

CURRICULUM VITAE

Full name: Saeb Farhan Al Ganideh

Department/Faculty: Marketing/Business

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<https://scholar.google.com/citations?user=R88sZoEAAAJ&hl=en>

https://www.researchgate.net/profile/Saeb_Al_Ganideh3

1. Personal Data

Date of Birth: 17/07/ 1977

Nationality: Jordan

2. Education

Ph.D. Marketing, 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.



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3. Ph.D. Dissertation

An Investigation into Consumer Ethnocentrism and Product Country Images amongst Young Consumers, University of Huddersfield, Yorkshire, the U.K.

4. Employment

Academic Positions

- Visiting Scholar: Council on Middle East Studies, MacMillan Center, Yale University, CT, U.S., 2017-2018.
- Full/Associate Professor: Al Zaytoonah University of Jordan, Amman, Jordan, 2012, 2015-2016.
- Visiting Scholar, Department of Advertising and Public Relation, Michigan State University, East Lansing, MI, U.S., 2013-2014.
- Assistant Professor: Al Zaytoonah University of Jordan, Amman, Jordan, 2008- 2011.
- Research Assistant: The University of Huddersfield, the U.K., 2004-2006.

Administrative Positions

- Deputy Dean, Faculty of Business, Al Zaytoonah University of Jordan, Amman, Jordan- 2020-now
- Chairman of Marketing Faculty of Business, Al Zaytoonah University of Jordan, Amman, Jordan- 2012-2013- 2014-2016

5. Research Interests

- Consumer ethnocentrism
- Consumer animosity
- Social media and marketing
- Acculturation
- Islamic marketing

6. Membership in Scientific Societies and Associations

7. Honors and Awards

8. Fellowships and Scholarships

- Visiting Scholar: Council on Middle East Studies, MacMillan Center, Yale University, CT, U.S., 2017-2018.
- Visiting Scholar, Department of Economic History and Institutions, Faculty of Economics and Business, University of Barcelona,
- Visiting Scholar, Department of Advertising and Public Relation, Michigan State University, East Lansing, MI, U.S., 2013-2014.



9. Teaching Experience

• *Graduate Courses*

- Advanced International Marketing.
- Advanced Research Methods.
- Advanced Consumer Behavior
- Advanced Services Marketing
- Advanced Business Ethics
- Advanced Marketing Management
- Advanced Quantitative Methods for Management.

• *Undergraduate Courses*

- International Marketing.
- Research Methods.
- Consumer Behavior
- Services Marketing
- Business Ethics
- Marketing Management
- Quantitative Methods for Management.
- Advertising

10. Supervision of Graduate Research

Provide numbered list with the name of student, title of thesis, year

1. "The impact of the brand image of international pharmaceutical companies on the prescriptions of Jordanian physicians", Eyad Ghanem, MSc Marketing, 2020.
2. "Factors Impact Willingness to Purchase Electric Cars in Jordan", Noura Zoubi, MSc Marketing, 2020.
"Exploring purchase intention for luxury brands among young Jordanian women", Nisreen Mazahrah, MSc Marketing, 2020.
3. "Social media impact on Jordanian women's purchase intention", Eman Sofi, MSc Marketing, 2020.
4. Transformational Leadership among Jordanian Pharmaceutical Companies, MSc Marketing, 2020.
5. "Word-of-mouse versus word-of-mouth: To what extent does social media influence tourist's views towards visiting tourists' destinations in Jordan? A Study in the era of the Arab Spring, Balkees Fauad, MSc Marketing, 2015.
6. "Self-medication practices among patients: An exploration into Jordanians purchasing behaviour of the over the counter (OTC) medications", Hasan Nauja, MSc Marketing, 2015.
7. "Exploring the impact of self on attitude towards western elite brands among young Arabs", Nedhal Jaman, MSc Marketing, 2015.



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8. "The Impact of Facebook Usage on Jordanian Consumers' Persuasion and Intention to Buy" Mohammed Zohdy, MBA, 2012
9. "A deeper look into Jordanian's national identity", Moutasem shareef, MBA, 2009.

10. Grants

Deanship of Scientific Research, Al Zaytoonah University of Jordan, Amman, Jordan, 2015, "A deeper look at Jordanians' attitudes toward Syrian refugees' Influx, USD 42,500.

11. Patents

None

12. Membership of Committees

- Vice Chair & Executive Committee, the Academy of International Business, U.S. Northeast Chapter, U.S, 2012-2015.
- 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.

13. Professional and Scientific Meetings

- Co-Chair: The 8th International Conference on Engineering, Project, and Production Management, 2017, Amman, Jordan.
- Vice Chair & Member of the Executive Committee: The Academy of International Business U.S. Northeast Chapter - 425 members, 2012-2015, U.S.
- Track Chair: Pedagogical Challenges in Teaching International Business, AIB Northeast Chapter Conference 2012, CT, U.S.
- Track Chair: Emerging Market, AIB Northeast Chapter Annual Conference, 2010, CT, U.S.
- Track Chair: Middle East and North Africa: Delayed Promises or Dashed Hope? The Connecticut Convention Center, 2013, CT, U.S.
- Guest Editor: Journal of Comparative International Management, 2016.
- Deputy Editor in Chief: Journal of Modern Marketing Research, 2012-2012, Malaysia.
- Reviewer: China-USA Business Review.
- Reviewer: Chinese Business Review.
- Reviewer: The 2012 AIB Northeast Chapter Annual Conference, 2012, CT, U.S.
- Reviewer: The 49th Annual Midwest Business Administration International Conference, 2013, IL, U.S.
- Ad Hoc Reviewer: British Journal of Food, 2020.
- Ad Hoc Reviewer: Journal of Food Products Marketing, 2016, 2017,2019, 2020
- Ad Hoc Reviewer: International Journal of Emerging Markets, 2020.
- Ad Hoc Reviewer: Journal of Islamic Marketing, 2020.
- Ad Hoc Reviewer: Journal of Immigrant & Refugee Studies,2020.
- Ad Hoc Reviewer: Transnational Corporation Review, 2020
- Ad Hoc Reviewer: Sport in Society: Cultures, Commerce, Media, Politics, 2017, 2018, 2019.
- Ad Hoc Reviewer: Identities: Global Studies in Culture and Power, 2018.
- Ad Hoc Reviewer: Journal of Immigrant & Refugee Studies, 2018.



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- Ad Hoc Reviewer: International Journal of Social Economics, 2017,2018.

14. Participation in or organization of curricular and/or extra-curricular activities

None

15. Publications

- J-1: **Al Ganideh, S.F.** & Awudu, I. (2020). Arab-Muslim Americans' personality riddle and consumer ethnocentrism. *Journal of Global Marketing*, 34(2020), 1-22.
- J-2: Ali, N. & **Al Ganideh, S.F.** (2020). Syrian refugees in Jordan: burden or boon. *Research in World Economy*, 11(1), 1-15.
- J-3: **Al Ganideh, S.F.** & Hamam M.Z. (2020). Is there a new "Facebook revolution" in the Arab World? Exploring young Jordanians' e-purchasing behavior. *Journal of Competitiveness Studies*, 28(1), pp. 56-70.
- J-4: **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.
- J-5: **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.
- J-7: 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.
- J-8: **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.
- J-9: **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.
- J-10: **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.
- J-11: **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.
- J-12: **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.
- J-13: **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.
- J-14: **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.
- J-15: 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.
- J-16: **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.
- J-17: **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-18: **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.



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- J-19: **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-20: **Al Ganideh, S.F.** (2011). Prandtl-Ishlinskii Hysteresis Nonlinear Model for Characterizing Unemployment Rate: Preliminary Results. *Competition Forum*. 9(2), pp. 261-264.
- J-21: **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-22: **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-23: **Al Ganideh, S.F.** (2008). An Investigation into Consumer Animosity amongst Young Educated Jordanians. *International Journal of Management Cases*. 10(3), pp. 638-650.
- J-24: **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-25: **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.

Book Review

B1: *Reintegrating Iran with the West: Challenges and Opportunities* (2016) Cyrus Chronicle.

Conference Publications (Selected)

- C-1: **Al Ganideh, S.F.** (2019). Jordanians' e-purchasing behavior: The Case of Facebook. The 30th American Society for Competitiveness Conference, Tysons Corner, VA, October 24-26, 2019.
- 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.
- 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.
- 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.
- 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.
- 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 Hope?" Academy of International Business (AIB) Connecticut Convention Center, October 11-13, Hartford, CT., U.S.A.
- C-7: **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-8: **Al Ganideh, S.F.** (2011). Can Hysteresis Nonlinear Model predict Unemployment? Proceedings of the 22nd annual American Society for Competitiveness conference, October 26-28, Orlando, Florida, U.S.A.
- C-9: **Al Ganideh, S.F.** (2011). Ethnocentrism for Arab consumers at the era of Arab Spring. Proceedings of the 22nd annual American Society for Competitiveness conference, October 26-28, Orlando, Florida, U.S.A.



QF11/0110 - 3.0E

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- 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.
- 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.
- 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.
- 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 developpement des pays mergents: caractristiques, porte et dees. Development Models of Emerging Countries: Characteristics, Scope and Challenges. November 1-3, Quebec, Canada.
- 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.
- 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.
- 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.
- 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.