

Date: September 2020

Dr Ra'd Almestarihi



PERSONAL INFORMATION

Title: Assistant professor

Academic Rank: Assistant professor

Date & Place of Birth: 1st November, 1971

Nationality: Australian/ Jordanian

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ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
• PHD	Marketing	2013-2016	Griffith University	Australia
• Master	Marketing	2011-2012	Griffith University	Australia
• Bachel or	Finance and banking	1990-1994	Yarmouk University	Jordan

TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2018-2019	Assistant professor	MEU	Business school	Jordan
2017-2018	Post-doctoral	Griffith university	Griffith business school	Australia
2012- 2015	Research assistant	Griffith University	Social marketing center	Australia

PUBLICATIONS

JOURNALS

- **Almestahiri, R. D.**, Rundle-Thiele, S., Parkinson, J., & Arli, D. (2017). The Use of the Major Components of Social Marketing: A Systematic Review of Tobacco Cessation Programs. *Social Marketing Quarterly*, 1524500417704813.
- **Almestarihi, R. D.**, Rundle-Thiele, S., Wright, O., & Migdadi, M. (2017). An empirical investigation of brand resilience through disclosure of negative information: a consumer preference perspective. *International Journal of Business Excellence*, 13(3), 299-317.
- Migdadi, M. M., Zaid, M. K. A., Yousif, M., **Almestarihi, R. D.**, & Al-Hyari, K. (2017). An Empirical Examination of Knowledge Management Processes and Market Orientation, Innovation Capability, and Organisational Performance: Insights from Jordan. *Journal of Information & Knowledge Management*, 16(01), 1750002.
- Migdadi, M., Abu Zaid, M K., Yousuf, M., **Almestarihi, R. D.**, (2018) An empirical examination of collaborative knowledge management practices and organizational performance: The mediating roles of supply chain integration and knowledge quality. *International Journal of Business Excellence*, 14(2), 180-211.
- Enaizan, O., Al-Sukar, A. S., Kasasbeh, E. A., Eneizan, B., & **Almestarihi, R.D** (2019). The Role of E-Marketing in Sales Enhancement For (Lg) Arab East (Levant)–Case Study.
- Rawwash, H.,Masa'd, F., Eanizan, O.,Eanizan, B., Adaileh, M., Saleh, A., **Almestarihi, R.D** (2020) Factors Affecting Jordanian Electronic Banking Services. *Management science letters*. In press

CONFERENCES

- Almestarihi,R., Rundle-Thiele, S.(2012) The impact of negative information disclosure on consumer stated choice preferences: A repeated measure Best Worst study, *Australia and New Zealand Marketing Academy Conference*
- Almestarihi, R., Rundle-Thiele, S., Parkinson, J. and Arli, D (2014) The effectiveness of social marketing in tobacco cessation programs in three targeted streams: a systematic review, *International Social Marketing Conference, Monash University, Australia*
- Almestarihi,R (2019) Strategic management for electronic governance to create a competitive advantage in Jordanian commercial banks. International middle east university conference. Middle east university, Amman

MEMBERSHIP OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

- Social Marketing @ Griffith centre
- Population and Social Health Research Program (PSHRP)

WORKSHOPS ATTENDED

- Research methodologies
- Statistical software SPSS
- Best-Worst scale
- Nvivo qualitative data analysis software
- Structure equation modelling

RESEARCH INTERESTS

- Social marketing
- Social media marketing
- Branding

Languages

- Arabic
- English
- Japanese

Award Received PSHRP Grant

REFERENCES

Professor Sharyn Rundle-Thiele

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GRADUATE STUDENTS SUPERVISION

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