

C.V.

Ata Al Shraah

Associate Professor: Business Administration –
The Hashemite University - Jordan.



Ph.D. – Business Administration – UWE – UK.

MBA & BCs Degree – Business Administration –
The University of Jordan.



Profile

- **ORCID:** <https://orcid.org/0000-0003-1281-3052>
- **Web of Science Researcher ID:** AAO-2098-2021
- **Scopus Author ID:** 57209683402
- **Scopus Author ID:** 57221857268
- **Google Scholar:**
https://scholar.google.com/scholar?hl=ar&as_sdt=0,5&q=Ata+al+shraah
- **Research Gate Profile:**
https://www.researchgate.net/profile/Ata_Al_Shraah
- **National Database for Researcher – Researcher ID:** 2000897

Contact

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EDUCATION

2005 – 2009:

The University of the West of England – Bristol Business School, UK.
Ph.D. in Business Administration (BPR, Operations Management, Innovation, and Strategy)
Thesis Title: *The Relevance of the Implementation of BPR in the Context of Service Industry in a Developing Country- The Case of Jordanian Banking Sector.*

1993 – 1995:

The University of Jordan – Faculty of Graduate Studies, Jordan.
MBA, Master's in Business Administration

1987 – 1990:

The University of Jordan – Business School, Jordan.
BCs Degree in Business Administration.

1986 – 1987:

The General Secondary Education Certificate, Scientific Stream – Jordan.

Skills & Competences

- Languages: Arabic and English (Excellent).
- ICDL programs: Very Good.
- SPSS, PLS, and AMOS statistics analysis programs: (Excellent).
- Teaching Methods: Professional & Expert.
- TOT & Training Methods: Professional & Excellent.
- Dialogue Management: Professional & Very Good.
- Research Capabilities: Professional & Excellent.

❑ **EXPERIENCES:**

• **ASSOCIATE PROFESSOR– 2020 - still working:** -

The Hashemite University – Faculty of Economics & Administrative Sciences – Jordan.

- **Bachelor Level:** teaching courses: Small Enterprise Management, Research Methodology, Organizational Behavior, and Principles of Management.

• **DEAN - (2018 – 2019):** -

Amman University College for Financial and Administrative Sciences: Al-Balqa' Applied University.

• **ASSOCIATE PROFESSOR– July 2009- 2020:** -

Al-Balqa' Applied University – Business School, and Amman University College - Jordan,

- **Bachelor Level:** teaching courses: Operation Research, Quality, Production Management, Marketing, Customer Behavior, Supply Chain Management, Strategy, Human Resource Management, Entrepreneurship, Research Methodology, Organizational Behavior, and Principles of Management.
- **Master Level:** teaching courses: Advanced Production and Operations Management, Advanced Strategic Management, Advanced International Business Management, Advanced Quality Management, Advanced Research Methodology, Advanced Organization Theory, Advanced Project Management, Advanced Organizational Behavior and Advanced Human Resource Management.

• **ASSOCIATE PROFESSOR – January 2010- September 2018 (Part Time Job):** -

Prince Al-Hussain Bin Abd-ALLAH II Academy for Civil Protection - Jordan,

Main duties were teaching courses of Operation Management, Mathematics for Management, Decision Making and Problem Solving, Research Methodology, Statistics, Organizational Behavior, Negotiations Management, TQM, Crisis Management, and Strategy.

• **TRAINER: February 2000 – December 2005:** -

Institute of Public Administration (IPA) – Jordan (<http://www.nit.gov.jo>), IPA was part from Ministry of administrative Development. This job was a complementary part from Administrative Reform Plan (ARP).

The main subjects of training were:

- Communication Skills and Behavioral Skills in Dealing with Others.
- Building Organizational Structure.
- Decision Making Process, and Problem Analysis and solving.
- Simplification of Work Procedures.
- Research Methods.
- Organizing and Restructuring.
- Team Building and Group Dynamic.
- Creative Thinking.
- Human Resources Management.
- Negotiation.
- Organizational Appraisal.
- Writing Administrative Reports.
- Strategic Planning Skills.
- Specifying Training Needs.
- Training Methods and Training of Trainers.
- Crises Management.
- Job Description and Classification.
- Business Processes Reengineering.

- Leadership.
 - Stress Management.
 - Self and Time Management.
 - Projects Management.
 - The Capacity Building.
- **RESEARCHER (Development and Restructuring) - (Part Time Job), February 2001–February 2003:**
Member of Research Team in the Administrative Reform Plan (ARP). ARP was part from the Development and Modernization of Public Sector in Jordan- Ministry of Administrative Development, Main projects were:
 - Simplification of Work Procedures in the Public Sector (46 institutions).
 - Job Description and Classification –Public Sector (11 institutions).
 - Workload Analysis (3 institutions).
 - Restructuring of the Public Sector (focus on Streamlining, and the Organizational Structures of ministries in Jordan).
 - Performance Appraisal of public organizations (11 (ministries and institutions)).
 - Capacity Building, Ministry of Administrative Development, from 01/03/2002 to 30/07/2002 (3 institutions).

□ **TRAINING COURSES & WORKSHOPS:**

No.	Course Name	Date	Place
1	Evaluation of Economic Projects	24-04 to 08-05- 1999	The University of Jordan
2	Investment Analysis & Financial Failure Forecast	08-05 to 02/05/1999	Arab Society of Certified Accountants (Jordan).
3	ICDL programs	20/08 to 04/12/2001	Queen Rania center for IT (QRCIT).
4	Strategic Planning	15-17 Jan. 2002	the National Institute for Training (NIT)
5	TOT (Training of Trainer)	3-29/April 2004	NIT
6	Organizational Appraisal	10-12 Feb. 2002	NIT
7	Total Quality Management-TQM	17-19 March 2002	NIT
9	Managerial Leadership	6-9 May 2002	NIT
10	TOT (Training of Trainer)	24-29 Oct. 2002	UNICEF
11	Participatory, Gender Sensitive Management of Adolescent Development Program's	27-31 Oct. 2002	UNICEF
12	Course in Total Quality Tools – Introduction to Apply Six Sigma	20-22 June 2004	Quality Assurance Society, Amman
13	Management by Outcomes	27-29/4/2003	NIT
14	University Education Course	27/6 – 01/7/2021	The Hashemite University

□ CONFERENCES:

No.	Conference Name	Place
1	International Conference on Transfer and Diffusion of IT. (Paper title: Mobile App Stores from the User's Perspective) Published in book: ICT Unbounded, Social Impact of Bright ICT Adoption. The conference is indexed in Scopus – Springer .	Swansea University – UK June 21–22, 2019
2	The International Conference on Creativity, Innovation and Entrepreneurship in Business Environment. (Paper title: Enterprise Resources Planning as Entrepreneurial Decision Support System in Preparing Budgets- A Case Study: Jordanian Cement Factories)	Al-Balqa Applied University - Jordan 15-17 October 2019
3	Main Coordinator for: The conference of Integration (Integration among private sector, public sector and higher education). The conference was held as a series for 3 years.	Cooperation between Jilwan Academy and Al-Balqa Applied University – Jordan. March and April/ 2012, 2013 and 2014
4	Main Coordinator for: The Conference of Tourism and Hostelry 2012	Cooperation between Jilwan Academy and Middle East University – Jordan. 7-9 June 2012
5	Assistant Coordinator for: The conference of Digital 2013	Cooperation between Jilwan Academy and Zarqa University – Jordan. 9-11 October 2012
6	Business Administration Conference (Paper title: My paper was: BPR: Descriptive Evidence from the Jordanian Banking Sector).	The University of the West England, Bristol-UK. 22-23 May 2008

□ PUBLISHED PAPERS:

- Abu-Rumman, A., Al Shraah, A., Al-Madi, F. *et al.* Entrepreneurial networks, entrepreneurial orientation, and performance of small and medium enterprises: are dynamic capabilities the missing link? *J Innov Entrep* **10**, 29 (2021). <https://doi.org/10.1186/s13731-021-00170-8>
- [Al Shraah, A.](#), [Abu-Rumman, A.](#), [Al Madi, F.](#), [Alhammad, F.A.F.](#) and [AlJboor, A.A.](#) (2021), "The Impact of Quality Management Practices on Knowledge Management Processes: a Study of a Social Security Corporation in Jordan", *The TQM Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/TQM-08-2020-0183>
- [Abu-Rumman, A.](#), [Al Shraah, A.](#), [Al-Madi, F.](#) and [Alfalah, T.](#) (2021), "The Impact of Quality Framework Application on Patients' Satisfaction", *International Journal of Human Rights in Healthcare*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJHRH-01-2021-0006>
- [Zafar, S.Z.](#), [Zhilin, Q.](#), [Malik, H.](#), [Abu-Rumman, A.](#), [Al Shraah, A.](#), [Al-Madi, F.](#) and [Alfalah, T.F.](#) (2021), "Spatial Spillover Effects of Technological Innovation on Total Factor Energy Efficiency: Taking Government Environment Regulations into Account for Three Continents", *Business Process Management Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/BPMJ-12-2020-0550>

- Abu-Rumman, A.; Ata E. M. Al-Shra'ah; Tasneem Alfalahc; and Faisal Al-Madi (2021). "The Impact of Risk Management on Financial Performance of Banks: The Case of Jordan", *Turkish Journal of Computer and Mathematics Education*, Vol.12 No.5 (2021), 1332-1342. <https://doi.org/10.17762/turcomat.v12i5.2024>.
- ZULFIQAR, U., MOHY-UL-DIN, S., ABU-RUMMAN, A., AL-SHRAAH, A. E. M., & AHMED, I. (2020). Insurance-Growth Nexus: Aggregation and Disaggregation. *The Journal of Asian Finance, Economics and Business*, 7(12), 665–675. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO12.665>.
- Al-Shqairat, Z. I., AL Shraah, A. E. M., Abu-Rumman, A. (2020). The role of critical success factors of knowledge stations in the development of local communities in Jordan: A managerial perspective. *Journal of management Information and Decision Sciences*, 23(5), 510-526, (1532-5806-23-5-218).
- Baabdullah A.M., Alalwan A.A., Rana N.P., Al Shraah Ata. E., Kizgin H., Patil P.P. (2019). Mobile App Stores from the User's Perspective. In: Dwivedi Y., Ayaburi E., Boateng R., Effah J. (eds) *ICT Unbounded, Social Impact of Bright ICT Adoption*. TDIT 2019. IFIP Advances in Information and Communication Technology, Vol 558. Springer, Cham.
- Khaled Lafi Al-Naif and Ata E. M. Al Shra'ah, (2018). Working capital management and profitability: Evidence from Jordanian mining and extraction industry sector. *IUG Journal of Economics and Business*. Vol. 2, No. 1, pp 42-60.
- Al-Shqairat,Z., Al-Rawad,M., Al-Kilani,M., & Al Shra'ah, A., (2015). Towards Practical Model of Public Private Partnership (PPP) Implementation in E-Government in Jordan: Field Assessment, *European Journal of Business and Management*, Vol.7, No.32, pp. 110-119.
- Ata E. M. Al Shra'ah, (2015). The Impact of Decision-Making Styles on Organizational Learning: An Empirical Study on the Public Manufacturing Companies in Jordan. *International Journal of Business and Social Science*. Vol. 6, No. 4.
- Al-Shqairat, Zaid, Al-Shraah, Ata E. M., and Mohammad, Al-Rawad Mahmaod, Al-Kilani M., (2014). Assessing the planning of Public Private Partnership (PPP) in E-government Implementation experience in Jordan. The Scientific Research Support Fund in the Hashemite Kingdom of Jordan. *International Journal of Business and Management*; Vol. 9, No. 2.
- Al Shra'ah Ata E. M., Irtaimah Hani J., Abu Rumman Mohammed, and Althyabat Bassam F., (2013). The Strategic Human Resource Management Practices in Implying Total Quality Management (TQM): An Empirical Study on Jordanian Banking Sector, *International Journal of Management (IJM)*, Vol. 4, No. 5.
- Al-Madi, Faisal N.; AL Shra'ah, Ata E.M.; Abu Rumman, Mohammed A.; and Khrais, Lama T., (2013). Knowledge management and strategic decision making in the Jordanian public sector. *Journal of Economics and Engineering*, Vol.4, No.1, pp. 43-55.
- Al-Hyasat, Khaled M. K.; AlShra'ah, Ata E. M.; Abu Rumman, Mohammed A., (2013). The Impact of the Organizational Justice on the Development of the Organizational Citizenship Behavior in Jordanian Press Organizations. *European Journal of Business and Management*, Vol.5, No.2, pp. 213 – 222.
- Ziyadat, Mohammad; Al Shra'ah, Ata E. M.; Al-Awamreh, Mohammad; and AlSha'ar, Ishaq M., (2013). The Compatibility of the Study Plans and the Courses with the Internal and External Labor Markets: An Empirical Study on the department of Business and Marketing of the College of Planning and Administration at Balqa` Applied University. *International Business and Management*. Vol. 6, No. 1, pp. 1-10.

- Jaradat, Muneer M. F.; ALazzam, Farouq A.; Abu Rumman Mohammed; and AL Shra’ah, Ata E. M., (2012). The Availability of Accounting Responsibility Components in Industrial Companies in Aqaba City. *European Scientific Journal*, vol. 8, No.26, pp. 14-27.
- Al-Omari, Burhan M. Awad; Abu Rumman, Mohammed; AL Majali, Amal Yaseen; and AL Shra’ah, Ata E. M., (2012). Technological and technical skills of the teaching faculty members in Balqa Applied University /Jordan: In the light of comprehensive quality standards from the viewpoint of a number of colleges' students. *International Business Research*; Vol. 5, No. 10, pp. 154 – 165.

□ **SUPERVISOR:** following a **sample** of supervision on master’s degree: ...

No.	Student name	Thesis Title
1	Suhail Said Rahmeh	The Role of Entrepreneurship in Technology Transfer: Field Study on Jordanian Software Firms
2	Bashar Abd Ealmajid Almajali	The Impact of Strategic Planning on the Production Effectiveness of Processes. (Case Study: Jordan Phosphate Company).
3	Jamal Tourman	The Impact of the Capital Structure on Performance and Risk on Jordanian Trade Companies
4	Hassan Olayan Shtawi	Evaluating the Effect of Electronic Service Quality on the Customers' Satisfaction: Case Study on the Royal Jordanian Airlines
5	AL-Hussien Ali AL-Husaini	The Impact of Corporate Strategy on Sustainable Competitive Advantage. Field Study: Jordan Banks Sector
6	Ahmad Salem AL-Rbaihat	The Impact of Human Resources Management Strategies on the Empowerment of Total Quality Management Programs Field Study: Combating Drugs Directorate
7	Firas Soulaïman AL-Ni'mat	The Impact of Transformational Leadership on the Service Quality. Case Study: the Royal Jordanian Airlines
8	Ibrahim Nayef Abu Zaid	The Impact of Human Resource Management Practices on the Marketing Mix. An Applied Study: King Abdullah II Industrial City
9	Mohammad Wasfi AL-Darawsheh	The Training Impact on the Operations Quality Field Study: Drivers and Vehicles License Department- Public Security Directorate
10	Mohammad Riyadh ELJeleh	The Impact of Service Quality on the Destination Loyalty: Multi-Moderating Role of Destination Attributes, Tourist’s Satisfaction, Destination Image, and Word of Mouth an Empirical Study: Jordanian Tourism Sector
11	Samira T. AL-Dhayyat	The Impact of E-municipality Application on the Operations Efficiency. A Case Study: Greater Amman Municipality
12	Rawand Alnabelsi	The Impact of Board Gender Diversity on Industrial Companies Risk Listed on Amman Stock Exchange.
13	Motasem M. ALQudah	Industrial Corporations Listed in Amman Stock Exchange: The Mediating Role of Enterprise Risk Management
14	Yasmin Owaidah	The Impact of Organizational Creativity on the Service Quality Provided by the Jordanian Medical Laboratories. Case Study: Biolab Medical Laboratories

- **EXAMINER:** following a **sample** of Viva Voce Examination for Ph.D. & master's degree:

No.	Student name	Thesis Title
1	Shaymaa S. Alnaji BAU	The Impact of Cross-Cultural Differences on Leadership Styles in Jordan. Field Study: Health Sector
2	Sara Younis Kalbouneh - BAU	The Relationship Between Human Resources Selection Criteria and Services Quality. Case Study: Talal Abu Ghazaleh Group
3	Mohammad Ghassan Ibrahim	The Impact of Knowledge Management Process on Achieving Competitive Advantage. Field Study: "Private Hospitals in Amman-Jordan
4	Waleed Basheer AL-Hindawi - BAU	The Impact of Organizational Climate on Job Creativity – Filed Study Jordanian Commercial Banking Sector
5	Abdallah Abu –Sabha - BAU	The Impact of Electronic Services on Customer Satisfaction in Jordan Customs Department:
6	Samer Abed AL-Karim BAU	Role of Knowledge Management Application Requirements in Services Quality. Field Study: Electricity Distribution Company
7	Marwa Fayez Mustafa BAU	The Impact of Knowledge Discovery Tools on the Effectiveness of Digital Advertising. Field Study: Telecommunication Sector in Jordan
8	Nour Mustafa AL-Adwan- BAU	The Impact of Using Information Technology on Customer Satisfaction - The Mediating Role of Quality-of-Service Field study on Customers of MedNet Jordan Manage Care Services
9	Abla Mahmoud ALFardows - BAU	The Impact of Social Responsibility on Competitive Advantage. Field Study: Jordanian Telecommunication Companies
10	Saif Musa AL-Soud – BAU	The Impact of Human Resource Management Practices in Enhancing Corporate Performance Using a Balanced Scorecard)(A Field Study: The Greater Amman Municipality
11	Ahmad Hydar Zarqa University	The Impact of Elements of Learning Organization on Crises Management: (Case Study: Jordan Phosphate Company).
12	Loay Mashhour Hassan - Isra University	The Impact of Intellectual Capital on Achieving Sustainable Competitive Advantage: Applied Study in the Jordanian Private Universities.
13	Alaa Al-Tarawneh The World Islamic Sciences & Education University - PhD Thesis	The Impact of Electronic Commerce Adoption in the Jordanian Pharmaceutical Manufacturing Performance: Organizational Culture as Moderating Variable.
14	Mekhlid Abu Zaid The World Islamic Sciences & Education University - PhD Thesis	Impact of Quality of Work Life on Organizational Commitment Moderating Role of Transformational Leadership in Industrial Companies in King Abdullah II city
15	Enas Wael Hantash - Zarqa University	Entrepreneurship Education (EE) and its Impact in Unleashing Entrepreneurial Potentials (An Empirical Study on Small and Medium-Sized Enterprises (SMEs) Amman-Jordan)
16	Mohanad Eassa – Al Albyet University	Customers Relationships Management and Its Effect on Purchasing Behavior of Customers at the Telecom Companies in Jordan
17	Isra'a Ahmed Yahya - BAU	The Impact of Strategic Intelligence on the Crises Management Effectiveness Case Study: Greater Amman Municipality
18	Abdullah Butti Humaid Al Shamsi- Islamic Sciences &	The Impact of Transformational Leadership on Organizational Culture: The Mediating Role of Organizational Innovation in United Arab Emirates Ministries

	Education University - PhD Thesis	
19	Saif Isam Aladwan - BAU	The Impact of Green Human Resources Management Practices on Continuous Improvement. Field Study: Jordanian Industrial Companies
20	Faisal Ghazi Turghan Zarqa University	The impact of knowledge management in Enhancing entrepreneurship's study Orange Telecom of Jordan"
21	Ghassan Saleh Al-Sharafat - Al Albyet University	The Impact of Quality of Psychological Contract on the Intention to Remain at Work in Non-profit Organizations in Jordan
22	Mohd Rashid Al_Shafi - Al-Ahliyya Amman University	The effect of human resources management practices on the organizational commitment level among Ministry of Municipality and Environment staff in Qatar
23	Talal Hamad Abdullah Hamad Al – Attiyah Zarqa University	The Reality of Applying Human Resource Management Reengineering and its Relation with Developing Job Performance at Qatar Central Bank
24	Ahmad Mahmmoud Zarqa University	The Impact of Intellectual Capital on Achieving the Competitive Advantage in Jordanian Universities A Case Study of Zarqa University
25	Ala'a Ebraheem Al-Daradkeh Islamic Sciences & Education University	The Impact of Quality of Work Life on Organizational Excellence in Jordanian Electric Company
26	Ayoub Wa'el Ayoub Mousa – BAU	The Impact of Human Resource Management Audit on the Employees' Performance Field Study: Jordanian Pharmaceutical Companies
27	Soud Al-Azba - Al-Ahliyya Amman University	Qatar Central Bank's Strategic Planning Impact on Efficiency of Deposit and Loans Control for Commercial Banks in Qatar

□ **PROJECTS:**

Research fund from the Ministry of Higher Education (SRF) (<http://srf.gov.jo/node/793>):

- 1- **Assessing the planning of Public Private Partnership (PPP) in E-government Implementation experience in Jordan.** (2012 – 2014) – with three published papers.
- 2- **The Exploration of efficiency and its impact on Economic Growth of Jordan using Data Envelopment Analysis approach; Empirical study on Jordanian Financial sector firms Listed at Amman Stock Exchange – Ongoing** (2019 - 2021).

□ **COMMITTEES: a sample of committees:**

- **MEMBER OF COMMITTEE:** Accreditation and Quality Assurance Commission for Higher Education Institutions: Al-Ahliyya Amman University - Business Administration - October 2018.
- **MEMBER OF COMMITTEE:** Accreditation and Quality Assurance Commission for Higher Education Institutions: Aqaba University of Technology – Faculty of Business.
- **MEMBER of HIGHER COUNCIL:** Prince Al- Hussein Bin Abdullah II Academy of Civil Protection – 2013 and 2014 and 2018.
- **MEMBER of ACCREDITATION COMMITTEE:** for Bachelor Degree in Disaster Management. Higher Education Accreditation Commission – Jordan.
- **MEMBER of all committees** in Business School, and Amman University College for Administrative and Financial Sciences – Balqa Applied University (Accreditation, student, higher education, social, library...).

□ **SOCIAL ACTIVITIES:**

- **COMMENTER:** writing a group of articles in the Daily Al-Rai Newspaper - Jordan. Subjects are economic and management 2000-2001.
- **CHIEF ASSISTANT OF CENTRAL BADIA HANDICAP SOCIETY:** in Amman since (4 years) 2010, and still as a member.
- **THE CHIEF OF LOCAL SOCIETY COMMITTEE FOR OSTRICH PROJECTS,** in Al- Muwaqqar since 2003-2006, (Part time job). 18 family projects were accomplished with Ministry of Social Development. All projects finished without any loss of revenues. The main responsibilities were:
 - Project Planning.
 - Visibility Studies.
 - Staff Appointment.
 - Negotiation with Funding Agencies & Cooperating Institutions.
 - Supervising and Monitoring of Project Implantation.
 - Networking (Developing Work Relationships) with all Project Participants and Stakeholders.
 - Highlighting and Solving of Project Problems.
 - Reviewing of Project Reports.
 - Preparing the Marketing Plans of Ostrich Products.
- **MEMBER OF MUNICIPAL COUNCIL:** In Al-Muwaqqar-Amman, years 2002 and 2003 – Part time job.
- **MEMBER OF PLANNING COMMITTEE FOR CENTRAL BADIA:**
Al- Muwaqqar since 2003 - 2006, (Part time job). Planning for Jordanian Badia (Education, culture, tourism, economics aspects, etc.).