

2016-2021 AACSB CV  
Mohammad Al Haj Eid  
Lecturer

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جامعة سميرة  
Princess Sumaya  
University  
الأميرة سميرة  
for Technology  
التكنولوجيا

## RESEARCH PROFILE

Profile	Link	No. of Citations	h-index
Google Scholar	<a href="https://scholar.google.com/citations?user=ZDCtUfQAAAAJ&amp;hl=en">https://scholar.google.com/citations?user=ZDCtUfQAAAAJ&amp;hl=en</a>	151	7
Scopus ID	57222592331	40	4
	57215582727	26	2

## EDUCATION

Year	Degree	Major	Institution
2023	PhD	Marketing Management	University of Otago
2016	MBA	Marketing	University of Jordan
2011	Bachelor	Marketing	Al Zaytoonah University of Jordan

## ACADEMIC POSITIONS

Year	Academic Title	Institution
2023, Oct- present	Lecturer	PSUT
2020, Feb-2022, June	Academic Tutor	University of Otago
2018, Oct-2019, Sep	Lecturer	Applied Science University

## ADMINISTRATIVE POSITIONS

Year	Title	Institution

## PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Year	Certification	Institution

## BOOKS/BOOK CHAPTERS – 5 Years

Year	Book/Chapters	Indexing

## JOURNAL PUBLICATIONS – 5 Years

Year	Journal Publications	Article Classification (Basic, Applied, Teaching)	Indexing	Quartile
2023	Rabah, H. A., Dandis, A. O., Eid, M. A. H., Tiu Wright, L., Mansour, A., & Mukattash, I. L. (2023). Factors influencing electronic word of mouth behavior in higher education institutions. <i>Journal of Marketing Communications</i> , 1-25. <a href="https://doi.org/10.1080/13527266.2023.2201605">https://doi.org/10.1080/13527266.2023.2201605</a>	Applied	Scopus	Q1
2023	Dandis, A.O., Al Haj Eid, M., Griffin, D., Robin, R. and Ni, A.K. (2023), "Customer lifetime value: the effect of relational benefits, brand experiences, quality, satisfaction, trust and commitment in the fast-food restaurants", <i>The TQM Journal</i> , Vol. ahead-of-print No. ahead-of-print. <a href="https://doi.org/10.1108/TQM-08-2022-0248">https://doi.org/10.1108/TQM-08-2022-0248</a>	Applied	Scopus	Q1
2022	Al-Abdallah, G. M., Dandis, A. O., & Al Haj Eid, M. B. (2022). The impact of Instagram utilization on brand management: an empirical study on the restaurants sector in Beirut. <i>Journal of Foodservice Business Research</i> , 1-33. <a href="https://doi.org/10.1080/15378020.2022.2083910">https://doi.org/10.1080/15378020.2022.2083910</a>	Applied	Scopus	Q2
2022	Dandis, A.O., Al Haj Eid, M.B., Robin, R. and Wierdak, N. (2022), "An empirical investigation of the factors affecting customer lifetime value", <i>International Journal of Quality &amp; Reliability Management</i> , Vol. 39 No. 4, pp. 910-935. <a href="https://doi.org/10.1108/IJQRM-12-2020-0412">https://doi.org/10.1108/IJQRM-12-2020-0412</a>	Applied	Scopus	Q2
2021	Dandis, A. O., Wright, L. T., Wallace-Williams, D. M., Mukattash, I., Al Haj Eid, M., & Cai, H. (2021). Enhancing consumers' self-reported loyalty intentions in Islamic Banks: The relationship between service quality and the mediating role of customer satisfaction. <i>Cogent Business &amp; Management</i> , 8(1), 1892256. <a href="https://doi.org/10.1080/23311975.2021.1892256">https://doi.org/10.1080/23311975.2021.1892256</a>	Applied	Scopus	Q2
2021	Dandis, A.O. and Al Haj Eid, M.B. (2022), "Customer lifetime value: investigating the factors affecting attitudinal and behavioural brand loyalty", <i>The TQM Journal</i> , Vol. 34 No. 3, pp. 476-493. <a href="https://doi.org/10.1108/TQM-12-2020-0311">https://doi.org/10.1108/TQM-12-2020-0311</a>	Applied	Scopus	Q2
2021	Mugenia, P., Sarfob, C., Dandis, A. O., Al Haj Eid, M. B., and Abou-Moghli, A. Does Executive Compensation Dispersion Affect Firm Performance: The Moderating Role of Technology Intensity. <i>International Journal of Innovation, Creativity and Change</i> . 15(3)			
2021	Bilisbekov, N., Sarfo, C., Dandis, A & Al Haj Eid, M. B. (2021). Linking bank advertising to customer attitudes: The role of cognitive and affective trust. <i>Management Science Letters</i> , 11(4), 1083–1092. <a href="https://doi.org/10.5267/j.msl.2020.11.031">https://doi.org/10.5267/j.msl.2020.11.031</a>			

2020	Al Haj Eid, M., Nusairat, N., Alkailani, M & Al-Ghadeer, H. (2020). Internet users' attitudes towards social media advertisements: The role of advertisement design and users' motives. Management Science Letters , 10(10), 2361-2370. <a href="http://dx.doi.org/10.5267/j.msl.2020.2.029">http://dx.doi.org/10.5267/j.msl.2020.2.029</a>	Applied	Scopus	Q2
2020	Nusairat, N., Hammouri, Q., Al-Ghadir, H., Ahmad, A & Al Haj Eid, M. (2020). The effect of design of restaurant on customer behavioral intentions. Management Science Letters , 10(9), 1929-1938. <a href="http://dx.doi.org/10.5267/j.msl.2020.2.021">http://dx.doi.org/10.5267/j.msl.2020.2.021</a>	Applied	Scopus	Q2

### PROCEEDINGS/PRESENTATIONS – 5 Years

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

### RESEARCH WORK IN PROGRESS

Year	Work in Progress / Title	Status (Submitted, Accepted)
2023	The Social Dimension of The Circular Economy, a Review Towards a Comprehensive Narrative.	Accepted
2023	Social Marketing Strategy: The Impact of Firm Generated Content on Customer Based Brand Equity in Retail Industry	Accepted
2023	Exploring Public Voice on social media: Twitter Users` Views On Circular Economy	Submitted
2023	Utilising Biomimicry to Assess the Sustainability of The Circular Economy	Submitted
2023	An Exploratory Study on Factors Affecting Public Acceptance Of The Circular Economy	Not Submitted
2023	Towards A Unifying Framework: A Tool For The Evaluation Of The Social Dimension Of The Circular Economy	Not Submitted
2023	An Evaluation of the Servitization Strategies in the GCC Fashion Markets	Submitted

### RESEARCH FUNDS/PROJECTS

Year	Project Name	Duration	Sponsor
2020	An evaluation of the Dodd Walls Centre stakeholders' satisfaction.	Six month	The Dodd Walls Centre

### IMPACT OF SCHOLARSHIP

Year	No. of Reviewed Articles
2023	1
2022	2
2021	2
2020	2

**RESEARCH/EDITORIAL MEMBERSHIPS**

<b>Year</b>	<b>Journal/Conference</b>	<b>Role</b> ( <i>editor, associate editor, editorial advisory board member, reviewer</i> )
2023-present	The TQM Journal	reviewer
2020-2022	International Journal of Emerging Markets	reviewer

**GRADUATE RESEARCH SUPERVISION**

<b>Year</b>	<b>Thesis title</b>	<b>Role</b> ( <i>Supervisor / Co-supervisor/Examiner</i> )	<b>Degree</b> ( <i>PhD, MSc</i> )	<b>Institution</b>

**GOVERNANCE/COMMITTEES**

<b>Year</b>	<b>Name of Committee /Institution</b>	<b>Role</b>

**COMMUNITY SERVICE AND SOCIAL RESPONSIBILITY**

<b>Year</b>	<b>Society/Association/ Institution</b>	<b>Role</b>
2019-2022	Lunchspeak Toastmaster Club	Vice president education