



**Ayman Harb, Ph.D.**

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Human Capital Development, Local Community Development, & Tourism and Hospitality  
Entrepreneurship Consultant  
Associate Professor at the University of Jordan

## **EDUCATION**

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2012-2016

**Texas Tech University, Ph.D.**

Major: Hospitality Administration

Average: Excellent

Dissertation Title: *Social Media as a Marketing Tool for Events*

2014 - 2015

**Texas Tech University, M.A.**

Major: interdisciplinary Studies - Hospitality Management

Average: Excellent

2007 - 2009

**Yarmouk University, MSc.**

Major: Tourism Management

Average: Very good

2001 – 2005

**Al-Albays University, BA.**

Major: Translation

Average: Good

2000 - 2001

**High School Diploma**

Average: 81.6

## **ACADEMIC EXPERIENCE**

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**September 2022 – Until Now**

**Dean of Tourism and Hospitality School, The University of Jordan-Aqaba Branch**

**Role:**

- Coordinating the development of and implementing the school's Vision and Goals Statement;
- Leading college efforts toward achieving University goals;
- Leading, and coordinating college strategic planning and curriculum development;
- Leading, supervising, evaluating, and supporting Departments in a manner that promotes excellence in instruction, scholarly and creative productivity. and service;
- Advising the University Provost on

University policies and procedures;

- Developing, leading, and encouraging fundraising in support of the college's goals and the goals of its departments and programs, as well as outreach and public service efforts.

**September 2021 – Until Now**

**Associate Professor, the University of Jordan**

Teaching different courses in Hospitality and Tourism Management, Sustainability, and Entrepreneurship.

**May 2016 – 2021**

**Assistant Professor, the University of Jordan**

Teaching different courses in Hospitality and Tourism Management, Sustainability, and Entrepreneurship.

**September 2017 – September 2019**

**Chairperson of Hotel Management Department, The University of Jordan**

**Role:**

- Performing administrative duties,
- Setting the department curriculum,
- Interviewing potential new professors,
- Managing faculty schedules,
- Settling faculty and student disputes,
- Reporting to the dean.

**July 2022 – August 2022**

**Visiting Scholar, Hacettepe University, Turkey**

Through Erasmus + Program to teach short course about Tourism Sustainability and Local Community Development

**October 2019-Novemeber 2019**

**Visiting Scholar, Mendel University, Czech Republic**

**October 2017-Novemeber 2017**

Through Erasmus + Program to teach short course about Tourism and Hospitality Product Development and Marketing Innovation

**March 2019-April 2019**

**Visiting Scholar, Jagiellonian University, Poland**

Through Erasmus + Program to teach short course about Hospitality and Tourism Marketing Innovation

**May 2017 – August 2017**

**Part Time Instructor (Summer School), Hashemite University, Department of Business Administration**

**January 2013 - May 2016**

**Graduate Teaching Assistant, Texas Tech University**

Courses assigned:

- Event Management
- Professional practices in hospitality and retail industry
- New trends in retail and hospitality industry
- Purchasing management in hospitality industry
- Seminar in hospitality industry
- Tourism and Travel
- Hospitality Management
- Facilities Management

**August 2011 - May 2012**

**Teaching Assistant/Assistant Instructor, the University of Jordan**  
Courses assigned/currently teaching:

- **Tourism and Hotel Laws and Regulations**
- Principles of Hotel Management.
- Front Office Management.
- English for the Hotel Industry

Teacher, the Ministry of Education

**2005 – 2011**

**PROFESSIONAL EMPLOYMENT** \_\_\_\_\_

*2015 –2016 Overton Hotel & Conference Centre*

*Paid internship in the managerial role in conference and convention services, Marketing, Sales, Food & Beverage Management, Guest Service Management, and culinary (12-month internship).*

**May 2015 – May 2016 Texas Tech University**

*Event coordinator assistant at the department of Hospitality and Retailing Management*

**2009 – 2010 Kalimat Tours**

*Travel Consultant (part time).*

**Funded Project** \_\_\_\_\_

2020 – 2021: **Developing Jordanian Universities' Innovation Capacities and Entrepreneurship Education** (Including Syrian Academic Refugees), DAAD, Project Coordinator

**The Project mainly focuses on** Developing Jordanian Universities Entrepreneurship and Innovation Capacities and Education with especial focus on building the capacity **Syrian Academics Refugees** in terms of Entrepreneurship and Innovation Capacities and Education

**The Total Budget:** 190,000 euro

2021 – 2023: **The Impact of Covid-19 on Employability and Poverty**, Jordan Scientific Research Support Fund, Team member

**The Project mainly focuses on:**

- Evaluating the impact of the COVID-19 pandemic on unemployment and poverty in Jordan.
- Identifying the most affected groups by the negative repercussions of COVID-19 according to the personal variables of the respondents (gender, age, place of residence, nature of work,

income, workplace, governorate).

- Assessing the adequacy of the Jordanian government's response to compensate the most vulnerable families due to the negative effects of the COVID-19 on income and poverty
- Providing recommendations to reduce the impact of COVID-19 on the level of unemployment and poverty.

**The Total Budget:** 20,000 JD

2018 – 2019: Global University Entrepreneurial Spirit Students' Survey "GUESSS" 2017 and 2020). "GUESSS is a global and impactful research project focus on students' entrepreneurial intentions and activities", Team member

Reforming and developing undergraduate curriculum for Restaurant, Hotel and Institutional Management (RHIM) at Texas Tech University (2016), Team member

### **Submitted Projects**

- **2023 – 2025: Leveraging Jordanian Youth Access to Work in Rural Areas – An Upskilling and Language Reskilling Program;** Funded Agency: US-Embassy in Amman – Jordan; Total Budget: \$1000000 (Rejected)
- **2023-2026: Co-Shaping Circular Economies in Response to Syrian Crisis: Uncovering and Implementing Public Preferences for Local Development through Quadra-Helix Agglomeration;** Funded Agency: Eropian Union (ENI); Total Budget: \$1200000 (Rejected)
- **2023 – 2024: Connecting with Cultures Through Jordanian Traditional Games;** Funded Agency: UNESCO; Total Budget: \$80000 (Waiting for the decision)

### **Consultant and Trainer**

- **Youth Inclusiveness in Sustainable Development Consultant** for RESMYLE Project: My job is to: Design and provide trainings, as well as technical support and advice to RESMYLE staff in Jordan with respect to **youth and social inclusion** activities; and prepare communications materials that highlight RESMYLE's youth and social inclusion programming.
- Ideation in Tourism and Hospitality industries Trainer, RESMYLE Project
- Sustainable Tourism Development Expert for CROOSSDEV Project: My role focuses on Building capacity of **local community** in less known tourist destination in Jordan (UM-QAYS) in terms of engaging them in tourism development there
- Jordan Tourism Hackathon
  - Train the trainees how to develop Business Model and Product development

### **Curriculum Development**

- Preparing degree plan for **Event Management Diploma** that fulfills the Saudi Technical and Vocational Training Corporation (TVTC) vision.
- Preparing degree plan for **Food Service (Hospitality) Diploma** that fulfills the Saudi Technical and Vocational Training Corporation (TVTC) vision.
- Committee chair of developing and reform Tourism and Hospitality curriculum

development at Jordanian Accreditation and Quality Assurance Commission for higher Education Institutions

- Committee chair of reviewing the academic plan for Hotel, Restaurant, and Event Management bachelor at Luminous University College.
- Committee chair for developing academic plan for event management bachelor at the University of Jordan - Aqaba
- Committee member of reviewing academic plan for Hotel Management bachelor at the University of Jordan – Amman
- Tourism and hospitality curriculum development Project coordinator at the Modern University College in Ramallah, Palestine Funded by International Bank (Canceled before starting because of COVID-19)
- Reforming and developing undergraduate curriculum for Restaurant, Hotel and Institutional Management (RHIM) at Texas Tech University (2016), Team member

## **AWARDS**

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Social Media as a Marketing Tool for Hospitality Events. (2016) 15th Annual Graduate School Poster Competition, Texas Tech University. Winning the second place at the competition

## **RESEARCH PAPERS**

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**Harb, A. A.**, Fowler, D., Chang, H. J., Blum, S. C., & Alakaleek, W. (2019). Social media as a marketing tool for events. *Journal of Hospitality and Tourism Technology*., <https://doi.org/10.1108/JHTT-03-2017-0027>

**Harb, A.**, Khlifaf, A., Alazaizah, M., Ayoun, K., (2023) Do Personality Traits Predict Students' Interest and Intentions Toward Working in the Tourism and Hospitality Industry? Evidence from a Developing Country, *Journal of Hospitality & Tourism Education*, DOI: 10.1080/10963758.2023.2175690

**Harb, A.**, Alhammad, F. . ., Abuamoud, I. ., Hatough, S. . ., & Hamdan, S. . (2022). The Impact of Covid-19 Pandemic on Tourism and Hospitality Industry: Jordan as a Case Study. *Dirasat: Human and Social Sciences*, 49(2), 287–299. <https://doi.org/10.35516/hum.v49i2.1790>

**Harb, A.**, Khlifaf, A., Alzghoul .Y, Fowler, F., Sarhan, N., Eyoun K. (2021) Cultural exploration as an antecedent of students' intention to attend university events: an extension of the theory of reasoned action. *Journal of Marketing for Higher Education* 1-23.

Sarhan, N., **Harb, A.**, Shrafat, F., & Alhusban, M. (2020). The effect of organizational culture on the organizational commitment: Evidence from hotel industry. *Management Science Letters*, 10(1), 183-196.

Sarhan, N. M., **Harb, A.**, Shrafat, F. D., & Alshishany, A. (2019). The impact of individualism and collectivism on communication apprehension: a study of university academic staff. *Journal of Institutional Research South East Asia*, 17(2).

Haddad, R., Harahsheh, S., & **Harb, A.** (2019). Halal food and Muslim tourists. *In The*

*Routledge Handbook of Gastronomic Tourism* (pp. 451-461). Routledge.

Alhamad, F., Al-Weshah, G., & **Harb, A.** (2021). Trends in Jordan Tourism and Hospitality Literature: A Systematic Review. *Dirasat: Human and Social Sciences*, 48(4).

Retrieved from <https://archives.ju.edu.jo/index.php/hum/article/view/110829>

Al-akaleek, W., Harb, Y., **Harb, A.** Al Maaitah, H. (2023) Entrepreneurship educational offering in Jordanian universities: exploring challenges. *Jordan Journal of Business Administration* (Accepted).

Ghatasheh, N., Faris, H., AlTaharwa, I., Harb, Y., & **Harb, A.** (2020). Business Analytics in Telemarketing: Cost-Sensitive Analysis of Bank Campaigns Using Artificial Neural Networks. *Applied Sciences*, 10(7), 2581.

Alakaleek, W., Harb, Y., & **Harb, A.**, Alshishani, M. (2023). The impact of entrepreneurship education: A study of entrepreneurial outcomes. *The International Journal of Management Education*, 21(2), 100800.

Harb, Y., Alakaleek, W., Shang, Y., & **Harb, A.** (2023). The Effect of Knowledge Management Practices Exploration and Exploitation on Individual Performance and Empowerment. *Journal of the Knowledge Economy*, 1-22.

Alhammad, F., **Harb, A.**, Alzboun, N., Harahsheh, S. & Masedeh, M. (2023). COVID-19 Pandemic and the Future of Tourism and Hospitality Research: A Systematic Review of the Published Research During the Pandemic. *African Journal of Hospitality, Tourism and Leisure*, 12(2)

Ensour, W., Sarhan, N., & **Harb, A.** (2023) Work Environment and Workaholism: Personality Traits as Mediating variable. *International Journal of Business Innovation and Research* (Accepted)

Alzboun, N., Al Okaily, N., Khawaldah, H., **Harb, A.**, and Alshurideh M. (2023) Towards recreational travel modelling in non-western countries: An empirical study using a structural equation modeling approach. *Uncertain Supply Chain Management* (Accepted)

#### **Under Review Manuscripts**

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**Harb, A.**, Al-akaleek, W., Harb, Y. (2023) The moderating effect of gender and major in shaping tourism and hospitality career choice intentions of generation Z. *Journal of Teaching in Travel & Tourism*

Alhammad, F., **Harb, A.**, Alomar, S. (2023) Relationship between national culture and entrepreneurial activities: Evidence from GEM data. *World Journal of Entrepreneurship, Management and Sustainable Development*

**Harb, A.**, Alzboun, N., Yaseen, H., Alansari, M., & Alzghoul, Y., (2023) Beyond the Experience: Understanding the Role of Reputation in Events and Festivals Attendance. *Journal of Conventions and Event Tourism*

Alzyoud, S., Ensour, W., & **Harb, A.** (2023) Linking Employee Voice to Service Recovery Performance in the Hotel Sector: The Mediating Role of Tacit Knowledge Sharing and Employee Innovation. *Journal of Human Resources in Hospitality and Tourism*

Al-akaleek, W., **Harb, A.**, Alzyoud, S. (2023) Towards a sustainable entrepreneurship future: exploring sustainable entrepreneurial attitudes and intentions among Gen-Z females in

## CONFERENCES

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- ICHRIE (2023) USA. From Event-goers to Event Advocates: How perceived value shapes intentions to share experiences in the event industry context. **Harb, A.**, Alansari, M., Yaseen, H., & Alhammad, F.
- ICHRIE (2023) USA. Where is the Tourism and Hospitality Sustainability Research Heading after the Covid-19 Pandemic. Alhammad, F & **Harb, A.**
- 6<sup>th</sup> Conference of the Geographical Society of the Gulf Cooperation Council states - Geographical Dimensions of the Culture Industry in the Cooperation Council for the Arab States of the Gulf (2023). **Harb, A.** & Alzboun N., Motivations for Participating in Katara Cultural Village Events and Festivals
- Third International Conference in Tourism management Heritage Conservation (2023). **Harb, A.** & Boran Suzy., Tourism Ethics, Experiential Learning Methodology, and Innovative Approach To Empowering Small Businesswomen Owners In Sustainable Tourism Services. The Case Study of Um Qais.
- 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism (2013) **Harb, A.**, & Stout, B., Paper title “Behavioral Responses to Atmospheric Elements in Coffee Shops”.
- 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism (2014). **Harb, A.**, and Fowler, D., Paper title “Engaging Event Marketers through Social Media: How Event Marketers are Using Social Media as a Marketing Tool for Hospitality Events”
- Tourism strategy, investment, and development – 2018 Yousra Harb, **Harb, A.**, Wejdan
- Alakaleek, & Aahed Khelifat, Paper title “Knowledge Management Initiatives and Empowering Human Capital: A Literature Analysis Using Text Mining and Latent Dirichlet Allocation”.
- The 2nd Annual Meeting and International Conference of the Consortium for Research in Political Theory (CRIPT) Hacettepe University, Ankara, Turkey, July 16-20, 2018 **Harb, A.**, Paper title “Government Policy and Environmental Green Practices in Tourism and Hospitality Industry: A Literature Analysis Using Text Mining Approach”
- The second international symposium on textbooks (2019) **Harb, A.**, Paper title "Hospitality and Tourism Management Undergraduate Curriculum Development in Jordan" Yildiz Technocal University, Istanbul, Turkey.
- The eight traffic safety conference – 2017 Harb, Y., & **Harb, A.**, Paper title “The impact of vehicle characteristics on injury severity”
- 9th Advances in Hospitality and Tourism Marketing and Management Conferences Khleifat, A., Eyoum, K., **Harb, A.**, (2019) July 9 - 12, 2019 – Portsmouth, UK
- The GLOSERV Conference (2020) **Harb, A.** The role of the personality traits on predicting

students' interests and intentions toward working in the tourism and hospitality industry: Social Cognitive Career Theory framework".

### **Committee Membership**

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- Co-founder of Tamkeen for sustainable tourism development and board of directors member
- Committee member of developing entrepreneurship policy in Aqaba Special Zoon Authority.
- Committee chair of developing and reform Tourism and Hospitality curriculum development at Jordanian Accreditation and Quality Assurance Commission for higher Education Institutions
- Scientific committee member of the Global Conference on Services and Retail Management (GLOSERV 2021) (virtual conference).
- Scientific committee member of the Global Conference on Services and Retail Management (GLOSERV 2017) Italy
- Organizing Committee, The second international symposium on textbooks in Istanbul, Turkey. October 2019

### **Keynote Speaker and Workshop Participation**

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- Third Sustainable Tourism Summit (2023) – Beirut, Lebanon.
- First Sustainable Tourism Summit (2022) – Palermo, Italy.
- Second Sustainable Tourism Summit (2023) – Tunisia, Tunis.
- Towards a more sustainable tourism in the Mediterranean (2023) - Florence, Italy.
- II MED Sustainable Tourism Convention (2022) - Barcelona, Spain
- International Erasmus Plus Week (2022) – Brno, Czech Republic

### **Training Courses and Certificates Obtained**

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- Train the Trainer Certification in Designing Entrepreneurship Curricula and Teaching Entrepreneurship (Saarland University, Germany)
- Innovation and Entrepreneurship Capacity Building for Higher Education
- Entrepreneurial Eco-Systems Benchmarking
- Curriculum Development and Entrepreneurship Education
- Sustainable Tourism and Mobility for the Mediterranean, Interreg-euro-med-academy (2022)
- Certification in Hotel Industry Analytics. “CHIA”
- Cvent Event Professional Certification
- Restaurant Operations
- International Computer Driving License (ICDL).
- Administrative Skills in Hotel Management.
- innRoad Property Management System.
- M3 AccKnowledgeHotel Accounting Software.
- International Teaching Assistant (ITA)
- Building Student’s Creativity, Innovation and Entrepreneurship
- Interactive Learning and Students’ Engagement



- Development and Analysis of Tests Using SPSS
- BLENDED LEARNING
- Role of Social Media in Higher Education: Teaching and Learning
- Continuous Improvement in the Performance of Students Based on Learning Outcomes Assessment
- Identifying Grants for Research and Project Funding
- International Week of Teaching, Inclusive, and Digital at Mendel University