

Curriculum Vitae

- First name: Barween
- Middle name: Hikmat
- Family name: Al Kurdi
- Nationality: Jordanian
- Mobil number - Jordan: + [REDACTED]
- E-mail : barweenalkurdi@yahoo.com
- E-mail : balkurdi@aau.edu.jo

Qualifications

- **PhD - Marketing**, Durham Business School. Durham University - UK (2016).
 - **Master - Marketing**, Amman Arab University, Amman – Jordan - (2003-2005) - **Marketing (Very Good) (3.57)**.
 - **Bachelor - Business Administration**, Jarash University, Amman – Jordan - (1998-2001) (**Excellent**) (**86.5**)
- ✓ ORCID Number: <https://orcid.org/0000-0002-0825-4617>
- ✓ Google Scholar:
https://scholar.google.com/citations?hl=ar&user=mwgvkcAAAAAJ&view_op=list_works&sortby=pubdate

Bibliography

Barween Al Kurdi
Marketing Department, Amman Arab University, Amman, Jordan
balkurdi@aau.edu.jo

Barween Al Kurdi is an assistant Professor in Marketing and she is working for Amman Arab University – Faculty of Business – Marketing Department. She is a member of large number of committees and mainly the social committee. She used to publish in good ranked journals such as Journal of Marketing Communications and International Journal of Marketing Studies. You can contact D. Al Kurdi at balkurdi@aau.edu.jo.

Current Employment

- **Institution:** Amman Arab University, Amman, Jordan.
- **Position:** Full-time Lecturer in Marketing Department
- **Courses:** All the courses for bachelor's degree in marketing.

Experience

Name of firm/institution	Address	Dates		Position
		From	To	
Amman Arab University	Amman	1-09-2016	To present	Assistant Professor of Marketing
Skyline University College	UAE Sharjah	1-09-2015	31-08-2016	Full-time Lecturer (Management & Marketing)
The University of Jordan	Amman	2011	To present	Part-time Lecturer (Marketing & Management)
Middle East University	Amman	2009	2013	Full-time Lecturer (Marketing)
Durham University	UK	2009	2011	Part-time lecturer (Marketing)
Alesra' Private University	Amman	2005	2006	Part-time Lecturer (Marketing)
Esmat Barakat Establishment	Amman	01/03/2003	13/5/2004	Customer Relationships Manager
General Statistics Department	Amman	23/4/2002	01/04/2003	Researcher
Esmat Barakat Establishment	Amman	01/2001	31/3/2002	Customer Relationships Manager

Published academic papers and conferences participation

1. Al Kurdi, B., Alshurideh, M., Al afaishat, T. (2020). Employee retention and organizational performance: Evidence from banking industry. *Management Science Letters*. 10(16), 3981-3990. (Scopus – Q2).
2. Al Naqbi, E., Alshurideh, M., Al Kurdi. (2020). The Impact of Innovation on Firm Performance: A Systematic Review. *International Journal of Innovation, Creativity and Change*. 14(5), 31-58. (Scopus – Q2).
3. AlMehri, A., Alshurideh, M., Al Kurdi. (2020). Investigation of the Key Internal Factors Influencing Knowledge Management, Employment, and Organizational Performance: A Qualitative Study of the UAE Hospitality Sector. *International Journal of Innovation, Creativity and Change*. 14(1), 1396-1394. (Scopus – Q2).
4. Al Kurdi, B., Alshurideh, M., Alnaser. A. (2020). The impact of employee satisfaction on customer satisfaction: Theoretical and empirical underpinning. *Management Science Letters*. 10(15), 3561-3570. (Scopus – Q2).

5. Al Kurdi, B., Alshurideh, M., Salloum, S. (2020). Investigating a theoretical framework for E-learning technology acceptance. 10(6), 6484-6496. (Scopus - Q2).
6. Al Kurdi, B., Alshurideh, M., Salloum, S., Obeidat, Z., and Al-dweeri, R. (2020). An empirical investigation into Examination of factors Influencing University Students' Behavior towards E-learning acceptance using SEM Approach. *International Journal of Interactive Mobile Technologies*. 14(2), 19-41. (Scopus - Q3)
7. Alzoubi, H., Alshurideh, M., Al Kurdi, B & Inairat, M. (2020). Do perceived service value, quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication context. *Uncertain Supply Chain Management*, 8(3), 579-588. (Scopus - Q2).
8. Alhashmi, S. F., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2020, April). A Systematic Review of the Factors Affecting the Artificial Intelligence Implementation in the Health Care Sector. In *Joint European-US Workshop on Applications of Invariance in Computer Vision* (pp. 37-49). Springer, Cham. (Scopus Indexed).
9. Alzoubi, H., Ahmed, G., Al-Gasaymeh, A., & Al Kurdi, B. (2020). Empirical study on sustainable supply chain strategies and its impact on competitive priorities: The mediating role of supply chain collaboration. *Management Science Letters*, 10(3), 703-708. (Scopus – Q2)
10. Alshurideh, M., Gasaymeh, A., Ahmed, G., Alzoubi, H & Al Kurd, B. (2020). Loyalty program effectiveness: Theoretical reviews and practical proofs. *Uncertain Supply Chain Management*, 8(3), 599-612. (Scopus - Q2).
11. Alshurideh, M., Al Kurdi, B. A., Shaltoni, A. M., & Ghuff, S. S. (2019). Determinants of pro-environmental behaviour in the context of emerging economies. *International Journal of Sustainable Society*, 11(4), 257-277. (Scopus - Q2).
12. Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2019, October). Examining the main mobile learning system drivers' effects: A mix empirical examination of both the Expectation-Confirmation Model (ECM) and the Technology Acceptance Model (TAM). In *International Conference on Advanced Intelligent Systems and Informatics*. (406-417). Springer, Cham. (Scopus Indexed).
13. Alshurideh, M., Al Kurdi, B., et al. (2019). Understanding the Quality Determinants that Influence the Intention to Use the Mobile Learning Platforms: A practical study. *International Journal of Interactive Mobile Technologies (iJIM)* 13(11), 157-183. (Scopus Indexed - Q3).

14. Alshurideh, M., Al Kurdi, B., et al. (2019). Factors affecting the Social Networks Acceptance: An Empirical Study using PLS-SEM Approach. Proceedings of the 2019 8th International Conference on Software and Computer Applications. (Scopus Indexed).
15. Alshurideh, M., Alsharari, N., Al Kurdi, B. (2019) Supply Chain Integration and Customer Relationship Management (CRM) in the Airline Logistics. Theoretical Economics Letter, 9(1), 392-414. (ABDC Journal Quality List: B).
16. Sulieman.A., and Al kurdi, B. (2019) The Impact of electronic customer relationship management on customer satisfaction of telecommunication companies in Jordan. The fourth international conference of the faculty of business (رأس المال البشري في عصر المعرفة) Amman Arab university conference April 2019 - Amman, Jordan.
17. Salloum. S., Maqableh, W., Mhamdi, C., Al Kurdi, B. and Shaalan, K. (2018) Studying the Social Media Adoption by university students in the United Arab Emirates, International Journal of Information Technology and Language Studies 2(3), 83-96.
18. Salloum, S., Mhamdi, C., Al Kurdi, B. and Shaalan, K. (2018) Factors affecting the Adoption and Meaningful Use of Social Media: A Structural Equation Modeling Approach. International Journal of Information Technology and Language Studies, 2(3), 96-109.
19. Alshurideh, M., Al Kurdi, B. et al. (2018) Pharmaceutical Promotion Tools Effect on Physicians' Adoption of Medicine Prescribing: Evidence from Jordan. Modern Applied Science, 12(11), 20-222. (ERA A).
20. Aburumman, A., Malkawi, M., Al kurdi, B., Alshamailh, M. (2018). Tourist Perception Toward Food and Beverage Service Quality and Its Impact on Behavioral Intention: Evidence from Eastern Region Hotels in Emirate of Sharjah in United Arab Emirates. European Journal of Social Sciences, 56(3). 136-147. (Scopus Indexed).
21. Al kurdi, B. (2017). Investigating the Factors Influencing Parent Toy Purchase Decisions: Reasoning and Consequences. International Business Research, 10(4), 104-116.
22. Alshurideh, M., Al Kurdi, B., Abu Hussien, A., & Alshaar, H. (2017). Determining the main factors affecting consumers' acceptance of ethical advertising: A review of the Jordanian market. Journal of Marketing Communications, 23(5), 513-532. (Scopus - Q1)

23. Alshurieh, M., Al-Hawary, S., Muhammad, A., Mohammad, A. & Al kurdi, B. (2017). The Impact of Islamic Bank's Service Quality Perception on Jordanian Customer's Loyalty, *Journal of Management Research*, 9(2), 139-159.
24. Ammari, B Alkurdi, A Alshurideh, A Alrowwad. (2017). Investigating the Impact of Communication Satisfaction on Organizational Commitment: A Practical Approach to Increase Employees' Loyalty. *International Journal of Marketing Studies*, 9(2), 113-133.
25. Alshurideh, M., Al Kurdi, B. H., Vij, A., Obiedat, Z., & Naser, A. (2016). Marketing ethics and relationship marketing-An empirical study that measure the effect of ethics practices application on maintaining relationships with customers. *International Business Research*, 9(9), 78-90.
26. Alshurideh, M., Bataineh, A., Al kurdi, B. & Alasmr, N. (2015). Factors affect Mobile Phone Brand Choices – Studying the Case of Jordan Universities Students. *International Business Research*, 8(3), 141-155.
27. Alshurideh, M., Alhadeed, A. & Al kurdi B. (2015). The Effect of Internal Marketing on Organizational Citizenship Behavior an Applicable Study on the University of Jordan Employees. *International Journal of Marketing Studies*, 7(1), 138-145.
28. Alshurideh, M. Masa'deh, R. & Al kurdi, B. (2012). The effect of Customer Satisfaction Upon Customer Retention in the Jordanian Mobile Market: An Empirical Investigation. *The European Journal of Economics, Finance and Administrative Sciences*, ISSN: 1450-2275. Issue 47, 69-78.
29. Alshurideh, M. Masa'deh, R. & Al kurdi, B. (2012). The effect of Customer Satisfaction Upon Customer Retention in the Jordanian Mobile Market: An Empirical Investigation. *British Academy of Management, Cardiff conference, England BAM* 11-13 September 2012.
30. Al kurdi, B. & Alshurideh, M. (2010). Student Satisfaction with Healthcare Services Provided by Jordanian Universities: The University of Jordan Case. The 1st Jadara conference. Irbid. Jordan. November- 2011.
31. Al kurdi, B. & Alshurideh, M. (2009). "An Empirical Investigation of the Factors Affecting a Mobile Phone Service Provider Choice". The 7th International Conference on Marketing. Athens Institution for Education and Research-Athens, Greece. July -2009.

Teaching Interests

1. Principle of Marketing
2. Fundamentals of Management
3. Marketing Management

4. Social Marketing
5. Public Relation
6. Sales Management
7. Personal selling
8. Consumer Behavior
9. Applied advertising
10. Channels of Distribution
11. Strategic Marketing
12. Business Ethics
13. Ethics Issues in Marketing
14. Entrepreneurship
15. Service Marketing
16. International Marketing
17. Branding
18. Marketing Research Methods
19. Personal selling
20. Digital Marketing
21. Advertising

Research Interests

1. Consume Behaviour
2. Social Marketing
3. Social Media
4. Marketing and Business Ethics

Training sessions

Titles of Training Sessions & Dates	Titles of Training Sessions& Dates
<ul style="list-style-type: none"> • 2020 Sharjah University How to Supervise PhD Students 	<ul style="list-style-type: none"> • Sharjah University writing effective research proposal • Circular Economy
<ul style="list-style-type: none"> • An introduction to SPSS for Windows / Durham University. November 2007 	<ul style="list-style-type: none"> • Durham University Teaching and Learning Award / Durham University June and July 2009.
<ul style="list-style-type: none"> • Focus Group 1+2 / Durham University. July 2009 	<ul style="list-style-type: none"> • Giving Presentations / Durham University. November 2007
<ul style="list-style-type: none"> • Long Documents in Word / Durham University. November 2007 	<ul style="list-style-type: none"> • Interviews 2 / Durham University. January 2009
<ul style="list-style-type: none"> • Interviews 1 / Durham University. November 2008 	<ul style="list-style-type: none"> • An introduction to PowerPoint-Durham University. November 2007
<ul style="list-style-type: none"> • Finding and managing information for your PhD (including Endnote): the basics / Durham 	<ul style="list-style-type: none"> • Teaching Induction for Postgraduates Session 2 Preparing to Teach - Assessment in the Arts and

University. November 2007	Human / Durham University October 2007
<ul style="list-style-type: none"> • The International Teaching Assistant / Durham University. October 2007 	<ul style="list-style-type: none"> • Teaching Induction for Postgraduates Session 2 Preparing to Teach - Small group teaching in the Arts / Durham University October 2007
<ul style="list-style-type: none"> • Word for Thesis Writing / Durham University. February 2007 	<ul style="list-style-type: none"> • Library - Discovering Databases: the published literature / Durham University January 2007
<ul style="list-style-type: none"> • Creating a longer document in Word 2003 / Durham University. December 2006 	<ul style="list-style-type: none"> • The Key Skills Award for Postgraduate Research Students I. Introduction / Durham University. November 2006
<ul style="list-style-type: none"> • Introduction to Endnote / Durham University. November 2007 	<ul style="list-style-type: none"> • Introduction to the Postgraduate Training Program / Durham University. October 2007
<ul style="list-style-type: none"> • An introduction to PowerPoint 2003 	<ul style="list-style-type: none"> • An introduction to SPSS for Windows
<ul style="list-style-type: none"> • International Research Students Orientation / Durham University. October 2007 	<ul style="list-style-type: none"> • Long Documents in Word-1
<ul style="list-style-type: none"> • Introduced Conversation 	<ul style="list-style-type: none"> • Introduction to Endnote-1+2
<ul style="list-style-type: none"> • Introduction to the Postgraduate Training Programmed 	<ul style="list-style-type: none"> • Office Session
<ul style="list-style-type: none"> • A guide to the viva and how to survive it 	<ul style="list-style-type: none"> • MES and Internet
<ul style="list-style-type: none"> • Word for Thesis Writing 	<ul style="list-style-type: none"> • English Language levels

Courses and program participation

- Research Methods – MA Student, Durham University (2008/2011)
- Marketing Management - Undergraduate Student, Durham University (2008/2011)
- Family learning fun to talk, fun to listen.
- Workshops: Activities to Promote Physical Development Activities to Promote Social & Emotional Development Listening To Children to Raise Self Esteem Play As A Behavior Management Tool
- CACHE level 1 Award in Getting Started in a Pre-School Setting
- CACHE level 2 Award in Getting Started in a Pre-School Setting
- Invigilation's and training
- I worked in a placement for 30 hours related to the course CACHE level 2

Current Membership in Professional Organizations:

- Member in CCCPS
- Member Jordanian Kurdish Association

Previous Administrative Tasks

- Preparing all schedules, appointments and meetings
- Preparing different printing promotion and advertising materials such as cards
- Taking the initiative and conduct marketing and field studies
- Conducting market research as needed by GSD and operate with any consultancy
- Acting as support and reference person for all marketing & promotional activities
- Participating in campaigns to train employees and trainees
- Preparing the promotional campaign for all the firm activities
- Preparing the market, planning, advertising studies

Training Courses

No.	Training Title	Place	Period
1.	Promotional applications	Amman	Feb/2015
2.	Principles of marketing	Amman	Jan/2015
3.	Etiquette and Protocol	Amman	Oct 2014
4.	Communication Skills	Amman	Oct 2014
5.	Customer Service	Amman	Oct 2014
6.	Customers Complaints Handling	Amman	Sep 2014
7.	Office Administration	Amman	Sep 2014
8.	Public Relation	Amman	Sep 2014
9.	Time Management	Amman	August 2014
10.	Work Pressure Handling	Amman	August 2014
11.	Analyzing Consumer Behaviour	Amman	May 2014
12.	Organization behaviour and structure	Amman	Feb 2013
13.	Human Resource Management	Amman	Feb 2013
14.	Creative Advertising and Graphic Design	Amman	Jan 2013
15.	Communications Skills	Amman	Jan 2013
16.	Balanced Scorecard Workshop	London	July 2011
17.	Sales Management	Amman	June 2011
18.	Customer Retention	Amman	May 2011

References

	DBS Staff	Job description	Contact Information
1-	Prof Mike Nicholson	Professorial Fellow in Marketing & Head of Educational Development in the Business School , Durham University, UK	Telephone: +44 (0) 191 33 45329 mike.nicholson@durham.ac.uk
2-	Dr Sarah Xiao	Senior Lecturer in Marketing & Programme Director, Fudan DBA in the Business School, Durham University, UK	Telephone: +44 (0) 191 33 46353 hong.xiao@durham.ac.uk
3-	Dr Aly Salama	Senior Lecturer in Accounting and Chair of Accounting and	Telephone: +44 (0) 191 208 1662

		Finance Exam Board, Newcastle University Business School,UK	aly.salama@ncl.ac.uk
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	Research title	Date	To whom
Supervision	MBA Student - The Impact of the High Commitment Management Requirements on Achieving Strategic Entrepreneurship through Perceived Organizational Support in Iraqi Ministry of Health	June 2020	Amman Arab University
External examiner	Factors Affecting Customers Engagement in Electronic Word of Mouth on Social Networking Sites for Non-Profit Organizations: The Moderating Role of Habit”	July 2018	جامعة العلوم التطبيقية الخاصة
Internal examiner	The Impact of Telephone Services Quality on Achieving Customer Satisfaction in Yemen Mobile Company	April 2020	Amman Arab University
Reviewer	Do electronic loyalty programs still drive customer choice and repeat purchase behaviour?	March 2019	International Journal Of Electronic Customer Relationship Management