



Dr. Fu'ad Abdallah Al-Fakeh

Nationality: Jordanian

Date of Birth: 10/10/1989

Academic Rank: Assistant Professor

Languages: Arabic & English

Marital status: Married, and Having One Children

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1. OBJECTIVE

To secure a responsible career opportunity, I'm looking forward to starts my career in your company that provides chances to capitalize on my training, marketing, and management skills that offer more challenges and opportunities while making a significant contribution to benefit mutual growth and success.

2. EXPERIENCE

University Malaysia Terengganu

Research Assistant | Terengganu, Malaysia | 2016 – 2020

- Conducts studies and literature searches, analysing and summarizing various data on the marketing field.
- Accumulate results obtained by various experiments conducted on marketing.
- Support to write and edit research articles on marketing filed according to the format of the specific journals (ISI and Scopus).
- Provide help to write project proposals and present project results to other members from various universities.

Marketing and Communications Consultant (Volunteer)

Jordanian Society for Entrepreneurship | Jordan | 2016 - 2020

- Planning marketing strategies for companies
- Create and advise social media contents
- Identify the appropriate marketing mix to reach the target market

Orange Jordan Telecommunication Services

Call centre agent | Amman, Jordan | 2014 – 2016

- Answer incoming calls and respond to customer's emails.
- Management and resolve customer complaints.
- Identify and escalate issues to supervisors.
- Provide product and service information to customers.
- Research required information using available resources.

Montana Travel & Tourism

Tour Guide | Amman, Jordan | 2012 – 2014

- Greet all guests promptly at scheduled tour times.
- Clearly and articulately provide information to guests in an engaging manner.
- Demonstrate extensive knowledge of our facility and related topics.
- Remain calm, friendly, and enthusiastic at all times.
- Escort guests through the tour, taking breaks as needed.

3. EDUCATION

Doctorate in Management (Marketing)
University Malaysia Terengganu, UMT
Kuala Terengganu, Terengganu – Malaysia.



2016 – 2020

Master's in (Marketing)
Zarqa University, College of High Studies
Amman – Jordan.



2013 – 2015

Bachelor's Degree (English Literature)
Zarqa University, college of Arts & literature
Amman – Jordan



2007 – 2011

4. PUBLICATIONS

Journal Articles:

- **Al-Fakeh, F.**, Padlee, S., Omar, K., & Salleh, H. (2020). The moderating effects of organizational commitment on the relationship between employee satisfaction and employee performance in Jordanian Islamic banks. *Management Science Letters*, 10(14), 3347-3356. (Scopus indexed, Q2)
- Alown, B., **Al-Fakeh, F.**, & Aburumman, A., (2020). The Role of Quality of Work Life in Jordanian Hotels Industry. *Management Science Letters*, 11(2), 347-356. (Scopus indexed, Q2)
- Aburumman, A., & **Al-Fakeh, F.** (2020). The influence of physical environment of museums on visitors' satisfaction: A case study of Sharjah Museums. (Accepted). (Scopus indexed, Q1)
- Muniandy, G., & **Al-Fakeh, F.**, (2020). Tourism Industry and Crises: The Opportunities, Impact and Consequences. *Tourism Technology and Service Delivery*. (Accepted).

5. COURSES TAKEN

Course	Donor University, Organization, or Institution	Hours	Year
Writing a Marketing Plan		40	2020
Social Media Marketing Foundations			
Strategic Thinking			
Marketing on Facebook: Managing a Company Page			
Marketing on Instagram			
Rewarding Employee Performance			
How organizations can do well, and do good			
Professional growth			
Creating a Culture of Change			
Creating a Marketing Growth System			
Pricing Strategy: Value-Based Pricing			
Advanced Product Marketing			
Advanced Content Marketing			
Advanced Consumer Behavior			

6. ACTIVITIES & PARTICIPATIONS

- Act as Committee member in MARC Club UMT (2017).
- Act as Committee Member and Facilitator for programs, UMT WWF Club (2018).
- Act as Master of Ceremony for Three Minute Thesis Competition (3MT), UMT (2019).
- Act as Committee Member for Outstanding Thesis and High Impact Publication, UMT (2019).
- Act As active participant For Corporate Video Production, UMT (2020).

7. ACCREDITATIONS

Organization	Accreditation type	Year
Arab Trainers Union - League of Arab States	Trainer	2020
Jordanian Trainers Society	Trainer	2018
The center of accreditation and quality assurance for education and training sector - Ministry of Labor	Trainer	2020
Jordanian Society for Entrepreneurship	Freelance Consultant	2015

8. SCIENTIFIC & ACADEMIC MEMBERSHIPS

Organization	Member type	Year
Experts of Academic Excellence Research Centre	Scientific Review Committee Member	2018
International Journal for Emerging Trends in Engineering and Management Research (IJETEMR)	Review Committee Member	2018
International Journal of Research and Analytical Reviews (IJRAR)	Review Committee Member	2020

9. SKILLS & COMPETENCIES

- Excellent written and verbal communication skills in Arabic.
- Fairly written and verbal communication skills in English.
- Able to work independently and interact with people of any level.
- Strong Networking skills, High ability to build and sustain relationships.
- Leadership & Good Team Working Skills.
- Motivated, Enthusiastic, Creative & Positive Attitude Personality.
- Tactfulness.
- Adaptability.
- Strategic & Innovative.
- Mentally & Physically Organized.

10. REFERENCE

Assoc. Prof. Dr. Hayatul Safrah Salleh

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Universiti Malaysia Terengganu
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