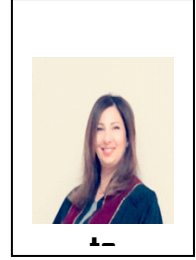


Date: 11/9/2020

ABEER ISAM HASAN KASSAB



PERSONAL INFORMATION

Title :Lecturer in Business Department

Academic Rank: Lecturer

Date & Place of Birth : KSA 1979

Nationality: Jordanian

Address: Om Othina / Amman/ JORDAN

Phone No.: 00962 79 5740155

e-mail: akassab@meu.edu.jo

ACADEMIC QUALIFICATIONS

Degree	Major	Duration (From-To)	University	Country
Masters	Marketing	(2010- 2012)	Amman Arab University	Jordan
Bachelor	Finance and banking	(1998- 2002)	Applied science university	Jordan

TEACHING EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2018 - present	Lecturer	Middle east university	Marketing/ Business	Jordan

OTHER EXPERIENCE

Duration	Rank	Institution	Department/Faculty	Country
2012-2018	Trainer	Freelance	Marketing and Soft skills	Jordan

MEMBERSHIPS OF SCIENTIFIC AND PROFESSIONAL SOCIETIES

The International Association for People & Performance Development IAPPD

UNIVERSITY COMMITTEES

Member of the Community Service and Extracurricular Activities Committee

Member of the materials equivalency committee

Member of the Student Affairs Committee

Member of the Quality Assurance Committee and Material Files

Member of the Strategic Planning and Risk Management Committee

WORKSHOPS ATTENDED

Professional Trainer / IAPPD

Empretec/ BDC

TOT / BDC- TAG

WORKSHOPS OFFERED

All Soft skills workshops:

communication skills

Presentation skills



F170, Rev. b

Ref.: Deans' Council Session (10/2016-2017), Decision No.: 128,

Date: 05/11/2016

Positive thinking skills

Anger management

Business etiquette

Emotional and Social Intelligence

CV writing and job interviews

Body Language Course

Crisis Management

Time management

Business Ethics Course

Leadership and Influence Course

Sales Fundamental

Customer Service workshop

Handling a difficult customer

Marketing Basics Course

In person Sales

RESEARCH INTERESTS

- Digital marketing and social media
- consumer behavior

LANGUAGES

English / Arabic