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Curriculum Vitae Form - Procedures of Faculty Transfer and Promotion

## CURRICULUM VITAE

### Full name

**Saeb Farhan Al Ganideh**

*Marketing Department*

Full Professor- Marketing- Faculty of Business  
Al Zaytoonah University of Jordan



### 1. Personal Data

Date of Birth: 1975

Nationality: Jordanian

### 2. Education

- **Ph.D. International Marketing/ International Business, 2007.**  
Research topic: Consumer Ethnocentrism  
Thesis title: An Investigation into Consumer Ethnocentrism and Product Country Images amongst Young Consumers.  
University of Huddersfield, Yorkshire, the U.K.  
Supervisor: Professor Norman E. Marr.  
External Examiner: Professor Angela Tregear, The University of Edinburgh, the U.K.
- **M.A.Sc., Marketing, 2002.**  
Research topic: Family purchase decision-making behavior  
Thesis title: Family Purchase Decision of Durable Goods: Exploring the Role of Woman in Arab Societies.  
University of Huddersfield, Yorkshire, the U.K.  
Supervisor: Professor Norman E. Marr.
- **B.Eng., Mechanical/Industrial Engineering, 1999.**  
Graduation project: ISO 9000 Standards' Contribution towards Total Quality Management  
Department of Mechanical Engineering, Jordan University of Science and Technology, Irbid, Jordan.

### 3. Ph.D. Dissertation

An Investigation into Consumer Ethnocentrism and Product Country Images amongst Young Consumers.



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#### 4. **Employment**

##### **Academic Positions**

- Full: Al Zaytoonah University of Jordan, Amman, Jordan, 2017, 2019.
- Visiting Scholar: Council on Middle East Studies, MacMillan Center, Yale University, CT, U.S., 2017-2018
- Associate Professor: Al Zaytoonah University of Jordan, Amman, Jordan, 2012, 2015-2016.
- Visiting Scholar, Department of Economic History and Institutions, Faculty of Economics and Business, University of Barcelona, Barcelona, Spain, fall, 2014.

#### 5. **Research Interests**

Consumer ethnocentrism, and consumer animosity  
 Immigrants' consumption, acculturation, geo-economics patterns and integration.  
 Anti-Americanism (purchasing perspective).  
 Social media and marketing.  
 Sports fandom.  
 Child labor.  
 Islamic marketing

#### 6. **Membership in Scientific Societies and Associations**

- Michigan Fulbrighters Chapter, U.S.
- The Academy of International Business, U.S. Northeast Chapter, U.S.
- Member, Institute of Direct Marketing, London, U.K.
- American Society of Competitiveness, U.S.A.

#### 7. **Honors and Awards**

Fulbright Fellowship, Michigan State University, MI, U.S., 2013-2014.  
 Erasmus Mundus award, University of Barcelona, Spain, 2014.  
 King Hussein I Award for undergraduate studies, Jordan 1994-1999

#### 8. **Fellowships and Scholarships**

Fulbright Fellowship, Michigan State University, MI, U.S., 2013-2014

#### 9. **Teaching Experience**

- ***Graduate Courses***

Advanced Marketing Management  
 Advanced Global Marketing  
 Advanced Consumer Behavior



- *Undergraduate Courses*

Marketing Management  
Global Marketing  
Consumer Behavior  
Quantitative Analysis

## 10. Publications

### 11. Journal Publications (selected)

#### 12.

13. J-1: **Al Ganideh, S.F. & Hamam M.Z.** (2019). Is it a new “Facebook revolution” in the Arab World? Exploring young Jordanians’ e-purchasing behavior. *Competition Forum*. 17(2), pp. 413-424.
14. J-2: **Al Ganideh, S.F. & Elahee, M.** (2018). Dealing with ‘enemy-brothers’: Sunni-Arab consumers’ animosity toward Iran and Turkey. *Journal of Consumer Marketing*, 35(4), pp. 451-462.
15. J-3: **Al Ganideh, S.F.** (2018). Soccer and integrating Europe’s Muslim minorities: The good, and bad and the ugly. *Sport in Society*, 21 (9), pp. 1258-1278.
16. J-4: Yaseen, S.G, **Al Ganideh, S.F.**, & Abed Alc, N. (2018). Leadership Styles, Absorptive Capacity and Firm's Innovation. *International Journal of Knowledge Management*, 14(3), pp. 82-100.
17. J-5: **Al Ganideh, S.F.** (2017). Being Arab and American: Understanding ethnocentric tendencies for Arab-American consumers. *Journal of Global Marketing*, 30 (2), pp.72-86.
18. J-6: **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), pp.1-16.
19. J-7: **Al Ganideh, S.F.**, & Good, L.K. (2016). Nothing tastes as local: Jordanians perceptions of buying domestic olive oil Insights in the Arab Spring Era. *Journal of Food Products Marketing*, 22 (2), pp. 168-190.
20. J-8: **Al Ganideh, S. F.**, & Yaseen, S.G. (2016). Arabia versus Persia: Is this What the Arab Spring Ended with? *Journal of Comparative International Management*, 19(1), pp. 5-25.
21. J-9: **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), pp. 348-368.
22. J-10: **Al Ganideh, S.F.**, & Good, L.K. (2015) Understanding Abusive Child Labor Practices in the Shadow of the Arab Spring. *Journal of Children's Services*, 10 (1), pp. 76-91.
23. J-11: **Al Ganideh, S. F.**, & Elahee, M. N. (2014). Understanding Anti-Americanism among Arab consumers: The Case of Jordan. *Advances in Competitiveness Research*, 22 (1), pp. 71-87.
24. J-12: Elahee, M.N., Gao, J., & **Al Ganideh, S.F.** (2013). Cultural Animosity and ethical behavior in cross-cultural negotiations: a proposition paper. *Review of Strategic and international Studies*. 5 (I), pp. 46-52.
25. J-13: **Al Ganideh, S.F.**, & 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.
26. J-14: **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.



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27. J-15: **Al Ganideh, S.F.**, & 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.
28. J-16: **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.
29. J-17: **Al Ganideh, S.F.** (2011). Prandtl-Ishlinskii Hysteresis Nonlinear Model for Characterizing Unemployment Rate: Preliminary Results. *Competition Forum*. 9(2), pp. 261-264.
30. J-18: **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.
31. J-19: **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.
32. J-20: **Al Ganideh, S.F.** (2008). An Investigation into Consumer Animosity amongst Young Educated Jordanians. *International Journal of Management Cases*. 10(3), pp. 638-650.
33. J-21: **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.
34. J-22: **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.
- 35. Journal Papers under Review**
36. U-1: **Al Ganideh, S.F.** Arab Spring and enemy brothers: sources of animosity and its effects on purchasing.
- 37. Book Review**
38. B1: *Reintegrating Iran with the West: Challenges and Opportunities* (2016) Cyrus Chronicle.
- 39.
- 40. Conference Publications (Selected)**
41. C-1: **Al Ganideh, S.F.** (2019). Jordanians' e-purchasing behavior: the Case of Facebook. The 30<sup>th</sup> American Society for Competitiveness Conference, Tysons Corner, VA, October, 24-26, 2019.
42. C-2: **Al Ganideh, S.F.**, Elahee, M., & Shen, L. (2017). Winning the hearts and minds of young consumers: A cross-cultural study of female consumers' attitude towards luxury products. Global-local connections and their rising challenges conference. Fox School of Business, Temple University, October 20-21, Philadelphia PA, USA.
43. C-3: **Al Ganideh, S.F.** (2017). Product innovation and economic development: To what extent it is a problem for developing countries' COO image? The case of young Jordanian consumers. Global-local connections and their rising challenges conference. Fox School of Business, Temple University, October 20-21, Philadelphia PA, USA.
44. C-4: **Al Ganideh, S.F.** (2016). Surviving the surge of Syrian refugees: Amman city local businesses versus Syrian eateries. Global Cities & International Business Activity Conference. Fox School of Business, Temple University, October 27-29, Philadelphia, PA, U.S.A.
45. C-5: **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, October 22-24, Boston, MA, U.S.A.
46. C-6: **Al Ganideh, S.F.** (2013). New Trends in Consumer Ethnocentrism in the wake of Arab Spring: The case of Olive Oil in Jordan. "Middle East and North Africa: Delayed Promises or Dashed



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- Hope?? Academy of International Business (AIB) Connecticut Convention Center, October 11-13, Hartford, CT., U.S.A.
47. C-7: **Al Ganideh, S.F.** (2013). Can Soccer Curb Consumer Animosity? An Empirical Study of English
48. Premiership and Jordanians. Proceedings of 49th Annual Midwest Business Administration International Conference, Feb 27- March 1, Chicago, IL, U.S.A.
49. C-8: **Al Ganideh, S.F.** (2011). Can Hysteresis Nonlinear Model predict Unemployment? Proceedings of the 22<sup>nd</sup> annual American Society for Competitiveness conference, October 26-28, Orlando, Florida, U.S.A.
50. C-9: **Al Ganideh, S.F.** (2011). Ethnocentrism for Arab consumers at the era of Arab Spring. Proceedings of the 22<sup>nd</sup> annual American Society for Competitiveness conference, October 26-28, Orlando, Florida, U.S.A.
51. C-10: **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.
52. C-11: **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, November 7-8, 2011, London, U.K.
53. C-12: **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), March 18–20, El Paso, Texas, U.S.A.
54. C-13: **Al Ganideh, S.F.**, Mohiuddin, M., & 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 1-3, Quebec, Canada.
55. C-14: **Al Ganideh, S.F.**, & 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), July 12-14, Toronto, Canada.
56. C-15: **Al Ganideh, S.F.**, & 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, pp. 168-174, September 30 - October 2, 2010, New Haven, CT, U.S.A.
57. C-16: **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, pp.131-145, September 30 - October 2, 2010, New Haven, CT, U.S.A.
58. C-17: **Al Ganideh, S.F.** (2008). Insights into Sources of Information Used by Young Jordanians in Evaluating Foreign Products, accepted for publication in the proceedings of the 2008 Conference on Trends in Global Business, pp. 131-145, October 9-11, 2008, Hamden, CT, U.S.A.
- 59.