



Yarmouk University Faculty of Business



Faculty of Business Newsletter

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About Faculty of Business

Faculty of Business

Formerly within the Faculty of Arts, until 1981, when Yarmouk University established a unique faculty under the title of “Faculty of Economics and Administrative Sciences”, with the objective of meeting stakeholders needs and contributing to the national business, organizational and management arena.

With a clear vision and the adoption of the English language as the primary instructional tool, the Faculty of Economics and Administrative Sciences set out to meet the challenges of an ever changing business environment.

Since its establishment the faculty has contributed to the development of the Jordanian society and its economic advancement and well-being at local, national and regional levels through excellence in curriculum and furtherance of student body awareness, interaction and openness to the external environment.

Our Mission

Effectively contribute to the growth of the economy and development of society through scientific knowledge production in various administrative and economic sciences fields and by providing the market with qualified people with the latest scientific knowledge and competencies, enabling them to manage and lead societies companies towards success and excellence in various sectors (public, private, civil and community organizations) in an environment of globalization and intense competition

Our Vision

The faculty takes a prominent and distinctive position among business schools at the local, regional and global level through the production and dissemination of knowledge that drives progress and development of economies and community, and contributes to academic excellence.



University President's Message



Dear Esteemed Faculty Members, Students and Friends at the Faculty of Business,

I am pleased to share with you the release of the first issue of the Faculty of Business newsletter, which represents an important step towards enhancing effective communication between the university community and the local and international academic community. This newsletter serves as a platform that allows us to highlight the distinguished efforts and achievements of the Faculty of Business, as well as its active role in providing exceptional higher education and contributing to the progress of society through scientific research and professional practices.

Yarmouk University continues its relentless pursuit of academic excellence, supporting students in their educational journey, and providing an educational environment that fosters creativity and the development of leadership skills. The Faculty of Business is one of the key pillars contributing to the realization of this vision through its diverse academic programs, pioneering research activities, and community partnerships that support diversity and advancement in the business field.

I am proud of all that has been achieved in the Faculty of Business, whether in terms of academic research or professional activities that help prepare students for the job market. This newsletter not only highlights the Faculty's achievements but also opens up opportunities for everyone to engage with academic events and stay updated on recent news that reflects the vitality and innovation within the faculty environment. I would like to extend my thanks to everyone involved in the production of this newsletter, as well as to the faculty members and students who have been part of these achievements. I hope you will find valuable information in this newsletter that enriches your academic and professional experience, and opens new horizons for success.

Finally, I wish all members of the Faculty of Business and the university a year filled with accomplishments and progress. I pray to God to guide you in all your academic and professional endeavors.

Prof. Islam Massad
President, Yarmouk University

Faculty Dean's Message



Dear Faculty Members, Administrative Staff, Students, and Friends of the Faculty of Business

I am pleased to welcome you to the first issue of our "**Newsletter**", which represents a new step toward enhancing effective communication between the Faculty of Business and all those who follow its academic and research activities. The issuance of this newsletter is an important milestone in our journey to present distinctive content that reflects the ongoing efforts to develop the faculty and strengthens our role in serving both the academic community and society at large.

Through this newsletter, we aim to highlight the key achievements of the faculty in various fields, whether academic, research, or professional. We will also showcase upcoming events, excellence news related to faculty and students, as well as updates on the academic programs offered by the faculty. At the Faculty of Business, we believe that success is achieved only through the combined efforts of everyone. Therefore, we are always striving to support a distinguished learning environment that encourages creativity and critical thinking, while also ensuring that our students are equipped with the skills they need to become future leaders.

I would like to express my gratitude to all colleagues who contributed to preparing this first issue of the newsletter, and I hope you find valuable information within it that enriches your academic and professional experience. We look forward to presenting more editions that reflect the ongoing efforts to develop and enhance the role of the Faculty of Business in achieving academic excellence and contributing to the advancement of society.

Finally, I wish you all an academic year full of achievements, with my best wishes for the success and progress of our students in their academic journey, and for our faculty members to continue excelling and innovating in the fields of research and education.

Best wishes for continued success

Prof. Mishiel Suwaidan
Dean, Faculty of Business

Quick Facts about Faculty

33,994

Alumni

3440

Students Currently

164

International Students

14

Nationalities

6

Academic Departments

82

Faculty Members

9

Undergraduate Programs

8

Graduate Programs

Faculty Activities

The Faculty of Business Greet the New Students



The Dean of Faculty of Business, Professor Mishiel Suwaidan, welcomed the new students at the faculty for the academic year 2024/2025, in the presence of the Vice Dean and Dean Assistants, heads of academic departments, and a number of faculty members, in addition to the students' representatives in the Student Union. An enormous number of students attended this welcoming meeting. Large number of students attended this welcoming meeting. The Dean of the Faculty welcomed all students and attendees, expressing his happiness with the joining of this group of students to the Faculty of Business, reviewing the achievements of the Faculty of Business since its inception.

The Dean of the Faculty spoke about the organizational structure of the faculty, its various academic departments, and the programs available in each department. The Dean of the Faculty also stressed that the Faculty of Business continues its substantial efforts to provide distinguished educational programs for its students at all levels to meet the requirements of the labor market, whether at the undergraduate or graduate level.

Prof. Mishiel Suwaidan explained that the Faculty's strategy and vision are based on the principle of partnership and interaction with students, with the aim of identifying the most prominent challenges and problems they may face, especially in the first academic year, calling on students to rely on the official sources provided by the Faculty and the University to the student, especially the University's website, e-learning sites, department management, the student guide, e-mail, and the University's official pages on various social media sites.

A segment of the meeting was presented by the Quality Center at Yarmouk University, where the vital role of the center in ensuring the improvement of the quality of teaching and learning was reviewed and the importance of student feedback in improving the quality of academic programs was highlighted, which reflects the Faculty 's commitment to providing a distinguished educational experience that meets the needs of students and helps them achieve their academic goals. A part of the meeting was also allocated for the students to raise their questions and inquiries, and all inquiries were answered by the Dean, the Faculty staff, and the heads of departments. At the end of the meeting, the Dean of the Faculty encouraged the students to be active students, to always strive to achieve excellence on this distinguished journey and to be an energetic part of the Faculty community.



A Scientific Seminar by the CEO of the Securities Commission at the Faculty of Business

The Faculty of Business organized a seminar titled "Governance and Sustainability," where it hosted Mr. Mazen Wathaifi, the Executive Director of the Securities Commission and the Director of the Amman Stock Exchange. He provided insights into topics related to good governance and sustainable development. The seminar was moderated by Dr. Khaldoun Al-Daoud, the Deputy Dean of the Faculty of Business, and Prof. Dr. Yahya Melhem from the Department of Business Administration.



During the seminar, Mr. Al- Wathaifi discussed the importance of governance in Jordanian public companies from a practical and realistic perspective. He urged these companies to effectively implement governance principles such as fairness, transparency, accountability, responsibility, and independence, while considering the satisfaction of all stakeholders, including employees, shareholders, customers, and anyone with direct or indirect relations to these institutions. The seminar also included a dialogue and interaction with the attendees, including faculty members and students of the Faculty of Business, about governance and sustainability concepts.

Mr. Al- Wathaifi clarified that sustainability involves achieving a balance between meeting the current needs of society without compromising the ability of future generations to meet their needs, by preserving the natural environment, culture, and values, while ensuring continuous and balanced economic development.

At the conclusion of the event, Dr. Khaldoun Al-Daoud, the Deputy Dean of the Faculty of Business, welcomed the guest and thanked him for sharing valuable information on vital topics related to sustainability and good governance. He emphasized the importance of these issues in promoting transparency and integrity in the institutions of our beloved country, the Hashemite Kingdom of Jordan, free from corruption and lack of disclosure.



For his part, the Dean of the Faculty of Business, Prof. Mishiel Suwaidan, pointed out that this seminar is part of a series of activities organized by the Faculty of Business aimed at enhancing knowledge and exchanging experiences between students and professionals in the field of business. The faculty also seeks to encourage critical thinking about issues affecting sustainable development.



The Scientific Day of Central Bank at the Faculty of Business

The Faculty of Business at Yarmouk University is pleased to announce the organization of an open scientific day on financial technology, presented in collaboration with the Central Bank of Jordan and participation from a distinguished group of local business partners, coordinated with the Department of Finance and Banking Sciences.



This event, held under the title “Bridging the Knowledge Gap in the Financial Technology Sector,” aimed to enhance awareness and understanding of the latest developments in this vital field. The scientific day featured a series of lectures and discussion sessions covering various topics such as an introduction to financial technology, entrepreneurship in the financial sector, and digital payments.



Experts also shed light on the applications of artificial intelligence in the financial and banking sectors and highlighted the importance of leading companies sharing their experiences and expertise. The event was attended by a large number of students and faculty members from the Faculty of Business, who expressed great interest in the content of the lectures and discussions. This event provided a unique opportunity for engagement with experts and learning about the latest innovations and trends in the field of financial technology.



This activity is part of a series of efforts by the Faculty of Business to enhance the educational and practical environment for students, connecting them with the latest industry developments, thereby contributing to the preparation of qualified professionals to meet the needs of both local and international markets.



Scientific Seminar in the Marketing Department

The Marketing Department at the Faculty of Business, Yarmouk University, organized a specialized seminar titled "Advertising through Social Media: Opportunities and Challenges." The seminar focused on the strategic use of social media in digital marketing for business activities and how to leverage these platforms to achieve commercial success. Marketing experts Mr. Husam Al-Asmar and Mr. Bilal Rababah spoke at the seminar, providing comprehensive insights on how to strategically use social media to improve advertising campaigns and enhance audience engagement. They also highlighted the opportunities available in digital promotion and the importance of adapting to the rapid changes in these platforms to expand business activities.



The session was moderated by Prof. Sami Al-Samadi from the Marketing Department, who offered valuable contributions on the importance of building strong marketing strategies that align with market needs. At the end of the seminar, Dr. Al-Samadi allowed attendees to ask questions and exchange views on how to improve marketing performance using modern techniques. He also emphasized the importance of evaluating results and measuring performance to ensure the success of advertising campaigns and the application of best practices in digital marketing.

A Scientific Seminar at the Faculty of Business on Supply Chain Management and Logistics Sciences

Under the generous patronage of Prof. Mishiel Suwaidan, Dean of the Faculty of Business at Yarmouk University, the faculty organized an outstanding scientific seminar on the specialization of Supply Chain Management and Logistics Sciences, presented by Mr. Samer Al-Madhoun, CEO of "Muhakat for Training and Consulting." The seminar focused on introducing students to the details of this important field and its significant impact on the development of the labor market both locally and globally. Mr. Al-Madhoun pointed out that this specialization is one of the vital areas that is gaining increasing importance in light of global trends toward improving supply chain efficiency and enhancing the competitiveness of organizations.



The seminar also covered the career opportunities provided by this specialization across various sectors, along with the diverse roles students can pursue upon graduation, ranging from supply chain management to advanced logistics specialties. Al-Madhoun discussed the importance of professional certifications in enhancing employment opportunities, highlighting the most prominent certifications and the organizations that offer them, as well as the processes involved in obtaining them.



Training Workshop on Cloud Accounting Programs in the Accounting Department

Under the Patronage of the Dean of the Faculty of Business at Yarmouk University, Prof. Mishiel Suwaidan, the Accounting Department organized an introductory and training workshop on cloud accounting programs under the supervision of the department head, Dr. Salah Al-Din Al-Shorman, in collaboration with "Wakid," a leading company in financial and administrative solutions development.

The workshop aimed to familiarize students with the "Wakid" cloud accounting program and its application in modern accounting practices. It included a free intensive 6-day online training program, providing students with practical hands-on experience in using the cloud-based accounting system. At the conclusion of the workshop, training certificates were distributed to participants in recognition of their efforts and engagement in the program. Furthermore, an agreement was reached with the company to continue collaboration and explore new opportunities for partnership with the Accounting Department



Launching of New Programs



As part of its strategic plan aimed at developing academic and technological education, Yarmouk University has decided to launch a new program in the field of financial technology: the "Bachelor's in Financial Technology" in the Faculty of Business, starting from the second semester of the 2023-2024 academic year. The Dean of the Faculty of Business, Prof. Mishiel Suwaidan, confirmed that this specialization aligns with the rapid digital transformation in the financial sector, where financial technology, or "Fintech," has become one of the most important fields in the world of business and financial services. This specialization is seeing increasing demand from traditional financial institutions, startups, and investors, due to the significant role of technology in improving operational efficiency and providing innovative services in the financial sector.

Prof. Suwaidan explained that the program aims to bridge the market gap by providing students with the knowledge and technical skills that combine both financial and technological fields. This will be achieved through advanced practical courses in specialized laboratories, as well as collaboration with the Faculty of Information Technology and Computer Science to offer courses related to artificial intelligence, data science, cybersecurity, and database management. This educational structure provides students with a blend of technical and practical skills that qualify them to work efficiently in local and international financial institutions, keeping pace with rapid developments in the financial and information technology sectors.



بكالوريوس إدارة سلاسل التوريد والعلوم اللوجستية Bachelor of Supply Chain Management and Logistic Sciences



In light of global economic challenges and supply chain disruptions, there has been an urgent need for specialized programs in supply chain management and logistics to equip students with the theoretical and practical skills required to enter the workforce as professional supply chain managers capable of facing these challenges. To address this gap, Yarmouk University has introduced a Bachelor's program in Supply Chain Management and Logistics at the Faculty of Business, Department of Business Administration, aiming to fill the gap caused by the scarcity of such programs both locally and regionally. The program focuses on providing students with all the necessary scientific, administrative, and practical knowledge related to the components of supply chains and logistics.

The Bachelor's program in Supply Chain Management and Logistics is considered a distinguished and unique program in the region due to its excellence and prominent position as a leading program in the field of supply chains and logistics services. Through

the quality of the services and materials it provides, and its readiness to meet the needs of local and regional organizations by producing skilled graduates in supply chain management and logistics, the program stands out.

Dean of the Faculty of Business, Prof. Mishiel Suwaidan, emphasized that the program focuses on providing a blend of scientific and practical knowledge in supply chain management and logistics, ensuring that graduates are prepared to work as professional managers capable of managing supply chain operations efficiently and innovatively. He added that the program aligns with global trends in developing comprehensive skills for supply chain management, aiming to equip students with the ability to develop innovative solutions and keep pace with the ongoing changes in the business environment, which contributes to supporting the local and regional economy and meeting the needs of institutions in this growing field.

As part of Yarmouk University's strategic plan to introduce new programs that meet the needs of the local and regional job market, the Master's program in Digital Marketing has been introduced at the Faculty of Business. The President of the University, Prof. Islam Massad, stated that launching this program comes in response to the significant changes in how companies operate and conduct their activities due to the information and internet revolution. He explained that digital marketing has become an essential tool for enabling organizations to establish an effective digital presence, making digital marketing specialists a cornerstone for the success of organizations in both local and global markets.

Prof. Massad added that the vision of the program aims to achieve local and regional leadership in developing digital marketing skills, with a focus on preparing creative marketing leaders capable of meeting the demands of the new digital era. The program emphasizes equipping students with the necessary analytical and strategic skills to design innovative marketing plans based on data. He pointed out that the program offers students advanced skills, such as designing digital marketing strategies, data analysis, e-commerce, big data management, brand management, and social media analytics. Additionally, the program covers topics related to digital entrepreneurship, data privacy, and digital supply chains.

For his part, the Dean of the Faculty of Business, Prof. Mishiel Suwaidan, emphasized that the introduction of the Master's program in Digital Marketing reflects the Faculty's commitment to developing educational programs aligned with the requirements of the digital age. He added that the program focuses on equipping students with advanced knowledge and tools for data analysis, building digital marketing strategies, and managing marketing campaigns in innovative and effective ways.



International Accreditation and Quality Assurance at the Faculty

Faculty of Business Reviews Progress and Achievements towards AACSB Accreditation

As part of its efforts to obtain international accreditation, the Faculty of Business at Yarmouk University invited Dr. Osama Ammar, the official responsible for monitoring the progress of the "AACSB" accreditation process, to visit the faculty. The visit aimed to review and assess the level of achievements in meeting the required standards and the alignment of academic programs with accreditation criteria.



During the visit, Dr. Ammar held a meeting with the Dean of the Faculty of Business, Prof. Prof. Mishiel Suwaidan, the Vice Dean for Accreditation and Quality Assurance, Dr. Saleh Al-Omar, and the heads of the academic departments and quality committees. They discussed the progress made in developing academic curricula, improving the quality of education, and enhancing scientific research. Additionally, the efforts of the faculty's quality committees to obtain the AACSB accreditation were reviewed.

Dr. Ammar also toured the faculty's facilities, inspecting classrooms, the library, and research centers, which allowed him to observe the educational and technological

environment available to students. He presented a comprehensive action plan outlining specific steps for progressing toward obtaining the accreditation, including enhancing training programs, increasing opportunities for collaboration with global academic institutions, and improving mechanisms for academic performance evaluation. He emphasized the importance of continuing to improve the quality of education and research, commending the faculty's efforts, and confirming that AACSB would strengthen the faculty's position both regionally and internationally. He also stressed the importance of continuing efforts to achieve the accreditation and praised the faculty's commitment to high-quality education. It was agreed that a detailed report including his observations and recommendations for continuous improvement would be submitted.

AACSB

Prof. Mishiel Suwaidan outlined the current educational strategies and initiatives adopted by the faculty to improve the quality of education and research. He noted that the faculty is working to meet international standards by enhancing education quality and fostering scientific research, in alignment with the university's vision of providing excellent education that reflects global standard.



The Faculty of Business Organizes Workshops on Academic Program Placement in the National Qualifications Framework

The Faculty of Business and the Quality Assurance Department organized specialized workshops for the faculty's departments titled "Academic Program Placement in the National Qualifications Framework," in collaboration with the Accreditation and Quality Assurance Center at Yarmouk University. These workshops aimed to enhance the understanding of academics and administrators regarding the national standards for academic qualifications and ways to align the business programs with the National Qualifications Framework.

For his part, Prof. Mishiel Suwaidan, Dean of the Faculty of Business, pointed out that these workshops are an important step in the faculty's efforts to achieve academic excellence and ensure the quality of education. "We are committed to offering academic programs that align with the highest international standards," he said, "and this is part of the Faculty of Business's ongoing efforts to develop education in the faculty in line with best international practices."



During the workshops, Mrs. Sawsan Rdaideh Head of Program Placement department from the Accreditation and Quality Assurance Center presented the key concepts related to the placement of academic programs in accordance with national standards. She also provided a detailed explanation of how to evaluate academic programs and ensure their alignment with labor market requirements and international standards. She also emphasized that placing academic programs within the National Qualifications Framework ensures the unification of quality standards in education and facilitates the recognition of qualifications across various educational and professional institutions.

It is worth noting that the National Qualifications Framework is a tool that organizes and coordinates academic and professional qualifications, aiming to ensure quality in higher education and facilitate the recognition of qualifications both locally and internationally.

Orientation Workshop for Graduate Students in Accounting Department

The Accounting Department at the Faculty of Business at Yarmouk University organized an orientation workshop for new graduate students on Thursday, November 7, 2024. The workshop aimed to provide new students with essential information they need to succeed in the Master's program, as well as to introduce them to academic regulations and available services. The workshop began with a lecture by Dr. Iyad Al-Sartawi, who gave a comprehensive introduction to the Master's program in the Accounting Department, outlining its objectives and areas of study.

Prof. Ahmed Al-Omari also delivered a lecture on the regulations and requirements related to the Master's program, explaining the academic policies that students must adhere to. Dr. Mahmoud Al-Odat discussed the importance of research ethics and how to avoid academic plagiarism, while Dr. Mohamad Al-Tamimi addressed the use of artificial intelligence in academic research, focusing on the ethical principles surrounding the use of this technology. Meanwhile, Dr. Salah Al-Shurman presented the services provided by the university graduate students, including academic and advisory support, which contribute to enhancing the students' academic experience.



Establishing of Smart Rooms at the Faculty of Business

The Faculty of Business at Yarmouk University is one of the leading faculties that keep up with the latest trends in academic education. It is equipped with a range of modern facilities designed to provide a comprehensive learning environment that supports student skill development and encourages critical and creative thinking.

Among the most notable of these facilities are the smart classrooms, which have been equipped with the latest educational technologies to enable effective interaction between students and faculty during lectures. These classrooms feature smart display screens and advanced audio-visual systems, facilitating communication and interaction between students and instructors, and enhancing the learning process through multimedia.



Establishment of a Virtual Stock Trading Laboratory

Under the patronage of the President of Yarmouk University, Prof. Islam Massad, the Virtual Stock Trading Laboratory at the Faculty of Business was inaugurated, accompanied by an applied lecture on stock trading programs. This laboratory, which has been equipped with the support of the Capital Financial Investment (CFI) Brokerage Company, marks a significant step towards enhancing applied education in finance fields. The laboratory, established with the collaboration of CFI, represents a fruitful partnership between the academic and industrial sectors. It provides students with a unique opportunity to explore advanced trading techniques using real-world simulation programs, thus enhancing their ability to make informed investment decisions in global financial markets.



During the lecture, Prof. Massad emphasized the importance of this collaboration with CFI, noting that the laboratory would add significant value to the faculty's programs and improve students' professional development opportunities. He also expressed his gratitude to CFI for conducting the applied lecture, which involved faculty members, and stressed the importance of incorporating such lectures into the faculty's curriculum to enhance the practical learning experience.

Meanwhile, Mr. Mohammed Al-Abadi, CFI Branch Manager in Irbid, reviewed the history of the company and its approach to dealing with global trading platforms. He highlighted the importance of the partnership with Yarmouk

University in enhancing students' understanding of the dynamics of financial markets. Mr. Khaled Radwan, CFI's Business Development Manager, presented a talk on the role of the financial services sector in the Jordanian economy, explained the trading mechanism using the company's platform, and provided practical guidance to faculty members on how to execute secure trading operations.



Prof. Mishiel Suwaidan, praised CFI's role in supporting the faculty by providing the latest trading technologies and tools. He confirmed that this collaboration is part of the faculty's strategy to offer an educational environment that keeps up with the latest developments in financial markets. He also announced the faculty's desire to strengthen cooperation with various local and international institutions and companies to provide advanced practical educational opportunities for its students.



Faculty Members News

Prof. Mishiel Suwaidan has been appointed as a member of the Social Security Investment Board by the Board of Directors of the Social Security Corporation. Prof. Mishiel, has also been appointed as a member of the Higher Committee for the Legal Accounting Profession, according to Cabinet Decision No. (15144) issued in its session held on January 28, 2024. Dr. Mishiel, a professor in the Accounting Department has a long history of achievements in education and scientific research.

The President of Yarmouk University has appointed Prof. Anis Al-Khassawneh as the Editor-in-Chief of the "Abhath Al-Yarmouk Humanities & Social Sciences". Prof. Anis, a distinguished academic figure, serves as a professor in the Department of Public Administrations. He has a remarkable history of contributions to the fields of academic research and education.

Prof. Ziad Zurigat has been appointed as the Director of Human Resources at Yarmouk University, following a decision by the University President. Prof. Zurigat also serves as the University President's Assistant. This appointment is aimed at strengthening the university's human resources management and ensuring the effective development of its staff and organizational policies.

The Higher Council for Science and Technology has decided to appoint Prof. Ahmed Al-Omari from the Accounting Department as the primary representative of Yarmouk University in the National Research Priorities Project for Administrative, Financial, and Economic Sciences. This appointment marks an important step in defining research priorities that support sustainable development and meet societal needs.





The President of Yarmouk University has also appointed Prof. Abd Al-Baset Athmanah as the Director of the Queen Rania Center for Jordanian Studies and Community Service at the university. Dr. Athmanah is considered one of the leading academics in his field, and has held numerous academic and administrative positions and has made significant academic contributions in the fields of Jordanian and developmental studies.

The President of Yarmouk University has appointed Prof. Demeh Daradkah as the Vice Dean of Scientific Research and Graduate Studies at the university. Prof. Demeh is a distinguished academic figure, serving as a professor in the Department of Finance and Banking Sciences. She has previously held the position of Chair of the Department of Finance and Banking Sciences and has a long history of achievements in the fields of scientific research.



The Council of Ministers has appointed Dr. Noah Al-Shiyyab as Commissioner for the Telecommunications Regulatory Commission. Dr. Al-Shiyyab is an Associate Professor in the Department of Economics with extensive academic and professional experience. He served in the Jordanian Ministry of Foreign Affairs for eight years as Head of the Economic and Investment Office at the Jordanian Embassy in Berlin. Additionally, he held the position of Head of the Economics Department at the Faculty of Business at Yarmouk University





The President of Yarmouk University has appointed Dr. Mohammad Shakatreh as Director of the Internal Audit and Control Unit at the university. Dr. Al-Shakhatreh is an Associate Professor in the Department of Accounting at the Faculty of Business, known for his exceptional expertise in financial and administrative auditing.



The President of Yarmouk University has appointed Dr. Ahmad Alkhataybeh as Director of Procurement and Supplies Department at the university. Dr. Alkhataybeh is an Associate Professor in the Department of Finance and banking at the Faculty of Business, known for his exceptional expertise in financial and Administrative Sciences.



The Council of Ministers, chaired by Prime Minister Dr. Jaafar Hassan, has decided to appoint Dr. Shaker Al-Adwan from the Department of Public Administration as the Deputy Chairman of the Board of Commissioners for the Petra Development and Tourism Region Authority. Dr. Al-Adwan, a faculty member in the Department of Public Administration and former Head of the Department, is recognized for his remarkable contributions



The President of Yarmouk University has appointed Dr. Saleh Al-Bazi as the Head of the Department of Studies and Research in Refugees, Displaced Persons, and Forced Migration Studies Center. This appointment marks an important step in enhancing the academic and research roles in this vital field.

Faculty Members Promotions

The Faculty of Business at Yarmouk University expresses its pride and appreciation for the academics who have recently been promoted to higher academic ranks, in recognition of their distinguished efforts in the fields of scientific research and education. These promotions reflect the significant achievements of the faculty members in enhancing the quality of education and deepening the university's impact in both local and international academic circles. These promotions are an important addition to the faculty's efforts in promoting academic excellence and supporting Yarmouk University's journey toward leadership in the fields of scientific research and education. The recent promotions for the year 2024 included the following:



Prof. Buthiena Kharabsheh
Department of Finance and
Banking Sciences
Professor



Prof. Sahem Nawafleh
Department of Public
Administration
Professor



Prof. Sohail Magableh
Department of
Economics
Professor



Dr. Mahmoud Odat
Department of Accounting
Associate Professor



Dr. Lubna Baqlah
Department of Business
Administration
Associate Professor



Dr. Ruba Bsoul
Department of Accounting
Assistant Professor



Dr. Rawan Atwa
Department of Accounting
Assistant Professor



Dr. Ruwaidah Haddad
Department of Accounting
Assistant Professor

Faculty Members Awards

Honoring Prof. Mona Al-Mwalla from the Faculty of Business at the ceremony honoring a group of distinguished Jordanian women



In a ceremony organized by Yarmouk University under the title "They Are the Achievement: Jordanian Women", a group of distinguished Jordanian women in various fields was honored by the Chairwoman of the University's Board of Trustees, Prof. Rowaida Al Maaitah, in the presence of the University President, Prof. Islam Massad. The ceremony included honoring Prof. Mona Al-Mwalla from the Faculty of Business for her outstanding contributions in her academic field.

Dr. Saleh Al-Bazi from the Marketing Department Wins Best Research Award at Qatar University Conference

Dr. Saleh Al-Bazi from the Marketing Department was awarded the Best Research Award at the "Entrepreneurship for Sustainability and Impact" Conference 2024, held at Qatar University in Doha from November 24 to 26, 2024. Dr. Al-Bazi presented his paper titled "Ethical Perceptions and Relationship Quality in the Ongoing Use of AI-Based Chatbots," which explored recent issues in artificial intelligence and its ethical implications in the interaction between individuals and technology.

Honoring Dr. Lara Al-Haddad for Getting the Outstanding Researcher Award



The Faculty of Business at Yarmouk University extends its heartfelt congratulations to Dr. Lara "Mohammed Yehya" Al-Haddad, Associate Professor in the Department of Finance and Banking and Head of the Department, on being honored by the university as the most published researcher in scientific papers in the global database Scopus at the faculty level.



Distinguished Alumni Series



Dr. Ezzeddin Kanakrieh

His Excellency Dr. Kanakrieh holds PhD degree in Finance, a Master's degree in Finance and Accounting, and a Bachelor's degree in Economics from Yarmouk University in 1984. He currently serves as Chief Executive Officer and Board Member of the Board of Social Security Investment Fund (SSIF).

Dr. Kanakrieh started his career as a Financial Accountant at the Jordanian Armed Forces during the period 1984 – 1986, then he moved to the Ministry of Finance where he climbed up the ladder till he held the position of the Ministry's Secretary General during the period 2007 – 2012. Throughout that period, he had a significant contribution in formulating policies, and implementing the reforming national & international fiscal & economic programs such as the Financial Reform Program, and the Economic Revision Program of the International Monetary Fund (IMF), and the programs of the World Bank Group. Also, he supervised the implementation of Government Financial Management Information System (GFMIS).

During his term as Secretary General, the Ministry of Finance won the award of the King Abdullah II Award for Excellence in Government Performance and Transparency in 2008. In 2012, he was appointed as a Commissioner of the Jordan Securities Commission, throughout that period the Commission received the Seal of Excellence of the King Abdullah II Award for Excellence in Government Performance and Transparency in 2012. In 2014, he was appointed for the second time as the Secretary General of the Ministry of Finance until 2018.

In May 2018, Dr. Kanakrieh served as the Director General of the Social Security Corporation. He has also been entrusted with the duties and powers of the Chief Executive Officer of the Social Security Investment Fund under Article (6) of the Social Security Investment Fund and the Investment Board bylaw. Upon a Royal Decree on June, 2018 Dr. Kanakrieh was appointed as a Minister of Finance until November, 2019. In December 2020, he was appointed Chairman of the Board of Directors of the Jordanian Free Zones Corporation, and then Chairman of the Social Security Investment Fund in November 2022.

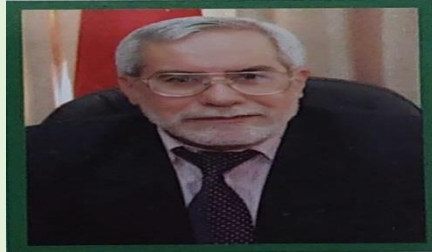
Dr. Kanakrieh served in different capacities on the Boards of the Social Security Corporation, Jordanian Duty Free, First Shop Company, Jordan Petroleum Refinery Company, Jordan Telecom Company, Aqaba Development Corporation, Jordan Free and Development Zones Group (JFDZ), Jordan Deposit Insurance Corporation (JODIC), the National Committee for Anti-Money Laundering and Counter Terrorist Financing, Board of Trustees of Princess Sumaya University, in addition to the Vice Chairperson of H.R.H the Chairperson of the Jordanian Hashemite Fund for Human Development (JOHUD). Upon a Royal Decree and as recognition of his personal effort in the public service, Dr. Kanakrieh was honored in 2007 with the Royal Independence Medal of the Second Class.

Journey of Giving: Retired Faculty Members and Their Distinguished Academic Contributions

The Faculty of Business at Yarmouk University expresses its pride and appreciation for the professors who have recently retired after a long academic career full of giving and creativity. The retirement of these academics marks the culmination of many years of hard work and outstanding contributions in the fields' research and education. They have left a clear mark in developing the educational process and enhancing the university's status on both the local and international levels. The faculty commends the significant role these professors have played in shaping generations and honing the academic skills of students. It extends its highest thanks for their valuable efforts in serving the university and the academic community. The Faculty affirms that these academics will always remain a source of inspiration for the new generation of faculty members and students, and their academic contributions will remain a point of pride and recognition in the faculty's history.



Prof. Naeem Naseer
Public Administration



Prof. Musa Al-Rawabdeh
Economics



Prof. Mohammad Al-Taa'mneh
Public Administration



Prof. Mahmoud Qaqish
Accounting



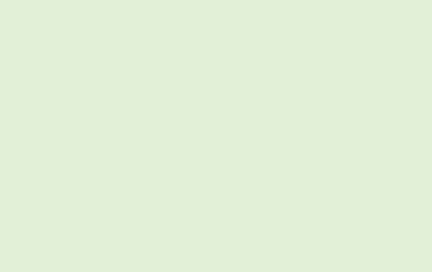
Prof. Zakia Mashal
Economics



Pro. Ahmad Al-Shiyab
Public Administration



Prof. Abdul Razzaq Bani Hani, Economics



Prof. Adel Rasheed
Business Administration



Prof. Fouad Al-Sheikh
Business Administration



Prof. Turki Al-Hmoud
Accounting



Prof. Mohammad Al-Rawabdeh
Public Administration

Student Achievements

A Team from the Faculty Achieves Success in the Universities Challenge in UAE 2024

A student team from the Faculty of Business at Yarmouk University achieved a remarkable accomplishment in the "University Challenge 2024," organized by the United Arab Emirates University to promote innovation in government communication. The project, presented by students Nour El-Din Melhem and Ahmad Al-Sarwan, is called "Maqlama," an interactive educational app designed specifically for school students. The app aims to equip students with the necessary tools to create meaningful content and connects this process directly with government communication channels in collaboration with relevant ministries.



The challenge involved 24 teams from 18 local and international universities, with students competing to present innovative and practical solutions to challenges related to content creation. This initiative is part of the pre-events for the 2024 International Government Communication Forum at Expo Sharjah, highlighting the importance of the topic in today's world.

The judging panel was chaired by Dr. HebatAllah Al-Samri, Dean of the Faculty of Media and Public Relations at Nahda University in Egypt, and included media professionals Abdullah Ismail from Dubai Media Corporation and Marwan Al-Shahi. The panel evaluated the projects based on strict criteria, including creativity, impact, and real-world applicability.



At the end of the competition, the "Maqlama" project received great praise from the judges, winning the Challenge Trophy and being ranked among the top ten projects in the competition. The panel expressed admiration for the positive impact the app could have on both local and international communities, reflecting the university's commitment to innovation and sustainable development in education and communication.



A Team from Yarmouk University Participates in the "Fintech Knowledge Challenge" at Applied Science University

A distinguished team from the Department of Finance and Banking at Yarmouk University, under the supervision of Dr. Khaled Bataineh and Dr. Lara Al-Haddad, Head of the Department, participated in the "Fintech Knowledge Challenge" competition organized by the Applied Science University on Wednesday, November 27, 2024. This participation reflects the Faculty of Business's commitment to enhancing academic and professional engagement for its students, enriching their knowledge in the rapidly evolving field of financial technology at both local and international levels.

For his part, the Dean of the Faculty of Business, Prof. Mishiel Suwaidan, praised the faculty's role in supporting students and encouraging them to excel academically and participate actively in extracurricular activities that enhance their competitiveness on both the local and international levels. This participation is in line with Yarmouk University's vision to strengthen its partnerships with academic and community institutions, supporting initiatives that aim to achieve excellence in education, research, and community service.



The competition showcased a high level of competition in the areas of financial technology, innovation, and creativity. The Yarmouk University team delivered an impressive performance, reflecting the academic excellence and deep knowledge possessed by the university's students. In this context, Dr. Khaled Qasem Bataineh expressed his pride in the efforts exerted by the students in preparing for and actively participating in the competition, emphasizing the importance of enhancing practical skills for students and aligning them with modern changes in the job market. Dr. Lara Al-Haddad confirmed that participation in such events contributes to building students' capabilities and honing their skills in analyzing contemporary financial and technological issues.

Scientific Trips and Visits

Economics Department Visit to the Central Bank: Exploring Economic Policies and Future Trends

Under the patronage of the Dean of the Faculty of business, Prof Dr. Mishiel Suwaidan, the head of the department of Economics, Dr. Atef Bani Atta and by the supervisor the lecturer Huda Al-joudeh, a scientific trip was organized for the department's students to the Central Bank of Jordan on Monday, November 4, 2024, as a part of the faculty's efforts to provide practical educational experiences that enhance the theoretical understanding that students receive in lecture halls.

The visit began with a presentation about the Central Bank of Jordan, reviewing the bank's history, its main tasks, and its working mechanism in light of global and local economic challenges. A valuable lecture was given by a number of officials and specialists at the Central Bank on managing monetary policy in Jordan, its tools and managing foreign reserves, in addition to understanding the mechanisms for determining interest rates and controlling inflation. A visit to the Currency Museum had performed.

The students expressed their appreciation for this practical experience, which added to their academic knowledge and understanding of the working mechanisms of major financial institutions that directly affect the national economy and contribute to building a bridge between academic education and professional reality.



Yarmouk University's Department of Financial and Banking Sciences Visits Amman Stock Exchange

The Department of Financial and Banking Sciences at Yarmouk University organized a field visit to the Amman Stock Exchange (ASE) to enhance academic and professional collaboration between the two institutions. Faculty members and students participated in the visit, gaining insights into the operations of the stock exchange and the latest developments in financial markets. The delegation was welcomed by Mr. Mazen Wathaifi, CEO of ASE, who provided a comprehensive overview of the stock exchange's role in bolstering the national economy and the importance of collaborating with academic institutions to develop human capital in the financial sector. Dr. Malak Al-Jazzazi, Head of the Communication and Public Relations Department at ASE, emphasized the significance of continuous engagement between the stock exchange and universities to enhance financial literacy among students. Mr. Mohammad Ramadan, Director of the Operations Department, offered a detailed explanation of trading mechanisms and the technologies employed at ASE.

From Yarmouk University, Dr. Anas Al-Qudah, Head of the Department, expressed appreciation for the ongoing collaboration with ASE, highlighting the importance of such visits in enhancing students' practical knowledge and bridging theoretical concepts with real-world applications. Dr. Raed Hindawi, from the department, noted that these visits contribute to preparing students for the job market by equipping them with essential skills. The visit included interactive sessions with representatives from the Securities Depository Center and the Jordan Securities Commission, discussing the roles of these institutions in regulating the financial market and protecting investors' rights. Students had the opportunity to ask questions and explore various aspects of investment and trading.

This visit is part of the strategic partnership between ASE and Yarmouk University, aiming to foster cooperation in research, training, and knowledge exchange, thereby contributing to the development of Jordan's financial sector and preparing qualified professionals to meet the demands of the local and regional markets



Scientific Visit by Public Administration Students to the Ministry of Digital Economy on Digital Transformation and AI

As part of Yarmouk University's efforts to strengthen collaboration and partnerships with state ministries and institutions, the Department of Public Administration organized a scientific visit for a group of students and faculty members to the Ministry of Digital Economy and Entrepreneurship on November 28, 2024. During the visit, a scientific seminar was held on digital transformation and artificial intelligence in Jordan, presented by the program organizers at the ministry. A detailed discussion took place between the students and faculty on one side, and the presenters on the other, focusing on the ministry's key projects and electronic services.



Prof. Sahm Nawafleh, the coordinator of the visit, also discussed with ministry officials ways to enhance collaboration between the Faculty of Business at Yarmouk University and the Ministry of Digital Economy in various areas. It was agreed that a team of specialists from the ministry would organize a scientific seminar for the students of the Faculty of Business on digital transformation and artificial intelligence at Yarmouk University. The seminar's date will be coordinated with the faculty's administration, represented by the Dean of the Faculty and the University's presidency.

Field Trip of Business Administration Students to Talal Abu-Ghazaleh and Rawabi Farah Companies

As part of its ongoing efforts to strengthen the link between academic education and the private sector, the Business Administration Department at Yarmouk University organized a field trip for its students to visit Talal Abu-Ghazaleh and Rawabi Farah Companies. This field trip provided a unique opportunity for students to explore the professional work environment at two of the leading companies in the fields of business, accounting, and consultancy.

This visit comes at a crucial time, as the university aims to strengthen students' connections to the job market and enable them to understand the practical and theoretical aspects of business management in a direct and engaging way. The field trip was supervised by Dr. Neveen Bani Melhem and Dr Sarah Al-Zghoul, who provided students with a detailed explanation of the event's goals and its importance in refining their academic and professional skills.

The trip began with a visit to Talal Abu-Ghazaleh Organization, one of the most prominent companies in the fields of accounting, legal consultancy, and administrative services. Students attended a lecture delivered by one of the company's experts, who highlighted the current challenges and opportunities in the world of business. Next, the students visited Rawabi Farah Company, There; students were given a comprehensive overview of the daily operations of the company and how successful business strategies are implemented in different work environments. Students also had the chance to interact with company executives, gaining valuable insights into how to develop both their professional and personal skills.



List of Deans



Prof. Hisham Gharaybeh
1981-1987



Prof. Abdel Bari Durah
1987-1990



Prof. Basheer Al-Khadra
1990-1994



Prof. Zuhair Al-Sabbagh
1994-1998



Prof. Refat Al-Faouri
1998-2003



Prof. Hussein Al-Talafha
2003-2007



**Prof. Waleed Hmedat
2007-2010**



**Prof. Said Al-Hallaq
2010-2011**



**Prof. Riad Al-Momani
2011-2015**



**Prof. Mohammad Al-
Taa'mneh
2015-2018**



**Prof. Mona Al-Mwalla
2018-2020**



**Prof. Mohammad Al-Rawabdeh
2020-2021**



**Prof. Mishiel Suwaidan
2021-Present**

Faculty of Business and Community Engagement: Faculty of Business at Yarmouk University Launches Integrity Awareness Week

Yarmouk University's Faculty of Business, in collaboration with the Integrity and Anti-Corruption Commission, organized "Yarmouk Integrity Awareness Week" in celebration of International Anti-Corruption Day. The event, attended by University President Dr. Islam Massad and Dr. Mohannad Hijazi, head of the Commission, aimed to promote values of integrity, honesty, and trustworthiness among students. Dr. Massad emphasized the university's commitment to instilling national values and combating corruption by fostering a responsible and aware generation. He highlighted the importance of good governance, transparency, and justice in creating an environment opposed to corruption.

Dr. Hijazi stressed the role of youth in spreading integrity and combating corruption, describing them as key partners in this national duty. He noted the Commission's efforts to promote integrity through an innovative electronic platform that invites youth to submit proposals and ideas. Dr. Hijazi also mentioned the upcoming launch of the National Integrity Index, which will measure public institutions' adherence to national integrity standards.



Dr. Khaldoon Al-Daoud, Vice Dean of the Faculty of Business, highlighted the initiative's alignment with the faculty's vision to integrate academic education with national values. Dr. Kholoud Al-Zoubi, course coordinator, emphasized the role of students in raising awareness about integrity and ensuring its practical application in daily life. The initiative involved 900 students and included workshops and interactive activities coordinated with the Commission's awareness department, offering a unique educational and interactive approach.



Yarmouk University and Irbid Municipality Organize Community Activities to Enhance Environmental Responsibility and Develop Student Skills

As part of strengthening community responsibility and partnership between educational institutions and the local community, Yarmouk University, in collaboration with Irbid Greater Municipality, organized multiple activities aimed at improving the community environment and developing student skills. As part of the Climate Action Fund (YCAF) program, a waste collection and sorting campaign was implemented in one of the neighborhoods of Irbid Greater Municipality. The campaign was supervised by the Directorate of Environment and Public Cleanliness and the Directorate of Development and International Programs, with the participation of 170 students from the Leadership, Entrepreneurship, and Innovation course in the Faculty of Business, led by course coordinator Dr. Kholoud Al-Zou'bi.



The Faculty of Business at Yarmouk University distributes laptops to 20 visually impaired students as part of the "Baseer Tech" initiative



Student Teams in the Faculty

The Student Sustainable Development Team in the Faculty of Business

As part of Yarmouk University's efforts to support the Sustainable Development Goals, specialized student teams have been formed in the field of sustainability in each faculty. These teams aim to promote the concepts of sustainable development by focusing on partnerships and achieving environmental and social goals.

The Sustainable Development Team in the Faculty of Business aims to promote decent work and economic growth through the following initiatives:

- Organizing seminars on entrepreneurship and economic sustainability.
- Organizing seminars on decent work in the digital age.
- Launching awareness campaigns on the green economy.
- Organizing a business competition to encourage students to present ideas for sustainable economic projects.



غيث المومني
فريق الإستدامة الطلابي



احمد قواسمة
فريق الإستدامة الطلابي



حلا الشerman
فريق الإستدامة الطلابي



رزان عوادين
فريق الإستدامة الطلابي



نورالدين مناصرة
فريق الإستدامة الطلابي



رهف بني يونس
فريق الإستدامة الطلابي

Faculty of Business Organizational Structure



Prof. Mishiel Suwaidan
Dean



Dr. Khaldoun A. Aldaoud
Vice Dean



Dr. Wafa Ghezawi
Assistant Dean for Student Affairs



Dr. Saleh Al-Omar
Assistant Dean for Accreditation and Quality Control



Dr. Amjad AlAmad

Head of Marketing Department



Dr. Salah AlShorman

Head of Accounting Department



Dr. Lara AlHaddad

Head of Finance and Banking Department



Dr. Anan Abu Hummour

Head of Public Administration Department



Dr. Hassan Alissa

Head of Business Administration Department



Dr. Atef Baniata

Head of Economics Department

Contact Us

We are always pleased to hear from you at the Faculty of Business, Yarmouk University, as we strive to foster ongoing collaboration with our students, faculty members, alumni, and the local community. If you have any inquiries or suggestions, you can reach out to the faculty through the following channels:

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