

**Dr Saeb Farhan Al Ganideh**

e-mail	saeb@zuj.edu.jo			
Phone	06/429 1511 ext: 132			
Fax no	06/429 1511			
Faculty	Economics and Administrative Sciences			
Department	Marketing			
Academic rank	Associate			
Year rank obtained	2012			
Specialization	International Marketing			
Research Interests	Purchasing local products			
Phd or Master		University	Country	Year
		Huddersfield	U.K	2007
Experience				
<b>Publication</b>  <b>Journal Publications</b> J-1: Al Ganideh, S. F., & Good, L. K. (2016). The Magic of Soccer: Transforming Animosity into Love (An Empirical Study of Arab Fans and Major European Soccer Leagues). International Journal of Sport and Exercise Psychology, 16(1). J-2: Al Ganideh, S. F., & Good, L. K. (2015). Cheering for Spanish clubs: Team Identification and Fandom of Foreign Soccer Clubs (The Case of Arab Fans). International Journal of Sport Psychology, 46(4), 348-368. J-3: AL Ganideh S.F., and Good (2015), L.K. Understanding Abusive Child Labor Practices in the Shadow of the Arab Spring, Journal of Children's Services, 10 (1), 76-91. J-4: AL Ganideh S.F., and Good, L.K. (2015). Nothing tastes as local: Jordanians perceptions of buying domestic olive oil Insights in the Arab Spring Era, Journal of Food Products Marketing, 22 (1), 1-23. J-5: Al Ganideh, S. F., and Elahee, M. N. (2014). Understanding Anti-Americanism among Arab consumers: The case of Jordan. Advances in Competitiveness Research, 22 (1), 71-87. J-6: Elahee M.N., Gao, J. and Al Ganideh S.F (2013). Cultural Animosity and ethical behavior in cross-cultural negotiations: a proposition paper. Review of Strategic and				

international Studies. 5 (1), 46-52.

J-7: Al Ganideh S.F. and Aljanaideh, M. (2013). Using Fuzzy Logic to Analyze Marketing Data: The

Impact of Socio-psychological Variables on the National Identity of Jordanians. *Transnational Corporation Review*. 5(2), pp. 66-75.

J-8: Al Ganideh, S. F., and Elahee, M. N. (2012). Understanding Arab Consumers' Anti-Americanism: Antecedents and Consequences. *Journal of Comparative International Management*, 15(1), pp.86-102.

J-9: Al Ganideh S.F. (2012). Can Consumer Ethnocentrism Assist The Competitiveness Of Local Olive Oil: A Fuzzy Logic based Analysis Study? *Competition Forum*. 10(1), pp. 94-103.

J-10: Al Ganideh S.F. and Elahee, M. (2012). Arab Spring and Jordanian Consumers' Animosity Toward Foreign Products: What Managers Need to Know. *Journal of Comparative International Management*. 15(1), pp. 86-102.

J-11: Al Ganideh S.F. (2012). Can Country Image Change After Likable Incident? The Case of Chile Miners' Rescue Operation and the Middle East Consumers. *International Business Research*. 5(3), pp. 100-106.

J-12: Al Ganideh S.F., El Refae, G., and Al Omari, M. (2012). Antecedents to Consumer Ethnocentrism: A Fuzzy Logic-Based Analysis Study. *Journal of Administrative Sciences and Technology*. 2012(2012), pp. 1-14. DOI: 10.5171/2012.693619.

J-13: Al Ganideh S.F. and Al Tae, H. (2012). Examining Consumer Ethnocentrism amongst Jordanians from an Ethnic Group Perspective. *International Journal of Marketing Studies*. 4(1), pp. 48-57.

J-14: Al Ganideh S.F., El Refae, G., Al Ganideh, A.O. (2011). Are Jordanian Patients Ethnocentric Towards their National Pharmaceutical Products? An Empirical Investigation Following to the Arab Spring Uprisings. *Journal U.S-China Public Administration*. 8(12), pp. 1339-1351.

J-15: Al Ganideh S.F., El Refae, G., Aljanaideh, M. (2011) Can Fuzzy Logic Predict Consumer Ethnocentric Tendencies? An Empirical Analysis in Jordan. *Journal of Physical Science and Application*. 1(7) 2011, 100-106.

J-16: Al Ganideh S.F. (2011). Prandtl-Ishlinskii Hysteresis Nonlinear Model for Characterizing Unemployment Rate: Preliminary Results. *Competition Forum*. 9(2), pp. 261-264.

J-17: Al Ganideh S.F. (2011). The Influence of Demographics on Consumer Ethnocentrism: A Jordanian Consumers Perspective Following to the Arab Democratization Movements. *Competition Forum* pp. 9(1), pp. 100-106.

J-18: Al Ganideh S.F. (2010). Consumer Ethnocentrism in the Jordanian Market: The Impact of Socio-psychological Variables on Consumer Ethnocentric Tendencies. *Journal of Business & Retail Management Research*. 5 (1), pp. 11-20.

J-19: Al Ganideh S.F. (2008). An Investigation into Consumer Animosity amongst Young Educated Jordanians. *International Journal of Management Cases*. 10(3), pp. 638-650. ISSN: 1741-6264.

J-20: Al Ganideh S.F. (2008). Insights into Sources of Information Used by Young Jordanian in Evaluating Foreign Products. *International Journal of Management Cases*. 10(3), pp. 651-662.

J-21: Al Ganideh S.F., Jackson H., Marr N.E. (2007). An Investigation into Consumer Ethnocentrism amongst Young Jordanians. *World Journal of Retail Business Management*. 2007(2), pp. 40-51.

#### **Selected Conference Publications**

C-1: Al Ganideh S.F. (2015). An Arab of View of Iran in the Age of Sectarian Wars. *Academy*

of International Business (AIB) Frontier Conference Bringing the Political Economy Back In October 22-24, Boston, MA, U.S.A.

C-2: Al Ganideh S.F. (2013). Can Soccer Curb Consumer Animosity? An Empirical Study of English

Premiership and Jordanians. Proceedings of 49th Annual Midwest Business Administration International Conference, Feb 27- March 1, Chicago, IL, U.S.A.

C-3: Al Ganideh S.F. (2011). Can Soccer Curb Consumer Animosity among Arab Consumers? Proceedings of Academy of International Business North- East U.S.A Chapter 2011 Annual International conference, October 20-22, Atlantic City, NJ, U.S.A.

C-4: Al Ganideh S.F., El Refae, G.A., Al Shareef, M.M. (2011). The Influence of Demographic Variables on the National Identity of Jordanian Consumers. The Business & Management Review. 1(2), pp. 66-76. The Business & Management Review is the proceedings of the 2nd International Trade Academic Research Conference, London, November 7-8, 2011- U.K.

C-5: Al Ganideh S.F., Refae, G., Aljanaideh, M. (2011). Can Fuzzy Logic Predict Consumer Ethnocentric Tendencies? An Empirical Analysis in Jordan, accepted for publication in the proceedings of the 30th Annual Meeting of the North American Fuzzy Information Processing Society (NAFIPS), El Paso, Texas, U.S.A.

C-6: Al Ganideh, S.F., Mohiuddin, M., and Su, Z. (2010) Ethnic Group Perspective and Consumer

Ethnocentrism in the Arab World: An Empirical Study on Consumers in Jordan. Accepted for Publication in the proceedings of the 20e Colloque fdrateur du CEDIMES (XXth Conference of the CEDIMES). Modles de dveloppement des pays mergents: caractristiques, porte et dees. Development Models of Emerging Countries: Characteristics, Scope and Challenges. November. Quebec, Canada.

C-7: Al Ganideh S.F., and Refae, G. (2010). Socio- psychological Variables as Antecedents to Consumer Ethnocentrism: A Fuzzy Logic Based Analysis Study, accepted for publication in the proceedings of the 29th -2010 Annual Meeting of the North American Fuzzy Information Processing Society (NAFIPS), Toronto, Canada.

C-8: Al Ganideh S.F., and Al Refae, G. (2010). Understanding Jordanian Consumers' View of Purchasing Arabian Products, accepted for publication in the proceedings of the 2010 Annual Meeting of the Academy of International Business, U.S. Northeast Chapter, Sept. 2010, New Haven, CT, U.S.A. pp. 168-174.

C-9: Al Ganideh S.F. (2010). The Influence of Socio-psychological and Demographic Variables as Antecedents to Ethnocentrism for Jordanian Consumers, accepted for publication in the proceedings of the 2010 Annual Meeting of the Academy of International Business, U.S. Northeast Chapter, Sept. 2010, New Haven, CT, U.S.A pp.131-145.