

Curriculum Vitae  
**Dr. Sana Ali Shaqwara**



### **Dr. Sana Ali Mohammad Shaqwara**

Born in Nablus in 1954, married to Dr. Yacoub Nasereddin and together they have four children: Dr. Tamara, Dr. Ahmad, Dr. Sara, and Dr. Eng. Mohammad.

Dr. Sana has been interested in community service ever since she was a student at the University of Jordan. She led projects launched by MEU and other institutions in different areas of the Kingdom, including the Badia and in Jordan Valley, as well as remote rural areas and emerging communities.

After graduating with a bachelor's degree in Business Management in 1977, she worked in different companies in her area of studies. Her passion for field work and research, however, led her to occupy positions as an economic researcher in the National Planning Council and the Ministry of Municipal, Rural and Environmental Affairs.

She founded her own business, Shoa'a for Research, Consultations, Publishing and Distribution; "Shoa'a" (ray) being the embodiment of her philosophy in life that derives from optimism and hope. Nevertheless, her partnership with her husband Dr. Yacoub Adel Nasereddin, both in life and in work, made her assume the management of many successful investment companies.

Today, she is the Chairman of the Board of Directors and the Deputy Chairman of the Board of Trustees at Middle East University (MEU), a prominent private university in Jordan that has established grounds for cooperation with several esteemed Arab and international universities.

MEU is one of the investments of YAN Group, which is the mother company of many affiliates specialized in general trade, land and property development, pharmaceuticals, and medical equipment.

For Dr. Sana, social responsibility is her first scope of interest on both the academic and the work levels. This is evident through most of the arbitrated scientific research papers she has published, as well as her membership in local, regional, and international entities and projects concerned with planning and development, including tourism development. Currently, she is the President of the Arabic Network for Promoting Intra Tourism, which fosters the cooperation between tourism authorities both in the Arab world and internationally.

She also participated in many conferences, forums, and workshops related to her fields of interest. Moreover, she has attended various regional and international galleries hosted by her wide network of connections.

Dr. Sana also launched many initiatives that serve local communities and different sectors, several of which were aimed at empowering women, dispersing the values of democracy and human rights, developing tourist facilities and products - including accessible tourism - and young leadership development to empower the youth to uphold public responsibilities.

She received numerous awards and certificates of appreciation from Jordanian, Arab and international authorities in recognition of her strong commitment to the principles she believes in and works for.

## Resume Synopsis

**Dr. Sana Ali Mohammad Shaqwara**

**Doctor of Business Administration**

**(Transformational Leadership and Social Responsibility; Human Resource Management)**



- Chairman of the Board of Directors at Middle East University.
- Deputy Chairman of the Board of Trustees at Middle East University.
- President of the Arabic Network for Promoting Intra Tourism.
- Representative of the Arabic Network for Promoting Intra Tourism and Middle East University at the World Tourism Organization.
- Representative of Middle East University at the Arab Organization for Social Responsibility.
- Representative of Middle East University at the General Union of Arab Archaeologists.
- She has many published research papers in international arbitrated journals and databases.
- She received many awards and letters of appreciation from higher state authorities, as well as various public and private bodies.

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## Personal information

Name : Dr. Sana Ali Mohammad Shaqwara

Place and Date of birth : Nablus, 1954

Nationality : Jordanian

Marital status : Married to Dr. Yacoub Adel Nasereedin with four children;  
Dr. Tamara, Dr. Ahmad, Dr. Sara, and Dr. Mohamed.

Work address : RAWNAQ, building YAN # 20, SALIM QUDHA Str., Jordan/  
Amman (11831),  
P. O. Box (383)

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## Education

Ser.	Degree
1	PhD in Business Administration: Transformational Leadership and Social Responsibility; Human Resource Management)

## Previous work experience

No.	Company	Title	Appointment date
1	National Planning Council	Economic Researcher	From 01/07/1978 To 31/12/1980
2	Ministry of Municipal, Rural and Environmental Affairs	Economic Researcher	From 01/01/1981 To 01/11/1984
3	Shoaa for Research, Consultations, Publishing and Distribution	General Manager	From 01/01/1984 To 01/11/1984
4	Yan Industrial Trading Company	Deputy Chairman of the Board of Directors	01/12/1984 To 27/09/2008

## Partnerships

No.	Contents	Date of partnership	Status
1	ARAB SCIENTIST FOR EDUCATION CO. LTD.	2017	Partner

## Shares

No.	Organization	Year Founded
1	Numerous public shareholding companies trading in Amman stock market	Shareholder

## Memberships

No.	Contents	Title
1	Royal Automobile Club of Jordan	Member
2	Arab Universities Association	Member
3	World Tourism Organization	Member
4	Arab Organization for Social Responsibility	Member
5	General Union of Arab archaeologists	Member



## Conferences (attendance and participation)

No.	Conference	Location	Date
1	Attended the Arab Media Professionals Conference - Ahram Organization	1985	Cairo, Egypt
2	Attend the Arab Women Conference - Jordanian National Forum for Women	2008	Amman, Jordan
3	Attended the Third Religious Tourism Conference at the invitation of the Jordanian Writers Association, and participated with a working paper entitled "The Hashemite Restoration in the Footsteps of Prophets and the Companions of Prophet Mohammad PBUH."	2011/07/30	Amman, Jordan
4	Attended the University Contribution in Local Development Conference and participated with a working paper entitled "Greater Madaba Municipality."	2011	Amman, Jordan
5	Attend the International Conference on the Integration of Education Outcomes with the Labor Market in the Public and Private Sector: The Labor Market Needs Assessment in the Public and Private Sector Workshop" at the invitation of the organizing committee of the conference.	25-28/03/2012	Amman, Jordan
6	Attend the Inclusiveness to Achieve Quality In Education Conference - The Association of Arab Universities in collaboration with the British Council.	2012	Amman, Jordan

7	Attended The first Jordanian Conference to Support Scientific Research in the Tourism Industry", at the invitation Idaa Tourism Research and Studies, and participated with a research paper entitled "Social Responsibility of Universities in the Field of Tourism Scientific Research in Jordan."	29/04/2012	Amman, Jordan
8	The First Theatrical Festival "Body Language: A Dialogue for People with Hearing Impairments."	2013	Amman, Jordan
9	Attend The First Arab-European Conference on Higher Education" at the invitation of the University of Barcelona.	30-31/05/2013	Madrid, Spain
10	Attend the XXX Anniversary of the Magna Charta Universitatum at the invitation of the University of Bologna	2013	Bologna, Italy
11	Attended The Second Amman Conference: The Royal Vision for Youth at the invitation of the Jordanian United Front Party.	23/05/2012	Amman, Jordan
12	Participated in the Conference of Development of Tourism and Hostelry in the Arab World	-----	Amman, Jordan
13	Attend the Forty-Seventh General Conference of the Arab Universities Association - Palestine.	26-27/03/2014	Amman, Jordan
14	Headed the Conference of Development of Tourism and Hostelry in the Arab World - Middle East University	04/2014	Amman, Jordan

15	Attend The First Arab-European Conference on Higher Education at the invitation of the Princess Sumaya University for Technology.	10-11/06/2014	Amman, Jordan
16	Participated in the European Arab-Turkish Tourism Forum	11-2014	Turkey - Izmir
17	Attended the General Conference of the Arab Universities Association	25-26/3/2015	Lebanon, Beirut Saint Joseph University
18	Headed the International Conference for Accessible Tourism Between Reality and Hope	11-13/04/2015	Amman, Jordan
19	Attend the PVSC42 (IEEE) Conference	13-19/04/2015	Massachusetts, the United States
20	Corporate Governance; Accessible Tourism; The International Conference for Accessible Tourism Between Reality and Hope; Tourism for All	11-31/04/2015	Amman, Jordan
21	Participated in the Fifth Modern Trends in the Arab Tourism Industry Conference.	2-5/12/2015	Sharm el Sheikh, Egypt
22	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.	2015	Sharm el Sheikh, Egypt
23	Participated in the International Tourism Conference – Obstacles to Tourism Development in the Hashemite Kingdom of Jordan and the Arab Republic of Egypt	10-13/3/2016	Aswan and Luxor, Egypt

24	Participated in the Fifth Modern Trends in the Arab Tourism Industry Conference.	2-5/12/2015	Sharm el Sheikh, Egypt
25	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	24-27/10/2017	Alexandria, Egypt
26	Attended the Sustainable Tourism of Amun Conference - Marriott Hotel	29/11/2017	Amman, Jordan
27	Attend the final stage of the Sustainable Development Conference in 2017 and the Conference on Planning for Sustainable Tourism Development until 2030.	18-21/12/2017	Geneva, Switzerland

Scientific research published in international databases

No.	Date	Title
1.	2012	Dimensions of the Social Responsibility of Universities and the Requirements for its Application in Light of the Concept of Total Quality, Journal for University Performance Development, Mansoura University, Vol. 1(1), February.
2.	2012	The Degree of Practicing Transformational Leadership in the Middle East University from the Perspective of its Academic and Administrative Personnel, Journal for University Performance Development, Mansoura University, Vol. 2(1), December.
3.	2013	The Degree of Upholding Social Responsibility in Private Jordanian Universities from the Perspective of Community Leaders, Journal for University Performance Development, Vol. 2(2), December.
4.	2013	The Degree of Application Of Transformational Leadership Dimensions in Jordanian Private Universities from the Perspective of their Administrative Leaders, Journal for University Performance Development, Vol. 2(2), December.
5.	2014	Effectiveness of Human Resources Management in the Middle East University from the Point of View of Both Staff Members, the Academic & Administrative, British Journal of Humanities and Social Sciences, Vol. 11 (2), May, 10-32.
6.	2014	Effect of Implementing Transformational Leadership and Governorship in Assuming Societal Responsibility by the Universities, The Middle East University (MEU) is a Model, International Journal of Humanities and Social Science, Vol. 4, No. 3, February, 127-150.

7.	2014	The Obstacles to the Integration Between the Public Sector and Tourism Establishments in the Field of Scientific Political Research in Jordan, Journal of the International Conference for the Development of Tourism and Hospitality in the Arab World – al-Warraq Foundation for Publishing and Distribution.
8.	2014	The role of Transformative Leadership in Promoting Social Responsibility when Dealing with Tourists with Disabilities – A Case Study of Five-Star Hotels in Jordan – delivered at the European-Arab-Turkish forum "Tourism For All" Izmir-Turkey for the period from 28 November to 1 December 2014.

#### Books and authorship

No.	Edition	Year	Book title
1	First	2021	Social Responsibility between Theory and Practice

### Conferences (attendance and participation)

No.	Contents	Convener	Location	Date
1	Population Study of General Statistics on the Socio-Economic Conditions of the Southern Badia	Under the Patronage of His Highness Prince Al Hussein bin Talal	Amman	11-12/01/2012
2	University of Jordan	Amman	1979	05/04/2012
3	The role of Universities in National Construction, Development and Youth Preparation	Yarmouk University	Irbid	2009
4	Empowering Local Governments in Jordan	Konrad Adenauer Foundation and Visions Center for Development and Strategic Studies	Madaba	19/07/2011
5	A Holistic approach to Quality in Higher Education	Arab Universities Association	Amman	11-12/2012
6	The Madaba the City of Culture 2012 between Reality and Ambition Symposium	Middle East University Department of Tourism Management	Amman	19/04/2014

7	Al Ayadi Tatakallam Forum	Middle East University Jordanian Woman Development Charitable Society for Deaf	Amman	02-07/04/2012
8	Human Rights Education in the University Educational System	Middle East University The National Centre for Human Rights	Amman	11/03/2015
9	Quality Accreditation Standards in Tourism and Hotel Management	Under the Patronage of Dr. Bashir al-Zoubi Higher Education Accreditation Authority	21/10/2014	01/03/2016
10	Social Responsibility of Universities and their Role in Local Development between the National and Social Responsibility and Voluntary Initiatives	Madaba Greater Municipality	18/12/2014	2014
11	Regional Conference on Tourism in MENA Cities	Grand Hyatt Amman	Amman	13-14/11/2017
12	Strategic Plan for Local Economic Empowerment	Madaba Greater Municipality Middle East University	Amman	20/12/2018



### Courses (attendance and participation)

No.	Year	Location	Convener	Contents
1	Evaluation of Projects within the Regional Framework	Amman Region Technical Planning Committee	Amman	10-17/7/1978
2	Integration of Projects within the Regional Framework	Amman Region Technical Planning Committee	Amman	9-26/9/1978
3	The Formation and Preparation of the Regional Plan	Amman Region Technical Planning Committee	Amman	30/12/1978 To 18/1/1979
4	Technical applications of the Content of the Regional Plan	Amman Region Technical Planning Committee	Amman	16/4/1979 To 17/8/1979
5	Diploma in Neuro-Linguistic Programing (NLP)	International NLP Trainer Association	Amman	01/06/2008
6	Outstanding Trainer and Certified Trainer	British Institute of Management	Amman	17/10/2008
7	3D Graphic course, Photography and TV Montage	Ideal Generation Training	Amman	23/11/2017

## Shields and awards

No.	Contents
1	South Sinai Governorate Shield
2	Excellence in Business Shield
3	Arab Universities Association Shield in collaboration with the British Council
4	Faculty of Tourism and Hotels Shield
5	The Learn Book Shield
6	The Palestinian Charity Association for the Deaf Shield
7	The Kuwait Sport Club for the Deaf Shield
8	6th of October University Shield
9	Helwan Academy Shield
10	Madaba Institute For Mosaic Art And Restoration Shield
11	The North Cyprus University Shield
12	The Kuwait Sport Club for the Deaf Shield
13	South Sinai Governorate Shield
14	Madaba Greater Municipality Shield
15	Eastern Mediterranean University Shield
16	University of Pharos Shield

## Letters of acknowledgement and certificates of appreciation

No.	Contents	Granting Entity
1	Letter of Acknowledgement	Al Majd women's Association for Social Development
2	Certificate of Appreciation	Arab Center for Heritage, Irbid
3	Certificate of Appreciation	Jordanian Woman Development Charitable Society for Deaf - Al Ayadi Tatakallam Forum
4	Certificate of Appreciation	Abu Al Hussein the Symbol and the Foundation Award
5	Certificate of Excellence in Business Leadership	World Business Organization
6	Letter of Acknowledgement	Mayor of Madaba