

Curriculum Vitae



Name: Dr. Mohammed Lutfi Ashour

e-mail	m.ashour@zuj.edu.jo			
Phone	00962-6-4291511 ext. 158			
Fax no	/			
Faculty	Faculty of Economics and Administrative Sciences			
Department	Department of Marketing			
Academic rank	Assistant Professor			
Year rank obtained	2014			
Specialization	Service Marketing			
Research Interests	Service Marketing/ Consumer behaviour /Strategic Management			
Phd or Master	PhD	University	Country	Year
	PhD	University of Hertfordshire	United Kingdome	2014
Experience	Two years as a lecturer at Al Zaytoonah University/Jordan			

Publications:

Journal Articles:

- Achieving the Superiority: the Role of Marketing Orientation in gaining Competitive Advantage-within Jordanian Telecommunication Sector. / the Journal of Managerial Sciences./ Volume 4, Number 2.(July-December 2010) , pp. 152-169.
- “Investigating Marketing Orientation Influences on Achieving Competitive Advantage within Jordanian Mobile Telecommunication Industry (Behavioral-Attitudinal Perspective)”

INTERNATIONAL JOURNAL OF eBUSINESS AND eGOVERNMENT STUDIES./ Vol 3,
No 1, 2011 ISSN: 2146-0744 (Online) (pp.99-108).
http://www.sobiad.org/eJOURNALS/journal_IJEBEG/archives/2011_1/08mohammed_ashour.pdf.

Conference Papers:

“Investigating Marketing Orientation Influences on Achieving Competitive Advantage within Jordanian Mobile Telecommunication Industry (Behavioral-Attitudinal Perspective)”/
International Conference on Business and Management" organized by the Social Sciences Research Society (SoSReS). Izmir -Turkey: 15-17 April 2011.