

## Curriculum Vitae

### Personal Information

Name	Sultan "MohammadSaid" Sultan Freihat
Academic Rank	Associate professor
Nationality	Jordanian
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Google scholar	<a href="https://www.google.com/search?q=google+scholar&amp;rlz=1C1GCEA">https://www.google.com/search?q=google+scholar&amp;rlz=1C1GCEA</a>



### Academic Qualification

Degree	Major	Awarding University	Duration		Country
			From	Year of Awarding	
Ph.D.	Marketing	Amman Arab University for Graduate Studies	2003	2008	Jordan
M.PA.	Public Administration	Yarmouk University	1997	2000	Jordan
B.AS.	Administrative Sciences	Yarmouk University	1982	1988	Jordan
Deploma	English Language	Houara Teachers Training Institute	1976	1978	Jordan

### Academic Experience

Duration (Years)	University	Position	Main Duties
22 / 9 / 2014 until now	Isra university	Associate Professor of Marketing	Teaching
5/10/2008 – 21/9/2014	Isra university	Assistant Professor of Marketing	Teaching
2005 - 2008	Isra university	Part time lecturer in Business Administration Department	Teaching
15/9/2003 - 14/9/2005	Applied Sciences University	Lecturer in the Department of Business Administration	Teaching
1978 - 1996	Jordanian Ministry of Education	English Language Teacher	Teaching

### Professional Experience

Duration (Years)	Institution	Job title	Main duties
24 / 9 / 2017 – 24 / 9 / 2018	Isra University	Dean of Students Affairs	Administration and teaching
5/ 10 / 2009 – 23 / 9 / 2017	Isra University	Chairman of the student's investigation committee in Isra University	Teaching and investigation
5 / 10 / 2009 – 23 / 9 / 2017	Isra University	Chairman of the student's investigation committee in the Faculty of Business	Teaching and investigation
2012 - 2016	Isra University	Member of the University Council	Teaching and membership
1996 - 2003	Jordanian Ministry of Education	Director of several governmental secondary schools	Administration

### Training Courses

Course	Organizer	Date	Participant/ instructor	language
Methods of training (TOT)	Isra University	7/4 / 2013 - 2 / 5/2013	instructor	Arabic
Developing the educational skills and abilities of the faculty members	Applied Sciences University	23/2/2004- 29/2/2994	Participant	Arabic

### Publications

Paper title	Journal	ISSN	Vol. Issue	Year	Country
How can entrepreneurial marketing promote the entrepreneurship culture in an organization: case of banking sector in Jordan.	Innovative Marketing	ISSN PRINT 1814-2427 ISSN ONLINE 1816-6326	Volume 16, Issue 1,	February 2020	Ukraine
The Role of Supply Chain Strategy and Affiliate Marketing in Increasing the Demand for E Commerce – Social Media POV.	Supply Chain. Mgt	ISSN: 1359-8546	Vol. 9, No. 1,	February 2020	UK
Customer-focused service management as an approach of enhancing service culture among fast food chains.	Management Science Letters	ISSN 1923-9343 (Online) - ISSN 1923-9335 (Print)	Volume 10, Issue 9	February 2020	Canada

The effect of marketing ambidexterity on improvement of marketing performance in telecommunication companies in Jordan.	Management Science Letters	ISSN 1923-9343 (Online) - ISSN 1923-9335 (Print)	Volume 10, Issue 14	June,2020	Canada
INNOVATIVE MARKETING AND ITS IMPACT ON CUSTOMERS VALUE CREATION IN ORANGE JORDAN TELECOM.	Academic Journal of Interdisciplinary Studies	ISSN 2281-3993 (print) ISSN 2281-4612 (online)	Vol. 9, No. 5	September 2020	England
Jordanian Small and Medium Enterprises (SMEs) Barriers to Enter into Foreign Markets.	International Journal of Management and Applied Science.	2394-7926	Volume-3, Issue-9	Sep.-2017	India
The main justifications for successful introduction of mass customization Strategy.	Journal of Information and Knowledge Management.	2224-5758 (Paper) 2224-896X (Online)	Vol.4,No.6	June, 2014.	United States of America
The impact of promotional mix elements on consumers purchasing decisions.	International Business and Management (CS Canada)	1923-841X [Print] 1923-8428 [Online]	Vol. 8, No. 2	2014	Canada
The role of marketing information system in marketing decision Jordanian making in shareholding medicines production companies	International Journal of Research and Reviews in Applied Sciences	ISSN: 2076-734X, EISSN: 2076-7366	Volume 11, Issue 2	May. 2012	Pakistan
Factors Associated with Customer satisfaction and financial performance. A case study with Dubai Islamic Bank in Jordan.	Baghdad College of Economic Sciences Journal	2072778X	Volume 0, issue29	April,2012	Baghdad, IRAQ
The Role of Marketing Information System in Building Product Development Strategy: A Field Study on Jordanian Shareholding Drug Industry Companies	Tanmiat Al-Rafidain Journal	PISSN: 1609591X EISSN: 2664276X	Volume: 34 Issue: 110	Year: 2012	Mosul University, IRAQ

The basic dimensions of marketing relations, and their impact on quality of services in Jordanian banks.	Baghdad College of Economic Sciences Journal	2072778X	Volume 0, issue32	October 2012	Baghdad, IRAQ
Factors Determining the Application of Mass Customization Strategies in Shareholding Industrial Companies in	King Abdul Aziz University Economics and Administration Journal	EISSN: 1319-0997 eISSN 1658-4236	Volume (26) second issue	2012	Saudia Arabia
Assess the Degree Of Mass Customization Strategies Food Implementation in and Beverages, Shareholding Industrial	International Journal of Research and Reviews in Applied Sciences	ISSN: 2076-734X, EISSN: 2076-7366	Vol 8, Issue 2	August, 2011	Pakistan
Evaluation of the relationship between companies' adoption of marketing ethics and the effectiveness of their commercial Advertisements. A field study on Jordanian telecom companies.	Baghdad College of Economic Sciences Journal	2072778X	Volume 0, issue25	November 2010	Baghdad, IRAQ

### Conferences

Scope	Name	Organizer	Date	Country	Participation (attendance – participate)	Peer-Reviewed (Yes /No)
Economics and Business Management,	International Conference on Economics and Business Management,	INTERNATIONAL ACADEMY OF SCIENCE, TECHNOLOGY, ENGINEERING AND MANAGEMENT	05-06 July, 2017	Bangkok, Thailand	participate	Yes
Economics and Business	The fourth Scientific conference of business faculty.	Faculty of business- Isra University- Amman- Jordan	8/5/ 2015	Isra University - Amman- Jordan	participate	Yes

Investment Issues	Investment Issues in Jordan.	Investment encouragement Corporation	17/11/2014	Royal Hotel - Amman – Jordan	attendance	NO
Strategic management thinking in a changing world	The third scientific conference of business faculty.	Faculty of business- Isra University- Amman- Jordan	16 -17 /4/2014	Isra University - Amman - Jordan	participate	Yes
The changing economy in a changing world.	The Fifth National Conference of Tempus.	Jordan University- Amman - Jordan	14/12/2010	Jordan University - Amman - Jordan	attendance	Yes

### Research Interests

Mass Customization Strategies.

Marketing Mix Elements.

CRM

Vera marketing.

Electronic marketing.

Social Media Marketing.

Marketing Ambidexterity

### Professional Memberships

There is no Professional Memberships

### Languages

Arabic

English

### Postgraduate Supervision

There is no Postgraduate Supervision

Title	supervisee

**Honors/Awards**

**There is no Honors/Awards**