

ABDEL-HAFEEZ HUSSAIN ALHROOT
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Vital

Birth date: April 3, 1955
Birth place: Lib/Madaba, Jordan

Objective: Co-professor of Marketing.

SUMMARY

- 1- Leadership and management of personnel.
- 2- Supervising maintenance and repair of air removing and Engineering Equipments, supervising overhaul of main assemblies.
- 3- Conducting Researches of Preventive maintenance, the Cost of Road Accidents, Main critical success factors of destination marketing, Introduction to destination marketing and Background of the Real Origin Tourism History.
- 4- Training and Lecturing in both Sectors; Public and Private.
- 5- Qualifications in Academic and Examination.
- 6- Consultations in Engineering, Maintenance, Supply, Administration, Marketing and Marketing of Destination and Tourism.
- 7- Volunteer work charity in many societies.

WORK LEADERSHIP

- 8- General Manager: 2000-2001, 2005-2007.
 - a) General Manager of Warehouse Store (10/2006-4/2007, private sector).
 - b) General Manager of Technology of Power Generation Factory (2005-2006, private sector).
 - c) General Manager of Al-Hussein of Engineering Factory (2000-2001, public sector).
- 9- Director: 1994-2000
 - a) Director of field workshops (1997-2000, public sector).
 - b) Director of engineering equipment(1995-1997, public sector).
 - c) Director of maintenance 1994-1995).
- 10- Leadership and Management of Personal: 1978- 1992
 - a) Supervising maintenance (1978-1983, public sector).
 - b) Repair of earth and engineering equipments (1984-1987, public sector).
 - c) Supervising overhaul of main assemblies (1989-1992, public sector).
- 11- Advisor or Co-Advisor

- a) Advisor of Warehouse in technical department in UAE (1987-1989, public sector).
- b) Advisor of Power Generation Factory (2002-2005, private sector).

CONFERENCES

The goal of the participating local and international conferences is to increase knowledge, experience, the desire to self-development and communication between community members and decision-makers. Thus, this review was under actual field activities applicable on the basis of voluntary work free of charge for the better, which is:

12- to participate in the conference of sustainable tourism, religious, therapeutic and heritage Al-Zaytoonah held in universities such as: Hussein of Jordan, Mutah University, the Middle East and university of Jordan that working papers volunteer research solidified the relationship between universities and community associations' active contribution in the communities.

13 - the marketing and promotion of products of Jordanian Women's Association for the Deaf and Dumb and the kinetic Jordanian products during the exhibition, which was held on 1/7/2010 Chari to this Assembly in the income of its members. As was brought tour groups from Arab countries for medical tourism on 1/8/2010 and China from people with a disability on 17/8/2010 in cooperation with the competent authorities and tourism companies' embassies. Therefore, there were the concluding agreements with associations humanitarian requirements in China, Russia, France and the United States South (bring about 3,000 tourists within tourist face book groups during the period from 2010 to 2014) to increase the number of tourists to Jordan and prolong their stay. The result of the survey questionnaire to their visits because good infrastructure available for medical tourism, it is also available for people with a disability categories only deaf and dumb.

14 - approved power project and its alternatives as a tourism conference in environmental clean green energy, which was held in Amman on 20-22/10/2010.

15 - equipped with the following projects in the assembly and sent to the competent ministries: Jordanian tourist villages humanity, rests tourist sites and environmental facilities for persons with disabilities, retirees and the elderly.

16 - to address the culture of shame when all categories of disability retirees and the elderly by bringing tourists in 2500 to encourage domestic and foreign tourism in order to integrate them into the community.

17 - that statement of reasons are for the social problems of violence, divorce, poverty and unemployment, which through practical workshops and effective solutions to concrete recommendations put into effect to the decision-makers.

18 - the adoption of the national strategy on employment with the Ministry of Labor and the private sector [250-300] within the areas of poverty and the less fortunate.

19 – worked activities parliaments Ramadan initiative active and influential in improving the culture of productivity.

20 - The opening of the center Lib of the tourism facilitator is to promote the aspect of development of sustainable tourism within the strategy in the region. This strategy is executed in the tourism hub Lib- Mukawer- Deban- Madaba of poorest and least fortunate that include all categories of disability, women domestic workers (housewives), victims of accidents and wars, the elderly, pensioners and the unemployed poor, especially girls, in these areas. Therefore, training has started on handicrafts for these marginalized groups with extreme poverty.

CONDUCTING RESEARCHES

21- Conducting Researches on preventive maintenance, the cost of road Accidents, main critical success factors of destination marketing, introduction to destination marketing and background of the origin tourism history, Tourism roots and destination marketing bridging civilizations, cultural heritage and tourism theories, Energy-saving houses and their substitutes as input to the eco-tourism.

SOCIETY MEMBER

20- Member, Jordanian Renewable Energy Society, 2009- Present. Amman- Jordan.

21- Member, Jordan Association for Ethics, 2010-Present, Amman-Jordan.

22- Chairman of the Jordanian Association for Humanitarian Tourism.

QUALIFICATIONS

23- Academic and Examinations:

High school "scientific" secondary school of Madaba, Madaba 1974, with average 83.9%

H.N.D. 1975-1978. Chelsea College, Shoreham by sea, Brighton, UK. High National Diploma in Automotive Engineering.

Certificate of Maths (University of Jordan, Jordan, 81-1/8/82).

BS in Mechanical Engineering (Lawrence University, USA, 83-84).

BA in Business Administration (Mo'ta University, Jordan, 93-94).

Mfil in Marketing (Huddersfield University, UK, 2006).

PhD in Marketing (Huddersfield University, UK, 2003-2007).

Lecturer in Al-Zaytoonah University of Jordan (2007-Update).

Part-time Lecturer in Jordan University (2010).

Part-time Lecturer in the University of the Middle East for Higher Studies of Jordan .2010.

PROFESSIONAL EXPERIENCE

24- Dr. Abdelhafeez H. Alhroot is the marketing manager in JESCO Power Generation firm. He was a mechanical engineer in leadership in one of the most important factory in Jordan. Also, he has done the following training courses, which are:

Cycle Engineering Management Institute of Electrical and Mechanical 1979

Management cycle stores and warehouses, and the Institute of Electrical Mechanics 1981

Cycle of modern mathematics, University of Jordan in 1982

Cycle management concerns Field Technical College in 1983

Training course on the technical professions and trades Technical College in 1986

Cycle technical management of advanced technical college in 1991

Command and Staff Course Command and Staff College of Jordan in 1993

Cycle Computer constituent concerns Hussein Home 1999

Cycle Advanced Computer Center Computer-mail in 2000

Cycle to send electronic messages and share files officially Al-Zaytoonah University - Amman "Jordan"

25- Scientific and academic expertise:

Assistant Professor, Faculty of Economics and Administrative Sciences, University of Al-Zaytoonah- Amman "Jordan" 2007 - present

Lecturer Faculty of Business University of the Middle East - Amman "Jordan" in 2011

Lecturer, Faculty of Economics and Political Science, University of Jordan - Amman "Jordan" 2012

Functional skills and experience:

Training professions and trades and technical skills in the Technical College 1985-1987

Technical training in technical management, warehouse management and supply technical and technical support for the United Arab Emirates 1987-1989

Supervising inspector leadership in the field of administrative development and contemporary trends in the Office of Inspector General, 1994 - 1996

Director of the concerns of the engineering equipment 1996 - 1997

1997-1999 Director of Field concerns

Director Hussein major concerns of 1999-2000

Director of maintenance and marketing company in the Jordanian Engineering 2001-2005

Advisor to the decision-making skills and to talk and communicate with the ocean in the company of Jordan Engineering 2006 - so far

Financial advisor and marketing company in the space tourism for three years, 2010-2013

Predict future costs using planning budgets and standard costs.

Coach in the decision-making and problem-solving, leadership, supervision and team building.

Preparing budgets for all kinds of activities (industrial, commercial, service-) and in

both Arabic and English.

Coach in tourism marketing and to choose between alternatives in investment.

Dealing with future marketing and forecasts, especially in relation to risk and returns skillfully.

Ability to market any product using modern electronic marketing methods to predict the failure and the continuation of facilities and businesses.

Coach for leadership, delegation and various types of administrative dilemmas using e-training / knowledge Horizons 2008-2011

Coach in contemporary administrative and planning industry goals

Tourism marketing plans manager at the Arab Academy 2009.

26- Knowledge:

Provide administrative support, marketing effectively and coordination between the various sectors of the institutions.

Dealing with the problems seriously with a scientific manner that not be ignored by offering appropriate solutions.

The ability is to deal flexibly with the latest developments within the knowledge of the constants and variables and positive interaction with them.

Maintain the development of the work environment through the use of methods of coping improved the overall quality of modern technological developments.

Elements of production and consumers in the organization are carrot through the presentation of opinion and persuasion to achieve the objectives of everyone.

Work on the homogeneity of goals through closer relations based on respect and appreciation among all elements of the organization.

Preparation of all reports, both formal and informal management of working hours accurately.

Enjoy a holistic view of the work by the discipline and respect for the first time and a second error handling.

Consultation in decision-making is without losing sight of the opinion of workers or employees no matter how small.

The development of institutions, organizations and advancement by is constant communication with the management of managers, workers and staff.

The desire is to master the work through improved bearing pressure and responsibilities involved.

The ability is to use the principle of management is just the principle of reward and punishment in business organizations.

PUBLICATIONS

27- Papers:

No.	Title	Journal Name	Date of publication	Volume & Number
1	Measuring Customer Satisfaction By Using Internet Marketing in Jordan	Information and Knowledge Management	Feb. 2015	Vol.5, No.2, Pp1-11
2	Measuring the Public Relations and Communication A Case Study Jordanian Hotels	International Journal of Economics, Commerce and Management	January. 2015	Vol. III, Issue 1, Pp 50-57
3	Jordan's Tourism Industry Development From Traditional Era to The Digital Age	European Journal of Business and Management	May. 2014	Vol.6, No.3
4	Launching Marketing of Facilitated Tourism to Access them by Jordan	European Journal of Business and Management	May. 2014	Vol.6, No.12, p.76-82
5	The Impact of Entrepreneurship Over Tourism for the Destination Marketing of Jordan	International Journal of Academic Research in Business and Social Sciences	January. 2014	Vol.2, No.1
6	An Evaluation of Social Marketing in Humanitarian Tourism Requirements by Using Social Networking Sites	International Journal of Marketing Studies	May.2013	Vol.6, No.12,
7	Talent Management in the Organisation	Human capital in the knowledge economy	April 2013	No.12
8	The Impact of Entrepreneurship over Tourism for the Destination Marketing of Jordan	Human Resource Management Academic Research Society	Feb.2013	Vol.2, Iss.1 ISSN:2226-6348
9	Tourism Roots and Destination Marketing Bridging Civilization Cultural Heritage and Tourism Theories	International Journal of Academic Research in Progressive Education and Development	January. 2013	Vol. 3, No. 4, pp. 108-116
10	Taking Jordan's Tourism Industry from Traditional Eras into the Digital Age	World Academy of Science	July 2012	ICECECE 2012 Print ISSN 2010-376 Elect ISSN 2010-377
11	An Evaluation of Social Marketing in Humanitarian Tourism Requirements by Using Social Networking Sites.	International Journal of Marketing Studies	May 2012	Vol.4, No.4, p.130
12	An Evaluation of the Main Critical Success Factors of Tourist Destination Marketing	Interdisciplinary Journal of Contemporary Research in Business	April 2010	Vol. 1, Issue 12, p.315
13	Tourism Roots and Destination Marketing Bridging Civilization, Cultural Heritage and Tourism Theories	Asian Journal of Marketing	2009	Vol. 3 Issue: 4 pp.108-116
14	نظرة شاملة لتخفيض فاتورة حوادث السير	المؤتمر السادس للسلامة المروية	22-24/8 2008	No.6
15	الطاقة و بدانلها	ملتقى الطاقة الحضراء	20-22/9/ 2010	No.2
16	قياس مفهوم متطلبات السياحة الإنسانية باستخدام الذكاء الاصنادي	الذكاء الاصنادي في إقتصاديات المعرفة	20- 23/4/2012	No.11
17	تأثير ثورات شباب التواصل الاجتماعي باستخدام التسويق الفيروسي	International Journal of Management & Business Studies	2013 (29-31 May)	Vol.4, ISSN:-2224-8102

28- **Books:** The Roots of Tourism and Destination Marketing Research.2008.

29- Contemporary Marketing Research- under Publication in House for publication Spet.2016.