

**SARA YACOUB ADEL ABDELMUNEIM
NASEREDDIN**

PERSONAL INFORMATION

Title: Dr. Sara Yacoub Nasereddin

Academic Rank: Assistant Professor

Date & Place of Birth: 1st August 1986 – Amman

Nationality: Jordanian

Address: Amman, Jordan

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Degree	Major	University	Country
PhD	Media and Communication Studies– PR major	Eastern Mediterranean University	Northern Cyprus
PhD	Business Management – E-Government in Jordan topic	University of Bedfordshire	UK
MA	Media – Public Relations Major	Middle East University	Jordan
BSc	Business Management – Marketing Major	New York Institute for Information Technology	
IGCSE	Scientific Stream	Al Assriyah School	Jordan

TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2023- now	Dr.	Middle East University	Faculty of Media	Jordan
2011 – 2020	Lecturing in Different topics such as; Public Relations Media in Jordan, International Relations Psychological warfare	Middle East University	Faculty of media	Jordan
2019	Lecturing in Cross Cultural Business and Intercultural Studies	University Of Bedfordshire- UK	Faculty of Business	Jordan
2019	An awareness lecture in cooperation with the entitled Media Education in Reducing Electronic Recruitment	National Community Peace Center		Jordan
2019	An awareness lecture in cooperation with the entitled Media Education in Reducing Electronic Recruitment	National Community Peace Center at the Police College		Jordan

OTHER EXPERIENCE

Duration	Rank	Institution	Country
2008-2010	Coordinator	Coordinator	Jordan
2009-2010	English Language/ Soft Skills Trainer	English Language/ Soft Skills Trainer	Jordan
2010	TOEIC/TOEFL test Administrator	TOEIC/TOEFL test Administrator	Jordan

2010-2013	Acting Dean's Assistant	Acting Dean's Assistant	Jordan
2013-2014	Director	Director	Jordan
2014-2017	Director	Director	Jordan
2017-2019	Assistant President for Foreign Affairs and International Cooperation	Assistant President for Foreign Affairs and International Cooperation	Jordan
2019-2020	Advisor to President for Foreign Affairs and International Cooperation	Advisor to President for Foreign Affairs and International Cooperation	Jordan
	Media Instructor	Media Instructor	Jordan
2019 – now	Board Member	Board Member	Jordan
2021 – now	Deputy General Manager	Deputy General Manager	Jordan
2021 - now	Head of Business Development Department	Head of Business Development Department	Jordan
2020- now	Board Member	Board Member	Jordan
2023-now	Faculty Member	Faculty Member	Jordan

PUBLICATIONS				
JOURNALS				
Author	Title	Journal	Vol./No.	Publication Date
SARA NASEREDDIN	Impact of social media platforms on international public opinion during the Israel war on Gaza	Global Change, Peace & Security	1	2024
SARA NASEREDDIN	The Role of Social Media in Changing Individuals' Intentions and Behaviors Toward E-government Services	International Knowledge sharing platform	3	2024

SARA NASEREDDIN	دور التسويق الاجتماعي في خلق الحوار وتعزيز تفاعل الجمهور مع حملات مقاطعة المواد الاستهلاكية "سريعة الحركة"	مجلة اتحاد الجامعات العربية		2025
SARA NASEREDDIN	Predicting Media Impact: A Machine Learning Framework for Optimizing Corporate Communication Strategies in Architectural Practices	international journal of computational and experimental science and engineering	1	2025
SARA NASEREDDIN	The Role of Social Media Networks in Influencing Public Opinion and Promoting National Values in Jordanian Society: Facebook as a Model	Educational Administration: Theory and Practice	1	2025
SARA NASEREDDIN	Social Responsibility Roles of Public Relations Departments in Jordanian Universities During COVID 19:	Journal of Public Relations Research	35	2022
SARA NASEREDDIN	A comparative exploration of how PR firms in Jordan and Turkey use SM for Organizational performance (Under Review for publication in	Public Relations Review Journal		2021
SARA NASEREDDIN	Theory Advancing practice: Contingency Theory in the Strategic Management of Crises, Conflicts and Complex Public Relations Issues in (Under Review for publication	International Journal of Project Management		2021
SARA NASEREDDIN	An Empirical investigation of the perceived impacts of public relations on Jordanian media companies	Arab Media Relations, Middle East University – Jordan		2020
SARA NASEREDDIN	The Impact of Public Relations on Citizen's Development	2nd Middle East International Conference		2019
SARA NASEREDDIN	FORMULATION AND IMPLEMENTATION OF SOCIAL MEDIA STRATEGY FRAMEWORK : A CASE STUDY OF JORDANIAN GOVERNMENT ORGANIZATION	Journal of Theoretical and Applied Information Technology		2018
SARA NASEREDDIN	PUBLIC RELATIONS PRACTICE IN JORDAN: IMAGE MANAGEMENT	International Tourism Conference:		2016

	DURING TOURISM CRISIS	“Crises, a Threat to Development and Progress”		
SARA NASEREDDIN	THE PERCEPTION OF PUBLIC RELATIONS IN SOCIETY: A CASE STUDY OF GENDER KNOWLEDGE, ATTITUDES AND SKILLS IN RELATIONSHIP TO MEDIA	4th International Conference on Communication, Media, Technology and Design- Dubai		2015

BOOKS

Author/s (In Order)	Title	Publisher	Edition	Date
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MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

- Arab Media Youth Forum
- France-Jordan Chamber of Industry and Commerce
- Hebron Forum for Development
- Nasereddin Family Association
- Hebron Forum for Development
- Entrepreneurs Organization (EO)- Amman
- China- Arab Center (Jordan) for Technology Transfer

WORKSHOPS ATTENDED /WORKSHOPS OFFERED

2011	Madaba- Jordan	Attended the University Contribution in Local Development Conference and participated with a working paper entitled "Greater Madaba Municipality".
2012	Amman – Jordan Middle East University	Attended The first Jordanian Conference to Support Scientific Research in the Tourism Industry", at the invitation Idaa Tourism Research and Studies
8/3/ 2012	Eastern Mediterranean University – TRNC	Participated in Women’s International Day event presenting Jordanian Women as a success story

2013	Bologna-Italy	A conference entitled " Anniversary of the Magna Charta UNIVERSITATUM)" at the invitation of Bologna University
2014	Amman-Jordan	A conference entitled "Arab European Leadership Network in Higher Education" convened by the Arab Universities Association
26-27/03/2014	Amman-Jordan Middle East University (MEU)	Attended "the 47 th session of the Arab Universities Association General Conference –Palestine Session", and presented an initiative to launch the "Governance of Arab Universities"
01-03/11/2014	HURGHADA- Egypt	A conference entitled "Therapeutic and Curative Tourism" at the invitation of 6 October University
10-11/06/2014	Amman- Jordan Princess Sumaya University for Technology.	Attend The First Arab-European Conference on Higher Education at the invitation of the
11-2014	Turkey - Izmir	Participated in the European Arab-Turkish Tourism Forum
02-05/03/2015	Amman-Jordan Royal Hotel	Attending the First International Conference for Health Media entitled "Health Media and Making of Awareness"
13-19/04/2015	Massachusetts, the United States	Attend the PVSC42 (IEEE) Conference
5 - 6 May 2015	Amman - Jordan Landmark Hotel	Participated in the discussion pannel in Radio and Television Broadcasting: Policies, Transformations, Challenges conference Organized by Jordan Media Institute In cooperation with Norwegian Press Institute
25-27/03/2015	Beirut- Lebanon Holy Spirit University	Attended the 48 th session of the Arab Universities Association General Conference
2015	Dubai – UAE	Attended and participated with a paper titled" THE PERCEPTION OF PUBLIC RELATIONS IN SOCIETY: A CASE STUDY OF GENDER KNOWLEDGE, ATTITUDES AND SKILLS IN RELATIONSHIP TO MEDIA" 4th International Conference on Communication, Media, Technology and Design
11-13/4/2015	Amman-Jordan Sheraton Hotel	Attended the International Conference on Facilitation of Tourism for People with Disabilities between reality and the hoped for (Tourism for all)
2-5/12/2015	Sharm el Sheikh, Egypt	Participated in the Fifth Modern Trends in the Arab Tourism Industry Conference
2015	Sharm el Sheikh, Egypt	The Role of the Arab Network for the Promotion of Eco tourism in Promoting Joint Arab Integration - Conference on the Recent Trends in the Tourism and Hospitality Industry, Suez Canal University, Fayoum University and the Arab Universities Association.

12/2015	Amman- Jordan Kempinski Hotel	Attended Investigative Media workshops with international Journalists at ARIJ annual conference
2-5/12/2015	Sharm el Sheikh, Egypt	Participated in the Fifth Modern Trends in the Arab Tourism Industry Conference.
16-19/9/2015	Bologna- Italy	Attended a meeting held by the representatives of 80 European Universities and signing the MAGNA CARTA Document
14/11/2015	Amman-Jordan Middle East University	Participating in the round-table of the 7 th conference for scientific research in Jordan
11-12/12/2015	Amman-Jordan Kempinsky Hotel	Attending the conference of AL-ELM NOOR/Arab Network for Innovation
10-13/3/2016	Aswan and Luxor, Egypt	Participated with a paper titled “Public Relations Role at the times of Crisis: Internal Tourism in Jordan” in the International Tourism Conference – Obstacles to Tourism Development in the Hashemite Kingdom of Jordan and the Arab Republic of Egypt
14/05/2016	Amman-Jordan Middle East University	Attending the launch of the e-government and smart city conference
30 Oct. 2016	Amman	Participated in the Round table discussion held by the UNESCO- “Media Literacy in the 21st century: emphasizing on World citizen “
1 Nov. 2016	German Jordanian University	Participated in “Career Service and Career Guidance in National and International Context”
2/11/ 2016	Amman- Jordan Kempinski Hotel	Attended The 9th annual forum for Arab Investigative Journalists by ARIJ
11-13/03/2017	Amman-Jordan	Participating in the International conference for governance at the higher education institutes held at the Middle East University
05/05/2017	Amman-Jordan	Participated Youth Speak Forum organized by UNESCO and AIESEC as a trainer and panel speaker in the topics of “Media influence on Communication in society” and “Internationalization in the new media world” held at Middle East University

24-27/10/2017	Alexandria, Egypt	Participated in the Conference on "Entrepreneurship in the Tourism, Hospitality and Heritage Industry in Egypt", A future Vision for Sustainable Development, Pharos University - Faculty of Tourism and Business Administration
18-21/12/2017	UN - HQ Geneva, Switzerland	Attend the final stage of the Sustainable Development Conference in 2017 and the Conference on Planning for Sustainable Tourism Development until 2030.
07/05/2018	Amman-Jordan Middle East University	Participating in the conference on media governance in the Arab World: the media between legislation, education and professionalism, with a peer-reviewed paper.
07/08/2018	Amman-Jordan Middle East University	Participating in the national conference entitled "Community security- responsibilities and education", with a peer-reviewed study
1-2/04/2019	Amman-Jordan MEU	Participated in the 2 nd international conference entitled "Strategic awareness and governance", with a peer-reviewed paper. "The Impact of Public Relations on Citizen's Development"
23/04/2019	Amman-Jordan MEU	Participated with a paper " in a conference entitled(FATABAYYANO) convened jointly with the Public Security Directorate "An Empirical investigation of the perceived impacts of public relations on Jordanian media companies"
4/2019	Crisis Management Center	Coordinated and attended A workshop in cooperation with the for faculty members at the College of Media entitled: The Theory of Media Graduation in Crisis Management, and the Media Planning Model for Governmental Decisions

RESEARCH INTERESTS

LANGUAGES

- Arabic: Mother Tongue.
- English: Excellent / Writing, Reading, Speaking

OTHER COMMUNITY ACTIVITIES

- MADRASATI initiative
- SIWAR initiative – King Hussein Cancer Foundation

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- Injaz trainer – University Students
 - “Kollona Al Ordon” – We Are All Jordan
 - NDI- Ana Osharek
 - Community Outreach: I am specifically interested in helping out women and children of need. I am also interested in assisting the less fortunate members of society. I believe that the best way to help them is by teaching them skills they can use to improve their lives.
 - Teaching is my passion. As I believe that having something to pass is a gift that we should use in helping others.
 - Interacting with people. One of my personality characteristics is enjoying dealing with people of all social and cultural levels. As I think that meeting new people every day and learning more about their cultures, thoughts, education, and experiences is very interesting, and self-educating.

AWARDS RECEIVED

GRADUATE STUDENTS SUPERVISION

Student Name

Thesis Title

REFERENCES

- Dr. Yacoub Adel Nasereddin Middle East University General chancellor
Trustees at Middle East University Amman – Airport High way.