



Dr. Fu'ad Abdallah Al-Fakeh

Nationality: Jordanian

Date of Birth: 10/10/1989

Academic Rank: Assistant Professor

Languages: Arabic & English

Marital status: Married, and Having Two Children

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1. OBJECTIVE

To secure a responsible career opportunity, I'm looking forward to start my career in your company that provides chances to capitalize on my training, marketing, and management skills that offer more challenges and opportunities while making a significant contribution to benefit mutual growth and success.

2. EXPERIENCE

Isra University

Assistant Professor | Digital Marketing Department | Amman, Jordan | 2024 – Present

Amman Arab University

Assistant Professor | Digital Marketing Department | Amman, Jordan | 2023 – 2024

Jadara University

Assistant Professor | Marketing Department | Irbid, Jordan | 2021 - 2023

University Malaysia Terengganu

Research Assistant | Terengganu, Malaysia | 2016 – 2020

- Conducts studies and literature searches, analysing and summarizing various data on the marketing field.
- Accumulate results obtained by various experiments conducted on marketing.
- Support to write and edit research articles on marketing filed according to the format of the specific journals (ISI and Scopus).
- Provide help to write project proposals and present project results to other members from various universities.

Jordanian Society for Entrepreneurship

Marketing and Communications Consultant (Volunteer) | Jordan | 2016 - 2020

- Planning marketing strategies for companies
- Create and advise social media contents
- Identify the appropriate marketing mix to reach the target market

Orange Jordan Telecommunication Services

Call Center Agent | Amman, Jordan | 2014 – 2016

- Answer incoming calls and respond to customer's emails.
- Management and resolve customer complaints.
- Identify and escalate issues to supervisors.
- Provide product and service information to customers.
- Research required information using available resources.

3. PUBLICATIONS

Journal Articles:
1. Al-Fakeh, F. A., (2024). Analyzing the Relationship between Social Content Marketing and Digital Consumer Engagement of the Cosmetic Stores in Jordan. <i>Studies in Computational Intelligence, Springer Nature.</i> (Accepted, Scopus indexed, Q3).
2. Al-Fakeh, F. A., (2024). The Future of Online Retail to Omnichannel Commerce in E-commerce Evolution. <i>Studies in Computational Intelligence, Springer Nature.</i> (Accepted, Scopus indexed, Q3).
3. Al-Fakeh, F. A., (2024). Investigating the Impact of Internal Marketing on Turnover Intention in Jordanian Private Hospitals: The Mediating Effects of Job Satisfaction and Organizational Commitment. <i>Studies in Computational Intelligence, Journal of Logistics, Informatics and Service Science.</i> (Accepted, Scopus indexed, Q3).
4• Almajali, D., Al-Radaideh, A., Nussir, N., Eid, A., Al-Fakeh, F. A., & Masad, F. (2023). Antecedents of mobile banking app adoption during COVID19: A perspective of Jordanian consumer. <i>International Journal of Data and Network Science, 7(1), 477-488.</i> (Scopus indexed, Q1).
5• Al-Fakeh, F. A., AlWadi, B., Aravamudhan. V., Abu Eid, A., Nussir, N., Masa'd, F. (2022). The Role of Internal Marketing Practices in Moderating the Impact of Job Insecurity on Turnover Intention. <i>Journal of Namibian Studies.</i> (Scopus indexed, Q1).
6• Masa'd, F., Nussir, N., Al-Fakeh, F. A., Abu Eid, A., Aldoulat, T. (2023). Electronic Banking and its Impact on Job Security in Jordanian Banking Sector: Profitability is an Intermediate Variable. <i>Journal of Namibian Studies.</i> (Scopus indexed, Q1).
7• Alfukaha, F., A, Saadon, M. S. I., Padlee, S., Al-Fakeh, F. A., Alsheikh G. A., A. (2023). The Moderating Role of Trade Shows Participation Cost Between Service Quality and Participant Loyalty: Findings from the Pilot Study. <i>Journal of Namibian Studies.</i> (Scopus indexed, Q1).
8• Alfukaha, F., A, Saadon, M. S. I., Padlee, S., Al-Fakeh, F. A., Alsheikh G. A., A. (2023). Nexus among Service Quality and Participants Loyalty in Jordanian Trade Shows: A Mediated-Moderated Model. <i>Journal of Namibian Studies.</i> (Scopus indexed, Q1).
9• Mohammad, A. A. S., Barghouth, M. Y., Al-Husban, N., Aldaihani, F. M. F., Al-Fakeh, F. A., Abu Lemoun, A. A., Dalky, A. F., Al-Hawary, S. I. S. (2023). Does Social Media Marketing Affect Marketing Performance. <i>Springer Nature's book.</i> (Scopus indexed, Q1).
10• Alserhan, A. F., Al-Qasem, M. M., Mohammad, A. A. S., Khodeer, S. M. T., Aldaihani, F. M. F., Al-Adamat, A. M., Al-Hawary, S. I. S., Al-Fakeh, F. A. (2023). Effect of Customers Green Consciousness on Customers Purchase Intention: A Field Study on Green Technology (Home Appliances). <i>Springer Nature's book.</i> (Scopus indexed, Q1).
11• Mohammad, A. A. S., Al-Qasem, M. M., Khodeer, S. M. T., Aldaihani, F. M. F., Alserhan, A. F., Abu Haija, A. A., Al-Fakeh, F. A., Al-Hawary, S. I. S. (2023). Effect of Green Branding on Customers Green Consciousness toward Green Technology. <i>Springer Nature's book.</i> (Scopus indexed, Q1).
12• Abu Ghaith, R. E., Al-Hawary, S. I. S., Mohammad, L. S., Singh, D., Mohammad, A. A. S., Al-Adamat, A. M., Abu Lemoun, A. A., Al-Fakeh, F. A. (2023). Impact of Artificial Intelligence Technologies on Marketing Performance. <i>Springer Nature's book.</i> (Scopus indexed, Q1).
13• Al-Adamat, A. M., Almaseid, M. O., Alserhan, A. F., Alrfai, M. M., Al-Husban, N., Aldaihani, F. M. F., Khodeer, S. M. T., Al-Hawary, S. I. S., Al-Fakeh, F. A. (2023). Impact of Digital Marketing Tools on Customer interactions in Jordanian Telecommunications Companies. <i>Springer Nature's book.</i> (Scopus indexed, Q1).

14 • Alqahtani, M. M., Hunitie, M. F. A., Aladwan, S. I., Al-Husban, N., Abu Haija, A. A., Al-Husban, D. A. O., Al-Fakeh, F. A. , Al-Hawary, S. I. S. (2023). Impact of Human Recourses practices on employees Organizational Commitment at Jordanian Private Hospitals. Springer Nature's book. (Scopus indexed, Q1).
15 • Bani-Hani, F. A., Alserhan, A. F., Aldaihani, F. M. F., Abu Haija, A. A., Alrfai, M. M., Khodeer, S. M. T., Al-Hawary, S. I. S., Al-Fakeh, F. A. (2023). Impact of Social Customer Relationship Management on Sustainable Competitive Advantage of Commercial Banks in Jordan. Springer Nature's book. (Scopus indexed, Q1).
16 • Khodeer, S. M. T., Al Sheyab, H. M., Al-Adamat, A. M., Hunitie, M. F. A., Al-Fakeh, F. A. , Alserhan, A. F., Aldaihani, F. M. F., Al-Hawary, S. I. S. (2023). Impact of Social Media Marketing on Electronic Word of Mouth: A Study of Jordanian Private Universities. Springer Nature's book. (Scopus indexed, Q1).
17 • Al-Husban, D. A. O., Al-Adamat, A. M., Abu Haija, A. A., Al Sheyab, H. M., Aldaihani, F. M. F., Al-Hawary, S. I. S., Al-Fakeh, F. A. , Mohammad, A. A. S. (2023). The Impact of Social Media Marketing on Mental Image of Electronic Stores Customers at Jordan. Springer Nature's book. (Scopus indexed, Q1).
18 • Al-Adamat, A. M., Alserhan, M. K., Mohammad, L. S., Singh, D., Al-Hawary, S. I. S., Mohammad, A. A. S. Al-Fakeh, F. A. , (2023). The Impact of Digital Marketing Tools on Customer Loyalty of Jordanian Islamic Banks. Springer Nature's book. (Accepted, Scopus indexed, Q1).
19 • Nussir, N. A., Alhindawi, K. T., Abu Eid, A., Al-Fakeh, F. A. , (2022). The Extent to which the Financial Information Quality Contributes to Influencing Investors Decisions in Amman Stock Exchange. Res Militaris. 12(2), 5374-5385. (Scopus indexed, Q4).
20 • Al-Fakeh, F. A. , Padlee, S., Omar, K., & Salleh, H. (2020). The moderating effects of organizational commitment on the relationship between employee satisfaction and employee performance in Jordanian Islamic banks. Management Science Letters, 10(14), 3347-3356. (Scopus indexed, Q2).
21 • Alown, B., Al-Fakeh, F. A. , Aburumman, A., (2020). The Role of Quality of Work Life in Jordanian Hotels Industry. Management Science Letters, 11(2), 347-356. (Scopus indexed, Q2).
22 • Aburumman, A., & Al-Fakeh, F. A. , (2020). The influence of physical environment of museums on visitors' satisfaction: A case study of Sharjah Museums. (Accepted). (Scopus indexed, Q1).
23 • Muniandy, G., & Al-Fakeh, F. A. , (2020). Tourism Industry and Crises: The Opportunities, Impact and Consequences. Tourism Technology and Service Delivery. (Accepted).

4. EDUCATION

Doctorate in Management (Marketing)

University Malaysia Terengganu, UMT
Kuala Terengganu, Terengganu – Malaysia.



2016 – 2020

Master's in (Marketing)

Zarqa University, College of High Studies
Amman – Jordan.



2013 – 2015

Bachelor's Degree (English Literature)

Zarqa University, college of Arts & literature
Amman – Jordan



2007 – 2011

5. MATERIALS TAUGHT

1. Electronic pioneering marketing
2. Marketing through social networks and mobile phones
3. Digital distribution channels
4. Principles of digital marketing
5. Brand strategy
6. Electronic marketing
7. Online consumer behaviour
8. Marketing information systems
9. Management of distribution channels
10. Marketing principles
11. Sales management and personal selling
12. Marketing services
13. Banking marketing
14. Marketing strategies
15. Marketing process applications, advertising formulation and exhibition management
16. Social media marketing
17. Tourism marketing
18. Agricultural marketing

6. COURSES TAKEN

Course	Donor University, Organization, or Institution	Hours	Year
Writing a Marketing Plan		40	2020
Social Media Marketing Foundations			
Rewarding Employee Performance			
Strategic Thinking			
Marketing Tools Digital Marketing			
Marketing on Instagram			
Marketing on Facebook: Managing a Company Page			
Professional growth			
Creating a Culture of Change			
Creating a Marketing Growth System			
Pricing Strategy: Value-Based Pricing			
Advanced Product Marketing			
Advanced Content Marketing			
Advanced Consumer Behavior			

7. ACTIVITIES & PARTICIPATIONS

- Act as Committee member in MARC Club UMT (2017).
- Act as Committee Member and Facilitator for programs, UMT WWF Club (2018).
- Act as Master of Ceremony for Three Minute Thesis Competition (3MT), UMT (2019).
- Act as Committee Member for Outstanding Thesis and High Impact Publication, UMT (2019).
- Act As active participant For Corporate Video Production, UMT (2020).
- Act as Attendance at the Virtual Sixth Arab Training Forum, Arab Trainers Union (2020).

8. ACCREDITATIONS

Organization	Accreditation type	Year
Arab Trainers Union - League of Arab States	Trainer	2020
Jordanian Trainers Society	Trainer	2018
The center of accreditation and quality assurance for education and training sector - Ministry of Labor	Trainer	2020
Jordanian Society for Entrepreneurship	Freelance Consultant	2015

9. SCIENTIFIC & ACADEMIC MEMBERSHIPS

Organization	Member type	Year
Experts of Academic Excellence Research Centre	Scientific Review Committee Member	2018
International Journal for Emerging Trends in Engineering and Management Research (IJETEMR)	Review Committee Member	2018
International Journal of Research and Analytical Reviews (IJRAR)	Review Committee Member	2020

10. SKILLS & COMPETENCIES

- Excellent written and verbal communication skills in Arabic.
- Fairly written and verbal communication skills in English.
- Able to work independently and interact with people of any level.
- Strong Networking skills, High ability to build and sustain relationships.
- Leadership & Good Team Working Skills.
- Motivated, Enthusiastic, Creative & Positive Attitude Personality.
- Tactfulness.
- Adaptability.
- Strategic & Innovative.
- Mentally & Physically Organized.

11. REFERENCE

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