

# Curriculum Vita for Dr. Rand Irshaidat

## CURRICULUM VITAE

Rand Irshaidat

Department of Business Administration  
King Talal Faculty of Business,  
Princess Sumaya University for Technology, Amman, Jordan

### 1. Personal Information

**Name:** Rand Irshaidat

**Email:** [r.irshaidat@psut.edu.jo](mailto:r.irshaidat@psut.edu.jo)

### 2. Education

**2006- 2010**      **University of York- United Kingdom**  
*PhD Political Science / Political Marketing*

- **The Focused Specialization of the degree is: Political Marketing (according to a certificate from the Higher Education Accreditation Committee in Jordan)**

**2002-2003**      **University of Surrey-Surrey European Management School**  
**Guildford, Surrey, United Kingdom**  
*Marketing MSc.*

**1998-2002**                      **University of Jordan – Amman, Jordan**  
  
*Marketing BA*

### **3. Employment**

#### **Academic Positions**

- **2014-Present** Princess Sumaya University for Technology

Assistant Professor –E-Marketing and Social Media Department- The King Talal Faculty of Business and Technology

- 2011–2014 Philadelphia University

Assistant Professor –Marketing Department- Business Administration Faculty

- **February – May 2011** University of Jordan

- Worked on a part-time basis as a lecturer at the Politics Department teaching “Principles and Theories of International Relations” to graduate students.

- Collaborated in providing lectures for MA students at the American Studies Division/Faculty of International Studies.

#### **Other Positions**

**2004-2006** **Jordan Kuwait Bank**

*Marketing Department-Branches Administration*

**Feb-Apr 2005** **Jordan Times Newspaper**

*Internship*

**2003-2004** **Standard Chartered- Jordan**

**2003-2005**

*Assistant Relationship Manager, Corporate Banking*

**2002** **HSBC Bank Middle East, Jordan**

*Internship*

## **Workshops**

- 2004**            **Higher Media Council**  
**Amman, Jordan**
- Reporters Workshop Certificate*
- 2005**            **Team Engineering and Management Consulting**  
**Amman, Jordan**
- Total Performance Scorecard Certificate*
- 2006**            **The Arab Academy of Banking and Financial Sciences**  
**The Institute of Banking and Financial Training –Amman, Jordan**
- Customer Relationship Management CRM Training Programme  
Diploma Certificate*
- 2009**            **Project on Middle East Democracy (POMED)**  
**Conference – Amman, Jordan (Participant)**
- 2017**            **The International Conference of Technology Innovation, Management and**  
**Entrepreneurship (TIME) – Amman, Jordan (Participant)**
- 2017**            **The 4th Academic International Conference on Multidisciplinary**  
**Studies and Education (AICMSE) –Boston, USA (Speaker)**

## **4. Publications:**

“Irshaidat.R, Hashem.T.N., (2013), “The Perception of Jordanians on Political Marketing” *European Journal for Social Sciences*, Vol. 37 No. 4

“Hashem,T.N, Irshaidat.R, (2014), “The Influence of Political - Legal Forces on Jordanian Industrial Exports in the Private Sector”, *International Journal of Marketing Studies*, Vol. 6, No. 1

Khasawneh, M., Irshaidat, R., (2016), “Empirical validation of the decomposed theory of planned behaviour model within the mobile banking adoption context”, *Inderscience*, Vol. 8, No 1

Irshaidat, R., (2016), “*Selling America: Political Marketing and US Public Diplomacy in the Arab World*”, 1ed, LAP LAMBERT Academic Publishing

Irshaidat, R., et al, (2017), ‘A Qualitative Investigation of Emotional Marketing Conception and Endorsement by Marketers in Jordan’, *International Conference of Technology Innovation, Management and Entrepreneurship (TIME)*, Amman-Jordan

Irshaidat, R., (2017), “Interpretivism vs. Positivism in Political Marketing Research”, 4th Academic International Conference on Multidisciplinary Studies and Education (AICMSE) Boston: Conference Paper