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CURRICULUM VITAE



MUSTAFA ABD AL-RAHMAN SALEH AKAILEH

PERSONAL INFORMATION

Date of Birth	14/11/1976
Gender	Male
Nationality	Jordanian
Gender	Male
Height	173 cm
Religion	Islam
Marital Status	Married with (5 daughters and 2 sons)
Current Address	Jordan – Amman
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INTRODUCTION

Dear Sir / Madam,

I hold a PhD in Business Administration / Marketing), from UUM University Utara Malaysia. College of Business gains the AACSB, and its QS ranking 201+ in the world. I hope to obtain a position with your University/ Firm / Organization.

I will gladly dedicate my skills, time, knowledge and efforts to benefit your organisation and hope to gain job security. I desire to build good relationships and work in a friendly and motivating environment.

I await your consideration and hope to hear from you soon.

EDUCATION

1999	Mu'tah University, Bachelor's degree (SBM) Program.
2003	English Language Course (English Institute).

2015	International English Language Testing System (IELTS).
2013	Supply and Human Resources Management course, UUM
2015	Master's degree / School of Business (SBM) Program/ Marketing Azzarqa University with a cumulative average (87.4%) rating Excellent.
2018	PhD degree in Business Administration / Marketing social marketing, under subtitles, (Integrated marketing communication, marketing campaigns planning, Advertising). SBM-COB-Universiti Utara Malaysia UUM (with Excellent rating)

Experience:

- Assistant Professor / Department of Administrative Sciences / Prince AL-Hussein Bin Abdullah II Academy / Al Balqa Applied University (October 2021 – present).
 - Lecturer / College of Business Administration, School of Business, Al Hussein Bin Talal University, Jordan. (2018/2019).
Courses Taught: Entrepreneurship, Principles of Microeconomic.
 - Lecturer / College of Business Administration, School of Business, Al Zaytoonh University, Jordan. (2019/2020 – 2020).
Courses Taught: Business Ethics and Social Responsibility.
Principles of Marketing, Marketing communication skills.
 - Lecturer / College of Business Administration, School of Business, Jadara University, Jordan. (2018/2019 – present).
Courses Taught: Marketing communication skills, Industrial Marketing.
 - A member of the editorial board of IJMSA (International Journal of Multidisciplinary Sciences and Advanced Board. 2020.
 - A member of Rosalind member of London Journal Press, 2020.
 - Reviewer for Asian Journal Agricultural Extension, Economics, Sociology.
 - Reviewer for *Business Management and Economics Journal*. **Scopus Indexing.**
 - Reviewer for *Journal of Research in Science and Technology* JRST.
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SKILLS

- Excellent command of English.
- Excellent communication skills.
- The ability to connect with foreign colleagues in networks.
- The ability to manage and command a firm's human resources.
- Excellent managerial and leadership skills.
- Leadership skills.
- Marketing skills.

COURSES

- English Language Course (English Institute) (Participant).
- ICDL Course (Participant).
- Research Methodology (UUM) (Feb 2016-June 2016).
- Digital Marketing course (2019).
- Electronic Marketing (Google ad words, Google ad sense, Facebook, Twitter, Instagram, YouTube, Google search), December 2020.
- Academic Writing (UUM) (Feb 2016-June 2016).
- Training of Trainer (ToT) (March 2018).
- Structural partial least square path modelling (SPSS and Smart PLS Software) organized by Algerian Students Club in Northern Malaysia, in cooperation with the quantitative clinic and Universiti Utara Malaysia held in December 2016. (Participant).
- Supply and Human Resources Management course (participant).

CONFERENCES

3RD International Research Conference on Economics, Business and Social Sciences (Nov 2018)

ACADEMIC PUBLICATIONS

- Customer Purchase Intention of Renewable energy in Jordan: the case of Solar Panel Systems using an Extended theory of Planned Behavior (TPB), under publication.
- Akaileh Mustafa, (2022), Impact of Viral Marketing Tools on Dealing with Commercial Bank Services - Empirical Study on Commercial Bank Customers in Jordan, Journal of Hunan University Natural Sciences, Scopus Q2 Index, Accepted.
- Akaileh Mustafa, (2021), Viral Marketing Concept and Viral Marketing Development on Consumer Buying Approach, Merti Research Journal of Business and Management, ISI Index Vol. 9(5) pp. 039_047, December, 2021.
- Malik, & Akaileh Mustafa, (2020). The Impact of Security Protection

on Online Shopping Intention upon Jordanian Markets, ISI Journal, Merit Research Journal of Business and Management (ISSN: 2408-7041) Vol. 8, No. 2. P. 023-027, April 2020

- Akaileh Mustafa, (2020). Role of Viral Marketing in Customer's Satisfaction in Fast Food Restaurants in Jordan Journal of Business and Social Review in Emerging Economies ISSN: 2519-089X (E): 2519-0326 Vol. 5, No. 2, 2020.
- Akaileh A. Mustafa (2019). The Impact of Satisfaction among Jordanian Voters. European Journal of Business and Management. ISSN 2222-1905 ISSN (Online) 2222-2839, Accepted.
- Akaileh A. Mustafa, Fairol Bin Halim, Maha Yusr (2018). Enhancing Voters' Satisfaction towards Political Marketing through Party Characteristics (Policy, Issue) and Candidate Image. European Journal of Business and Management. Vol. 9, No. 28. P 9-16.
- Akaileh, A. Mustafa, Fairol Bin Halim, Maha Yusr (2017). Effecting of Candidate Image on Post-Voting Behavior Mediating Role of Voters' Satisfaction in Jordanian Parliament Election Using Hirschman Theory, European Journal of Business and Management. Vol. 9, No.22. P 82-88.
- Akaileh, A. Mustafa (2015). *Viral Marketing*. Master's thesis, Azzarqa University.
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