



Dr. Ahmad Yacoub Adel Nasereddin

Jordanian, born in Amman in 1983, graduated from Amman Academy School in 2001, married, and has four children.

In 2006, he earned a bachelor's degree in pharmacy and pharmaceutical manufacturing from the Misr University of Science and Technology.

Additionally, he graduated from Middle East University in 2012 with a master's degree in business administration and Mu'tah University in 2020 with a PhD in strategic management with highest honours in field.

- **Vice Chairman of the Board of Directors of Middle East University LLC**, a member of the Board of Trustees for more than eight (8) years, and a member of several committees at the level of the Board of Trustees and at the level of the university.
- **CEO of YAN Group and has experience in multiple areas of YAN Group's business, including:**
 1. Business growth and planning.
 2. Food and consumer goods importation and marketing throughout the Kingdom.
 3. Importing and selling pediatric supplies, medical equipment, pharmaceutical cosmetics, and medications.
 4. Local, regional, and worldwide real estate development, management, and marketing.
- **A member of the Entrepreneurs Organization (EO) Jordan Association**, the Hebron Forum for Comprehensive Development, the Diwan Al Nasereddin Association, the Council of the Accreditation and Quality Assurance Center at the University of Jordan, the group representative in the Amman and Jordan Chambers of Industry and Commerce, the Jordanian Pharmacists Syndicate, the Jordanian Businessmen Association, and a founding member of the "Qastal and Mashta Industrial Investors Association".
- **He participated in and attended numerous conferences, seminars, workshops, and exhibitions on a variety of themes both inside and outside of Jordan.**

PUBLICATIONS:

- **He co-authored a book chapter:**
Strategic Thinking, Planning, and Management Practice in the Arab World, Chapter 5 Entrepreneurship Strategies in the Arab World: Analytical Perspective vs. Practice Perspective.
- **The author of Strategic Leadership, Agile Thinking, and Sustainable Performance: Between Theory and Practice.**

JOURNAL PUBLICATIONS:

- The Role of Strategic Entrepreneurship on Organizational Ambidexterity: A Case Study of Middle East University-Jordan
- Barriers to Employing Management Technology in Strategic Planning At Jordanian Private Universities”
- A Business Analytics Approach to Strategic Management using Uncovering Corporate Challenges through Topic Modeling.
- A Novel Methodology for Human Kinematics Motion Detection Based on Smartphones Sensor Data Using Artificial Intelligence.
- Exploring the effect of corporate environmental management responsibility on firm performance.
- The impact of career capital on sustainable competitive advantage: The mediating
- Role of human resource management capabilities.
- Impact of the Blue Ocean Strategy Dimensions in Achieving Competitive Advantage from the Perspective of Faculty Members.
- A comprehensive survey of contemporary supply chain management practices in charting the digital age revolution.
- Sentiment Analysis for Arabic Call Center Notes Using Machine Learning Techniques.

CONFERENCES:

- He participated in International Renewable Engineering Conference IREC- held by the Middle East University, Amman, Jordan April 14th -15th 2021, in the framework of the ATSGIRES Project.
- He participated in Qatar Digital Learning Summit 2nd 3 June 2021.
- He Participated in QS –WORLD UNIVERSITY RANKINGS ARAB REGION 2022 in 13th & 14 October 2021.

Fluent in English (reading, writing, and speaking), with an adequate knowledge of French.

TRAINING COURSES:

- - Protocols and Ceremonies.
- - Advanced computer programs.
- - Jordan's labor laws and regulations.
- - The art of interacting with the public.