Commission for Higher Education Institutions
NOV 6 <sup>th</sup> 2024	Assigned by the committee as head supervisor to follow up on the special accreditation of the specializations offered by Aqaba University College and Al-Balqa Applied University submitting biweekly reports for the association.	Accreditation and Quality Assurance Commission for Higher Education Institutions

## ATTENDED CONFERENCES

Year	The Title	Institution
2023	International Conference proceedings	Istanbul, Turkey
2022	International Conference on Global Economy in Business, Management, Social Science and Humanity Perspective (GEMSH-22)	Istanbul, Turkey
2016	Reality and aspirations / University of Jordan - the first Aqaba Economic Conference Aqaba Special Economic Zone	University of Jordan
2014	Participate fourth scientific conference of the Faculty of Administrative and Financial Sciences	Isra University / Jordan sustainable development need to change
2013	Participate in the General Conference of the Arab Towns Organization *(titled cities and the challenges of sustainable development.	Doha / Qatar
2012	International scientific conference on the globalization of management in the age of knowledge * Post a research paper titled: The impact of the application of governance in the Aftermath of the global financial crisis. A field study on the companies listed at the Amman Stock Exchange companies	Jinan/ Lebanon University

## GOVERNMENTAL COMMITTEES

- **COMMITTEE CHAIRMAN** *Municipality of Sheehan, Karak*  
OCT 2012 – AUG 2013
- **VICE CHAIRMAN** *Joint Services of Karak Governorate, Karak*  
OCT 2012 – AUG 2013
- **VICE COMMITTEE CHAIRMAN** *Municipality of Sheehan, Karak*  
MAR 2012 – OCT 2012
- **FINANCIAL AND ADMINISTRATIVE INSPECTOR** *Follow-up and Inspection Department* 2006 2012

## BSc GRADUATION PROJECTS

Year	Title	Institution
2024	The Role of Marketing Information Quality on Customer Loyalty the Mediating Role Customer Relationship Management at Umniah Communications Company	University of Jordan
2023	The Effect of Business Intelligence on the Entrepreneurial Orientation of Commercial Banks in Aqaba Governorate "	University of Jordan
2023	The impact of applying business intelligence on decision-making in Jordanian universities in Aqaba Governorate: A field study on managers and department heads in Jordanian universities/Aqaba	University of Jordan
2022	The impact of emotional intelligence on the decision-making process	University of Jordan
2022	The Effect of using E-marketing On Consumer Behavior From The Students' Point of View	University of Jordan
2022	The impact of electronic advertising on the purchasing behavior of the Jordanian consumer in Aqaba Governorate	University of Jordan
2022	The Impact of E-learning on Academic Achievement from Viewpoint of Students at The University of Jordan, Aqaba Branch	University of Jordan
2021	The effect of job satisfaction on the productivity of workers at the University of Jordan_ Aqaba	University of Jordan
2021	Entrepreneurial orientation and its impact on achieving social responsibility: A case study on the Arab Islamic Bank	University of Jordan
2021	The impact of empowering workers on the effectiveness of work groups in the hotel sector in all Aqaba Governorate	University of Jordan
2021	The impact of authentic leadership on the quality of work life	University of Jordan
2021	The impact of emotional intelligence on ethical leadership: In secondary schools for girls in the Aqaba region	University of Jordan

### Master Taught Courses In Univeristy Of Jordan (Aqaba)

COURSE NUMBER	Course /Master Degree
1	Human Resource Management
2	International Business
3	Marketing Management
4	Organizational Behavior
5	Organizational Theory
6	Production &Operation Management
7	Project Management
8	Research Method of Business
9	Strategic Management Advance

**BSc TAUGHT COURSES IN UNIVERSITY OF JORDAN (AQABA)**

COURSE NUMBER	COURSE
1	Business Ethics
2	Business Legislation
3	Change Management
4	Communication Management
5	Consumer Behavior
6	Graduation Project
7	International Business
8	Knowledge Management
9	Management Information System
10	Operation Research
11	Organization Behavior
12	Organization Theory
13	Principles Of Business Administration
14	Production & Operation Management
15	Project Management
16	Supply Chain Management
17	Total Quality Management
18	Tourism Management

**BSc TAUGHT COURSES IN ISRA'A UNIVERISTY (AMMAN)**

COURSE NUMBER	COURSE
1	Administrative Contemporary
2	Economic Systems
3	Entrepreneurship And Small Enterprises
4	Human Resource Management
5	Leadership Management
6	Management Control
7	Management Control
8	Management Training
9	Organizational Behavior
10	Principles Of Business Management (1)
11	Principles Of Business Management (2)
12	Quality Total Management
13	Relation Ship
14	Scientific Research Methods