

2016-2021 AACSB CV
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RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	https://scholar.google.com/citations?user=0XBtXjkAAAAJ&hl=en&oi=ao	-	-
Scopus ID	https://orcid.org/0000-0002-8042-3622	-	-

EDUCATION

Year	Degree	Major	Institution
2022	Ph.D.	Economics (Thesis in digital Marketing)	Peking University
2014	Masters	International Marketing Strategies	Hasselt University
2013	Bachelor	Business Administration	Hashemite University

ACADEMIC POSITIONS

Year	Academic Title	Institution
2016 - 2022	Marketing Lecturer	American University of Madaba

ADMINISTRATIVE POSITIONS

Year	Title	Institution
2020 - 2022	Marketing Director	American University of Madaba
2021	Marketing Consultant	Fida NGO
2014 - 2016	Senior Account executive	Wunderman International
2013	Financial officer	Euro Arab insurance Company

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution
2022	Public Relations Certificates	Al Furat Company
2018	IELTS	British Council
2017	Real Time Advertising Fundamentals	RTA institution

BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing

JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile

PROCEEDINGS/PRESENTATIONS – 5 Years

Year	Presentations	Article Classification (Basic, Applied, Teaching)	Indexing

RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)

RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor

IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles

RESEARCH/EDITORIAL MEMBERSHIPS

Year	Journal/Conference	Role (<i>editor, associate editor, editorial advisory board member, reviewer</i>)

GRADUATE RESEARCH SUPERVISION

Year	Thesis title	Role (<i>Supervisor / Co-supervisor/Examiner</i>)	Degree (<i>PhD, MSc</i>)	Institution
2022	The Role of Tourism in the Jordanian Economy and influencing factors of digital marketing	Prof.Boa Zhao	PHD	Peking University
2014	The impact of country of origin effect on the Jordanian tourist industry and the potential reaction of stakeholders	Prof.Swin	Masters	Hasselt university

GOVERNANCE/COMMITTEES

Year	Name of Committee /Institution	Role
2022	Graduation Committee	Branding and Public relations
2022	Jordanian National Qualification Framework requirements with the accreditation and quality assurance commission for Higher Education Institution	Marketing Report and Plan
2022	Website Committee	Marketing Material Arrangements
2022	NECHE The New England Commission of Higher Education	Standard 9
2022	Fundraising	Arranging Marketing Material
2021	Branding	Branding
2021	University Year Book	Marketing material
2021	International office	International student arrangements
2020	Strategic Plan Committee	SWOT Analysis
2020	Alumni Committee	Formats
2019	Open House	Open house University Level
2018	Library committee	Arranging Books requirements
2018	Corporate Social Committee	Publicity Arrangements
2017	Social Committee	Arranging Social events

COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY

Year	Society/Association/ Institution	Role
2022	Serving Madaba Local Community – AUM	Ramadan Iftar
2022	Assessing Refugees Iraq, Syria – FIDA	Training
2021	Teaching English Voluntarily – Caritas	Teaching
2018	Circulating schools items for rural areas	Project Management