

AL-MU'ANI, LU'AY, HANI

PERSONAL INFORMATION

Title: Dr.

Academic Rank: Assistant Professor

Date & Place of Birth: 12/10/1984 – Amman/Jordan

Nationality: Jordanian

Address: Aljandaweel , Amman , Jordan

Phone No. +962799221132

e-mail: Dr.luaymaani@hotmail.com

ACADEMIC QUALIFICATIONS

Duration
2003 / 2007

Degree : Bachelor

University: University of Jordan

Country: Jordan

Field: Management Information Systems

Duration
2007 / 2009

Degree Masters

University: Near East

Country: Cyprus

Field: Master in Business Administrations

Duration
2010 / 2015

Degree: PhD

University: Girne American

Country: Cyprus

Field PhD in Marketing

TEACHING EXPERIENCE

Duration
10/2015 – 9/2016

Position : Assistant Professor Of Marketing

Organization: Jadara University

Duties :

- Teaching courses for undergraduates
- Member of the faculty council

Duration
9/2016 – to date

Position : Assistant Professor of Marketing

Organization: Middle East University

Duties:

- Teaching courses for undergraduates
- Head of Study Plans Committee\ Faculty

PUBLICATIONS

JOURNALS

Title	Journal	Issue	Pages	
Facebook as a Marketing Communications Tool - Facebook Official Pages Content Analysis for Jordanian Telecommunications Companies in the Mobile Operators Sector	ijbssnet	Vol. 5 No. 4	205-211	2 0 1 4
The Effect of Marketing Communications on Customer Based Brand Equity	ijomr	1	13-25	2 0 1 5

MEMBERSHIPS

Member, Editorial Board.	Location	Date
International Journal of Online Marketing Research	http://ijomr.org/	2015

PROFESSIONAL EXPERIENCE

Duration	Position
Oct/2009– Mar/2010	Technical Director Assistant Organization: Qatar Table Tennis Federation

RESEARCH INTERESTS

- Marketing Communications
- Consumer Behavior
- Branding

LANGUAGES

Arabic: Native

English: Fluent ○ TOEIC (Test Of English for International Communication) score: 900

REFERENCES

Assoc. Prof. Dr. Fathi Al Sharie – Head of marketing department at Jadara University

Assoc. Prof. Dr. Nidal Al Salhi – Business Department at Perta University