

## Curriculum Vitae

**Name** *Hussein Abdulla El-Omari*

**Work Address** *King Fahd University Of Petroleum & Minerals (AACSB)  
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**Personal Data** *Nationality: Jordanian  
Marital Status: Married  
No. of Children: Five  
Date of Birth: Feb/10/1962*

**Rank** *Associate Professor (Since 2000)*

**Qualifications** *Ph. D (Marketing), University of Glasgow, Scotland, UK, 1991. (AACSB)  
M. Comm.( Marketing), Strathclyde University, Scotland, UK, 1988. (AACSB)  
B. Sc. (Business Administration), University of Jordan, Jordan, 1984.*

**Teaching Experience** *2005- King Fahd University of Petroleum & Minerals,  
Kingdom of Saudi Arabia. (AACSB)  
2000-2005 United Arab Emirates University, UAE. (AACSB)  
1995-2000 The Hashemite University, Jordan  
1991-1994 Mu'tah University, Jordan  
1989-1991 Glasgow University, UK*

**Topics Taught** *Principles of Marketing, Marketing Management, Channels of Distribution,  
Consumer Behavior, Marketing Of Services, Advertising Management,  
Retailing Management, Business Marketing, Public Relations,  
Marketing Research, International Marketing, Business  
Communication & Strategic Marketing Management.*

**Teaching Methods** *Lectures; Discussions, Debates & Case Studies; Role Playing and Empirical  
Research Projects.*

**Instructional Technology** *Laptop-based teaching and use of Smart Classrooms, Use of The  
Internet, Educational Films,....,etc.*

**Management Experience**

- 2004-2005 *Chairman, Marketing Track/United Arab Emirates University/UAE.*
- 1995-1998 *Chairman, Business Admin. & Accounting Depts./ The Hashemite University, Jordan.*
- 2000-2002 *Advisor, Sector of Community Services/United Arab Emirates University/UAE.*

**Other Duties**

- a. *Acting Dean, The Hashemite University, Zarka/ Jordan*
- 20-27/12/1995  
13-17/1/1996  
12-19/3/1996  
23/8-6/9/1997  
1-6/12/1997
- b. *Associate Supervisor, MBA Dissertation, "Evaluation Of The International Trade Exhibitions And Their Impact On Promotion Tourism: A Field Study On The Emirate Of Dubai", By Lateefa Eid Al-Faraj, UAE Ministry of Higher Education/UAE, 2002-2004.*
- c. *Academic Supervisor, Internship Program for Students of the Marketing Track, United Arab University/UAE, Winter/2004.*
- d. *Academic Advisor, distinguished female students of the Marketing Track, United Arab Emirates University/ UAE, 2002-2004.*
- e. *External Examiner, "Consumers' Attitude Towards Boycotting Consumption Products In Jordan-A Case Study of Coffee, MBA Dissertation, Dept. of Business Administration, University Of Jordan/ Jordan, 1997.*

**Committees & Memberships**

- 2007-2008 *An ad hoc Committee formed for evaluating different databases for academic journals' in Business, Management & Marketing.*
- 2007-2008 *An ad hoc Committee formed for Evaluating the Promotion Dossier of a Faculty Member, to the rank of Associate Professor, in the Department of Management & Marketing", King Fahd University of Petroleum & Minerals. (University Level).*
- 2007-2008 *MKT Textbooks Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals.*

- 2007--2008 *Marketing Program Curriculum Affairs Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals.*
- 2006--2007 *Chairman, An ad hoc Committee formed for Determining the College Nominees for the “Distinguished Teaching Award”, King Fahd University of Petroleum & Minerals.*
- 2006--2007 *Chairman, An ad hoc Committee formed for Determining the Department Nominees for the “Distinguished Teaching Award”, King Fahd University of Petroleum & Minerals.*
- 2006-2007 *Marketing Program Curriculum Affairs Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals.*
- 2006-2007 *MKT Textbooks Committee, Department of Management of Marketing, King Fahd University of Petroleum & Minerals.*
- 2005-2006 *An ad hoc Committee formed for Determining the Department Nominees for the “Distinguished Teaching Award”, King Fahd University of Petroleum & Minerals.*
- 2005-2006 *An ad hoc Committee formed for Evaluating the Promotion Dossier of a Faculty Member, to the rank of Associate Professor, in the Department of Management & Marketing”, King Fahd University of Petroleum & Minerals. (Department Level).*
- 2004-2005 *Head of the Board of Textbooks in the Department of Business Administration, United Arab Emirates University/ UAE.*
- 2003-2004 *Coordinator, Instructional Resources Committee, United Arab Emirates University/UAE.*
- 2001-2002 *Composition & Development Committee, United Arab Emirates University/UAE.*
- 2000-2001 *Strategic Plan Committee, Sector of Community Services, United Arab Emirates University/UAE.*
- 2000-2003 *Library Committee, United Arab Emirates University/UAE*
- 2000-2005 *Dept. of Business Administration, College of Business & Economics, United Arab Emirates University/UAE.*
- 1997-1999 *Vice-President of The Employees Housing Fund, The Hashemite University/ Jordan.*

- 1996 -1997**     *The Introductory Leaflet of The Hashemite University (Designing & Producing)/Jordan.*
- 1995-1997**     *The Faculty's Curriculum Requirements Committee, The Hashemite University/ Jordan.*
- 1995-1996**     *Consultative Committee (Studying and Amending The Regulations of Awarding Bachelor's Degree), The Hashemite University, Jordan.*
- 1995-1996**     *Medical Insurance Committee, The Hashemite University/ Jordan.*
- 1995-1998**     *Faculty Council, Faculty of Economics & Admin. Sc., The Hashemite University/ Jordan.*

**Seminars**  
**& Workshops**

- Research Analysis using Scopus Databases (Seminar), KFUPM Library Affairs, Kingdom of Saudi Arabia, March 10, 2008.*
- The Outcome Exam (Four Days Workshop), KFUPM Testing & Evaluation Center, Kingdom of Saudi Arabia, (September 3-6), 2007.*
- Faculty Recruitment, Development and Retention at KFUPM. (Workshop/Focus Group), Kingdom of Saudi Arabia, 2007.*
- Problems of Controlling The Marketing Activities: The Case of The Industrial Sector in The United Arab Emirates (UAE), (Seminar), Sharjah University, UAE/ 2005.*
- Marketing Opportunities In the United Arab Emirates, (Workshop), UAE University, UAE/ 2004.*
- Web-Based Research: The Case of The United Arab Emirates, (Workshop), UAE University/UAE, 2003.*
- The First (Workshop) on Internship (IWELL) Program Organized by UAE University, Nov.2003.*
- A Teaching Forum on Active Learning (Workshop), Organized by UAE University, December, 2003.*
- An M-Commerce Workshop Organized by Abu Dhabi Chamber of Commerce in October, 2002.*
- An E-Commerce Workshop Organized by Abu Dhabi Chamber of Commerce in October, 2001.*

*Funded Research Projects: From Research Idea to Final Report, (Workshop), United Arab Emirates University/UAE, 2003.*

*Social Marketing and Health Education (Workshop), Ministry of Health, Abu Dhabi-Al Ai/UAE, 2001.*

*Importance Of Retailers' Image and Buying Decisions in the United Arab Emirate (Research Forum) /UAE, 2000.*

*The Environmental Scientific Day (Workshop), The Hashemite University, Zarka/Jordan, 1998.*

*Research and Development Institutions and Their Role in The Arab Industrial Sectors (Workshop), Royal Scientific Society, Amman/Jordan, 1998.*

*Accountants' Assembly of Jordan (Workshop), Amman/ Jordan, 1997.*

*The Population of The Middle-Region Province of Jordan (Workshop), The Hashemite University/ Jordan, 1997.*

*Coping With Supply Shocks: The Case of Jordan (Seminar), The Hashemite University/, Jordan, 1997.*

*Economic Impediments To Peace In The Middle-East (Seminar), The Hashemite University/ Jordan, 1997.*

*The Role of Jordan In a Euro-Mediterranean Policy, One Year After (Seminar), The Hashemite University/ Jordan, 1997.*

### Attended the Following Conferences

1. *The Economics Research Conference for CBE, UAEU, March, 2003.*
2. *The Fourth Annual UAE University Research Conference, on "E-Learning Critical Success Factors: Exploratory Study from Student Perspective", held in Al-Ain, April, 2003.*
3. *The Fifth Annual CBE Academic Conference, on "The Role of Management Education and Technology-Led Innovation", United Arab Emirates University, UAE, March 24-25, 2002.*
4. *The Third Annual Conference For Research In The UAEU, Al Ain, May 30-June1, 2002.*

### Research & Publications

1. *The Impact of Country of Origin on Emiratis' Perception of Products: The Case of the Emirate of Dubai (UAE). [Submitted, 2008].*

2. *Importance Attached to Relationship Marketing in The Emirate of Ajman (UAE): A Consumer's Point-of-View (UAE)*, Published, *The Journal of American Academy of Business, Cambridge, Vol. 13, NO. 1, USA, March 2008, (PP. 109-115).*
3. *Emiratis' Demographics and their Reaction to TV Commercial Breaks: The Case of the Emirate of Sharjah (UAE)*, Published, *The Business Review, Cambridge, Vol.8, Num. 2, USA, December 2007, (PP. 222-230).*
4. *The Relationship Between Consumers' Attitudes and Predicting their Behaviors: The Case of the United Arab Emirates (UAE)*, Published, *The International Journal of applied management of Change, Volume 1, Issue 2, UK, 2006, (PP.1-11)*
5. *The BUSINESS CASE for improving Customer Service at Leeds City Council, UK*, Published, *The International Journal of applied management of Change, Vol. 1, Issue 1, UK, 2005, (Joint Research ), (PP. 1-16).*
6. *The Impact of "CUSTOMER FIRST" on City Council Performance, UK.*, Published, *The International Journal of Applied Marketing, Vol. 3, no. 2, UK, 2005, (Joint Research ), (PP. 178-194).*
7. *Public Policy and the Marketing Process: The Case of the Industrial Sector in the United Arab Emirates*, Published, *The International Journal of Applied Marketing, Vol. 3 , No. 2, UK, 2005, (PP.41-58).*
8. *Advertising Effectiveness: The Case Of The United Arab Emirates (UAE)*, Published, *The International Journal of Applied Marketing, Vol. 3, no. 1, UK, 2004, (PP. 3-23).*
9. *Importance of Consumers' Perception of Products in Market Segmentation: The Case of The United Arab Emirates (UAE)*, Published, *The International Journal of Applied Marketing, Vol. 3, no. 1, UK, 2004, (PP. 78-92).*
10. *Problems of Controlling The Marketing Activities: The Case of The Industrial Sector in The United Arab Emirates (UAE)*, Published, *Journal of King Abdulaziz University, Faculty of Economics and Administration, Vol. 18, No. 1, Saudi Arabia, 2004, (PP. 3-14).*
11. *Importance of Retailers' Image In Buying Decisions InThe United Arab Emirates: A Consumer's Point of View*, Published, *Al Manara Journal, Al Al-Bayt University, Vol. 10, No. 2, Jordan, 2004, (PP. 21-34).*
12. *Policies and Distribution Channels:The Retailer-Wholesaler Channel In The United Arab Emirates*, Published, *Journal of King Saud University (Admin. Sciences), Vol. 16, no. 2, Saudi Arabia, 2004, (PP. 87-102).*

13. *The Role of TV Messages Content in The Adoption Process of Durables in Developing Countries: The Case of Jordan*, Published, *Journal of King Saud University (Admin. Sciences)*, Vol. 15, no. 1, Saudi Arabia, 2003, (PP. 25-37)
14. *Social Class Categories and Brand-Name Loyalty in Jordan: A Consumer's Point-of-View*, Published, *Journal of King Abdulaziz University, Faculty of Economics and Administration*, Vol. 16, No. 1, Saudi Arabia, 2002, (PP. 13-27).
15. *The Human Issue in Channels of Distribution in Jordan: A Wholesaler's Point-of-View*, Published, *Journal of King Saud University (Admin. Sciences)*, Vol. 12, no. 1, , Saudi Arabia, 2000, (PP. 1-13).
16. *Evaluating The Role of The Marketing Managers in The Management Process of Marketing: The Case of The Textile Industry in Jordan*, Published, *Journal of King Abdulaziz University, Faculty of Economics and Administratio*, Vol. 13, no2, , Saudi Arabia, 1999 (PP. 3-19).
17. *Assessing Jordanians' Willingness To Buy: A Consumer's Point-of-View*, Published, *Arab Journal of Administrative Sciences, Kuwait University*, Vol. 6, no. 1, Jan. Kuwait, 1999, (PP. 141-151).
18. *Interfirm Technological Concerns Regarding The Adoption of The Marketing Concept: The Case of The Manufacturing Sector in Jordan*, Published, *Journal of King Saud University (Admin. Sciences)*, Vol. 11, no. 2, , Saudi Arabia, 1999, (PP. 35-50).
19. *What Advice Do Starters of Small Businesses Need? The Case of The Catering Services in Jordan*, Published, *Damascus University Journal*, Vol. 14, no. 1, Syria,1998, (PP. 19-46).
20. *The Promotional Role of Packaging in Attracting Jordanian Consumers' Attention to Local Products*, Published, *Journal of King Saud University (Admin. Sciences)*, Vol. 10, no. 2, , Saudi Arabia, 1998, (PP. 107-118).
21. *Reasons and Forms of Evaluating The Effectiveness of Advertising: The Case of The Manufacturing Sector in Jordan*, Published, *Journal of King Saud University (Admin. Sciences)*, Vol. 10, no. 1, , Saudi Arabia, 1998, (PP. 53-68).
22. *Employees' Perception Of Organizational Climate and Level Of Satisfaction In Non-Profit Making Organizations: A Field Study*, Published, *Journal of Administrative Sciences & Economics, Qatar University*, Vol. 7, Qatar, 1996, (PP. 54-77)

**Research**

**In Progress**

***23. Importance of Personal Sources of Information in Saudi Arabia. A Consumer's Point-of-View***

***24. The Influence of Reference Groups on the Buying Decision of Appliances: The Case of Saudi Arabia.***

***25. The Influence of Reference Groups on the Selection of Shopping Centers: The Case of Saudi Arabia.***