

# ABDELBASET HASONEH (PhD)

Associate Professor of Marketing

Middle East University Jordan Amman

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## Personal Details

<b>Nationality</b>	Switzerland / Jordan
<b>Driving Licence</b>	Full/Clean
<b>Health</b>	Excellent; non-smoker
<b>Interests</b>	Family Activities, Reading, Cooking, Current Affairs, Cycling, Keeping Fit, Running, Theatre & Dining Out
<b>Languages</b>	Fluent in English (Speaking and Writing), German , Arabic

## Professional Profile

*Possesses excellent interpersonal skills and the ability to communicate concisely and articulately with students and colleagues alike. Enjoys being part of a successful and productive team whilst demonstrating strong leadership potential in a highly competitive and demanding academic research sector. Enjoys being part of, as well as managing, motivating and training, a successful and productive team, and thrives in highly pressurised and challenging working environments.*

## Objective

Currently looking for a new and challenging position, one which will make best use of existing skills and experience whilst enabling further personal and professional development.

## Career Summary

September 05, 2017 – Date

Middle East University  
Head of Business and Marketing Department  
Associate Professor

- Associate Professor Middle East University for graduate studies Faculty of Business Amman Jordan

September 05, 2012 – 9,2017

Al Baha University  
Head of Marketing Department K.S.A

- Associate professor college of economic and business administration teaching management and marketing courses for undergraduate students and graduate .

**September 16, 2003 – 2012**

**Alisra Private University  
Head of Marketing Department**

- Coordinating the pitch and scoping process for the selection of a staff training and development academy
- Expanding service provision to enable improvements in services and marketing support
- Associate professor college of economic and business administration teaching management and marketing courses for undergraduate students

**March 20, 2007 - June 20, 2007**

**MEU for graduate Study  
Assistant professor**

- Assistant professor middle east university for graduate studies faculty of economic and commerce taught advance marketing course for graduate students Amman Jordan

**September 20, 2005 – February 16, 2006**

**Alpetra University  
Assistant professor**

- Assistant professor Alpetra university faculty of economic and administration sciences taught marketing management course for undergraduate students Amman Jordan

**February 20, 2005 - 16 June, 2005**

**The Hashemite University  
Assistant Professor**

- Assistant professor the Hashemite university faculty of economic and administration sciences taught consumer behaviour course for undergraduate students Zarqa Jordan

## **Education and Qualifications**

<b>PhD</b>	Faculty of management studies university of Rajasthan Jaipur (2003) Thesis: Marketing of Health care Services a comparative study of selected health care centres in Jordan and India
<b>M.B.A</b>	Faculty of management studies Bangalore University Bangalore (1999) Thesis: Marketing of Diagnostic Health care Services in Bangalore Hospitals Free lance study
<b>PGDPA</b>	Post Graduate Diploma Programme in Business Administration Mount Carmel Institute of Management Bangalore University Bangalore (1999) Thesis: e-commerce, Evaluation of Marketing efforts in Bangalore Information Technology Industries
<b>B.A</b>	Business Administration BHS First Grade college Bangalore University Bangalore (1998)

## **Patents and Publication**

- Hasonah , A .and Rao 2016 " PREFERENCES TOWARDS MALE DEODORANTS CONSUMERS AND RETAILERS IN SAUDI ARABIA" International Journal of Current Research Issue, 04, pp.6420-6427, April, 2014 Available online at <http://www.journal>.

- Hasonah , A .and Ryeh 2013 "The Role of Organizational Marketing in the new Millennium " International Journal of Academic Research in Business and Social Sciences , Volume 3 Issue 7 Pakistan
- Hasonah , A and lafee 2012 " Corporate social responsibility associated with customer satisfaction and financial performance a case study with Housing banks in Jordan" Journal of Research in International Business Management (ISSN: 2251-0028) Vol. 2(2) pp. 027-038, February , 2012 .
- Hasonah , A and lafee 2011 "The Relationship Between Shariah Compliance and Sustainable Socially Responsible Financial Service Practice" European Journal of Management , Volume 11 Number 2 ,2011 Romania
- Hasonah , A and Frehat 2011 " Assess the Degree of Mass Customization Strategies Implementation in Food and Beverage ,Shareholding Industrial Companies in Jordan" International Journal of Research and Reviews in Applied Sciences ,Volume 8,Issue 2, August 2011 Pakistan .
- Hasonah , A and Khaswneh 2010 " The effect of familiar brand names on consumer behavior :A Jordanian perspectives" international Research Journal of Finance and Economics – USA -Issue 43 August 2010 .
- Current research on " A Study of Green Consumption Behavior for employees of Al-Baha University" 2014- 2017 Funded by Al-Baha University .
- Book title (Principles of Marketing Practice and theory ) Al maserah Publication House 2008 Amman – Jordan

### Professional Activities

- ACDL (AL-Isra Computer Driving license) Al-Isra University Amman Jordan 60 credit Hours (May 07, 2005)
- QA (Quality Assurance) Al Isra University Amman Jordan (May 2-4, 2005)
- Marketing Communication Management Seminar Business Solutions kempinski hotel Amman Jordan (April 14, 2005)
- Workshop on Learning Technology, Al Isra University Amman Jordan (November 21, 2005)
- Personal Insurance Seminar Philadelphia Training Center Philadelphia Insurance co. Amman Jordan (2001)

### Professional Development

- Management Development Programme
- Marketing Management
- Presentation Skills

### IT Skills

- Word, Excel, Access, PowerPoint, Internet & Email

### References

available upon request

