

ASHRAF M. T. ALFANDI

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BIOGRAPHY

Dr. Ashraf M. T. Alfandi is a Full Professor of Business Administration and Dean of the Faculty of Administrative and Financial Sciences at Irbid National University, Jordan. He holds a Ph.D. and MBA in Management from Universiti Utara Malaysia. His expertise includes entrepreneurship, strategic management, innovation, and digital transformation. He has supervised numerous master's and doctoral theses and has published research in international Scopus-indexed journals. Dr. Alfandi is actively engaged in academic leadership, research, and international collaboration in the field of business administration.

WORK EXPERIENCE

November 01, 2023 – until now **Full Professor**, Irbid National University (IUN)), Business Administration Department , Irbid, Jordan.

May 27, 2017 – November 01, 2023 **Associate Professor**, Irbid National University (IUN)), Business Administration Department, Irbid, Jordan.

Mar 10, 2011 – May 27, 2017 **Assistant Professor**, Irbid National University (IUN)), Business Administration Department, Irbid, Jordan.

December 27, 2025 –until now **Dean of the Faculty of Administrative and Financial Sciences**
Irbid National University, Jordan.

- **Academic Leadership:** Provide strategic leadership for undergraduate and postgraduate programs, curriculum development, and academic quality assurance across all departments.
- **Faculty Management:** Oversee faculty performance, development, workload distribution, and promotion in coordination with university policies.
- **Strategic Planning:** Lead faculty-level planning aligned with the university's vision, accreditation requirements, and international ranking standards.
- **Student Affairs:** Support academic advising, monitor student performance, and promote an effective and supportive learning environment.
- **Research & Innovation:** Promote research productivity, interdisciplinary collaboration, conference organization, and publication in indexed journals.
- **Administrative & Financial Management:** Manage faculty operations, budgets, committees, reporting, and coordination with university leadership.
- **External Relations:** Strengthen partnerships with industry, professional bodies, and international institutions to support training, employability, and academic cooperation.

Fall 13, 2015 – Fall 16, 2017 **Head of Business Administration Department**, Faculty of Administrative and Financial Science, Irbid National University, 2015 to 2017.

- **Academic Leadership:** Oversee curriculum development, course planning, and academic quality assurance within the department.
- **Faculty Management:** Supervise and support faculty performance, development, and workload distribution.
- **Strategic Planning:** Develop and implement department goals aligned with university strategy and accreditation standards.
- **Student Affairs:** Monitor student progress, address academic issues, and enhance the learning environment.
- **Research Promotion:** Encourage faculty and student research, facilitate collaborations, and support scholarly publication.

- **Administrative Duties:** Manage departmental operations, budgets, meetings, and reporting to the university administration.
 - **Industry & Community Engagement:** Foster partnerships with the tourism sector to support internships, training, and employment opportunities.
 - Teach doctoral-level courses in Management- Tourism and Hospitality via online learning platforms.
 - Supervise Ph.D. candidates, guiding dissertation development, research design, and academic writing.
 - Support the development of research capacity and scholarly publication among doctoral students.
 - Participate in virtual academic committees and contribute to the university's quality assurance efforts in distance learning.
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- **Ph.D.,** Business Administration, University Utara Malaysia (UUM), Kedah, Malaysia, 2008-2011.
 - **M.S., MBA-** Master of Business Administration, University Utara Malaysia (UUM), Kedah, Malaysia, 2006-2008.
 - **B.S.,** Bachelor of Art in Modern Languages (a major in French and a minor in German languages, Yarmouk University, Irbid, Jordan, 1999-2003.

PUBLICATIONS

Conference Papers

- Alfandi, A. (2017). Managing Destination Consumer Based Brand Equity for Potential Tourists via Communication Effects Assessment. Paper presented at the 2017 Prague International Academic Conference Business & Economics Education & Social Sciences May 7-10, 2017
- Alfandi, A. (2016) Selected Antecedents Impacts on Employees performance. Paper presented at the 2016 Prague International Academic Conference. September 4-7, 2016. Prague, Czech Republic
- Alfandi, A., & Kasim, A. (2011). Long-Term Communication Effects of Tourism Malaysia Marketing Communications on the Awareness and Perceived Destination Image Dimensions among Potential Tourists from the Gulf Countries (GC). Paper presented at the Advances in Tourism and Hospitality Marketing and Management (ATHMM2011). (Editor: Maria Alvarez and Dogan Gursoy) June 2011, Istanbul, Turkey.
- Alfandi, A., & Kasim, A. (2010). The Importance of Long Term Marketing Communication Effects in Destination Marketing. Paper presented at the Proceedings of the International Graduate Tourism Research Conference, Kuala Lumpur.

Article in Journal

- Al Matalaka, M. M., Momani, H. R., Khasawneh, M., Khanfar, S., AL-Malahmeh, Z. A., Al-Qassem, A. H., Al-Ramadan, A. M., Alzoubi, M., & Alfandi, A. (2025). The factors that affect electronic learning students' behavioural intentions in the higher education tourism and hospitality disciplines. Data and Metadata, 4, 691. <https://doi.org/10.56294/dm2025691>.
- Ashraf Alfandi, Khaled Alshihabat, Mohammad Alrfai, Ibrahim Siam, Thabet Bani-Hani, Mohammad Alibraheem and Bader Al-qaied. (2023). The entrepreneurial shift in education: The critical success factors of mobile learning in higher education institutions. International Journal of Data and Network Science, An international journal, (7). <https://growing-science.com/ijds/online.html>
- AL Zoubi, M, Yasmeen ALfaris, Baha Fraihat, Ali Otoum, Maher Nawasreh and Ashraf Alfandi. (2023). An extension of the diffusion of innovation theory for business intelligence adoption: A maturity perspective on project management, Uncertain Supply Chain Management, An international journal, (11).

https://www.growingscience.com/uscm/online/uscm_2023_38.pdf

- Alfandi. A.M, and Bataineh. M. (2023). The Impact of Green Entrepreneurship Orientation on Sustainable Performance: The Mediating Effect of Knowledge Management. *International Journal of Academic Research in Economics and Management Sciences*, 12(1), 388–404. <http://dx.doi.org/10.6007/IJAREMS/v12-i1/16422>
- Alfandi. A. M, and AL-Zoubi M. (2022). Sustainability as a Factor of Competitive Advantage in Tourism Industry,. *International Journal of Advanced Research*, 10, (May). 01-06] (ISSN 2320-5407) .
<http://dx.doi.org/10.21474/IJAR01/14668>
- Al-Zoubi, M. I; Alfandi (2021). Examining the Dimensions of Organizational Climate on Employee's creativity in Jordanian Hotels. *Journal of Contemporary Issues in Business and Government* Vol. 27, No. 2. https://www.cibgp.com/article_8436.html
- Afandi, A. M. (2020). Is Jordan safe to visit? The Impact of Perceived Risk Perceptions on the tourist Behavioral Intentions. *Geo-Journal of Tourism and Geosites*. Vol.33, No.4. p.1545-1550.
<http://gtg.webhost.uoradea.ro/PDF/GTG-4spl-2020/gtg.334spl15-606.pdf>
- Alfandi, A. M. (2020). Hotel Related Factors and Employee Performance "The Case of Jordanians Four Star Hotels". *International Business Research*. Vol. 13, No. 3.
<http://www.ccsenet.org/journal/index.php/ibr/article/view/0/42006>
- Alfandi, A. M. (2020) Manager Attitude Impact on the Performance of Employees. "a case of Jordanian travel and tourism institutions". *International Business Research*. Vol. 13, No. 1.
<https://doi.org/10.5539/ibr.v13n1p136>.
- Kahsawneh. M & Alfandi, A. (2019). Determining Behaviour Intentions from the Overall Destination Image and Risk Perception. *Tourism and Hospitality Management*, Vol. 25, No. 2, pp. 355-375.
https://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=332324.
- Alfandi, A. (2016) Selected Antecedents of Employees turnover intention: the case of Jordanian five stars hotels. *International Journal of Engineering Research and Management Studies*. 3 November (11).
<https://www.ijerms.com/November-2016.html>
- Alkawsawneh. M & Alfandi, A (2015). Malaysia's Perceived Image as a Tourism Destination for Gulf Countries Potential Tourists. *European Journal of Business and Management*. 7 (25).
<https://www.iiste.org/Journals/index.php/EJBM/article/view/25515>.
- Alfandi, Ashraf, (2016). Training Impact on the Performance of Employees "a case of Jordanian travel and tourism institutions." *International Business Management*". 10 (4): 377-384.
<http://medwelljournals.com/abstract/?doi=ibm.2016.377.384>.
- Kasim, A & Alfandi. A (2014). "Managing Destination Image for Potential Gulf Countries Tourists via Communication Effects Assessment: the case of Malaysia." *International Journal of Business and Society (IJBS)*. 15 (3). <https://pdfs.semanticscholar.org/bc72/6645d423b3046370e8e159b8c11e2f14716.pdf>.
- Alfandi, A & M. Alkawsawneh (2014). " The Role of the Incentives and Rewards System in Enhancing Employee Performance" a case of Jordanian travel and tourism institutions." *International Journal of Academic Research in Economics and management science* 4 (4). <https://doi.org/10.6007/IJARBSS/v4-i4/788>
- Kahsawneh. M & Alfandi, A. (2012). "The Tendency of General Secondary Students towards Studying Tourism Management in Jordan, a field study of Irbid schools". *Interdisciplinary Journal of Contemporary Research in Business* 4 (7). <https://journal-archieves25.webs.com/501-515.pdf>
- Kibat, S. A., Ahmad, J. A., & Alfandi, A. (2011). "The Changes in 'Nopung' Practices among the Kadazandusun Ethnic in Sabah, Borneo". *International Journal of Culture and Tourism Research*. 4(1).
<https://scholar.kyobobook.co.kr/article/detail/4010023371874>

- الفندي اشرف، و خصاونة محمد (2012) "المزيج التسويقي وأثره على رضا المرضى العرب في المستشفيات الأردنية ونتيهم لإعادة الزيارة" مجلة مخبر السياحة، الإقليم والمؤسسات للدراسات والبحوث الأكاديمية 15 (2).

- الفندي اشرف, و خصاونة محمد, وجرادات محمد (2016, نوفمبر) "التسويق الالكتروني في شركات السياحة الصغيرة ومتوسطة الحجم في الأردن (فوائد ومعوقات التبني) " مجلة الحقوق والعلوم الإنسانية- جامعة الجلفة- الجزائر.

Chapter in Books

- Alfandi, A. M., Marco, V. (2022). Electronic Word of Mouth Effects on Middle East Destinations Overall Image and behavioral Intention: An Empirical Study in Jordan. In M, Valeri (Ed), new governance and management in touristic destinations. (pp, 134-151). IGI Global. DOI: 10.4018/978-1-6684-3889-3.ch009. <https://www.igi-global.com/book/new-governance-management-touristic-destinations/286752>

SKILLS

- Teach undergraduate courses at all levels (foundation through advanced).
- Share the responsibilities of student advising, curriculum development, supervising internships, etc.
- Serve on department, college, and university level committees.
- Excellent communication and writing skills.
- Ability to provide a training program to the undergraduate students as well as motivating them.
- Good organizational skills and problem solving attitude and elaborative approach.
- Highly skilled in doing research and having an analytical approach.
- Strong work habits and the ability to work independently as well as with a research group.
- Ability to establish and maintain effective working relationships with all levels of personnel in the organization.
- Statistical skills SPSS.

LANGUAGES

- Arabic – Native speaker (mother tongue).
- English – Full professional proficiency.
- German – Intermediate proficiency.
- French – Intermediate proficiency.

LINKS

Google Scholar: <https://scholar.google.com/citations?user=Zgzh4swAAAAJ&hl=en&oi=ao>

Research Gate: <https://www.researchgate.net/profile/Ashraf-Alfandi-3>

Scopus Author ID: <https://www.scopus.com/authid/detail.uri?authorId=56926811800>

ACADEMIC/PROFESSIONAL SERVICES

https://web2.aabu.edu.jo/thesis_site/thes_dtl.jsp?thes_no=6438

https://web2.aabu.edu.jo/thesis_site/thes_dtl.jsp?thes_no=6192

https://web2.aabu.edu.jo/thesis_site/thes_dtl.jsp?thes_no=5894

https://web2.aabu.edu.jo/thesis_site/thes_dtl.jsp?thes_no=5885

https://web2.aabu.edu.jo/thesis_site/thes_dtl.jsp?thes_no=5681

https://web2.aabu.edu.jo/thesis_site/thes_dtl.jsp?thes_no=1150

https://web2.aabu.edu.jo/thesis_site/thes_dtl.jsp?thes_no=1044

REFERENCES

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