

CURRICULUM VITAE



Personal Data:

Name: Dr. Mottch Saleh Rabee AL-Shibly
Place / Date of Birth: Amman - 20/1/1973
Nationality: Jordanian
Marital Status: Married
E-Mail Address: sh_motte3@yaho.com
Postal Address: Maheis - Jordan, P.O. Box 1
Maheis. Zip Code 19153
Landline Tel. No. 00962-6-4721117 - Jordan
Mobile No. 00962-797756183 - Jordan

Academic Qualifications:

Ph.D. in Marketing: The Degree of Doctor of Philosophy in Business Administration.
Country / University: Jordan. The World Islamic Sciences and Education University (WISE).
Dissertation Title: "Factors Affecting Social Media Network Adoption and Purchase Intention as a **Marketing Tool**"
Date of Graduation: May, 2014
Major Specialization: Services Marketing Strategy and Electronic Marketing .
Master of Business Administration / Marketing Specialization
MBA
Country / University: Jordan. The Arab Academy for Banking and Financial Sciences.
Date of Graduation: 2005
Major Specialization: Marketing.

High Diploma: Business Administration / Marketing Specialization
Country / University: Jordan. The Arab Academy for Banking and Financial Sciences.

Date of Graduation: May. 2004
Major Specialization: Marketing.

BSc. Agricultural Business Management
Country / University: Jordan. University of Jordan.

Date of Graduation: June. 1995
Major Specialization: Business Administration and Marketing and economic.

Academic Experiences:

18/6/2011- 15/8/2011: Part time lecturer, Middle East University (MEU)

18/6/2010- 20/8/2010: Part time lecturer, The World Islamic Sciences & Education University

13/2/2008 – 5/6/2010: Instructor, Department of Business Administration, College of Business Administration and Economics - AL Hussein Bin Talal University /Jordan.

2006 – 2007: Part time lecturer, Department of Business Administration Amman Private University Amman-Jordan

Dr. Shibly's Vision:

To generate innovative marketing and business research projects, and become a rigorous and recognised researcher, superb consultant and outstanding trainer as well as disseminating marketing and business knowledge on such research and other issues in Jordan, Arab World and worldwide, in order to meet the challenges of an ever-changing and unprecedented complex businesses environments worldwide.

Professional Experiences:

21\8\2013 – 1\6\2014 Researcher at scientific Research Support Fund (SRFS).

Tasks were:

1. Reparation of future studies of the Fund.
2. Development of future plans to increase the effectiveness of the Fund's cooperation with researchers.
3. Monitoring the researchers in the field.
4. Secretary of the Committee on Agriculture and Veterinary.
5. Secretary for Water and Environment Committee.
6. Committee secretary medical and pharmacy.

28\8\2012 – 21\8\2013 Technical Director Agricultural Risk Management fund (ARMf) .

Tasks were:

1. Preparation of the Fund's strategy.
2. Prepare the foundations and instructions to participate in the fund.
3. Preparation of socio economic Studies to learn the impact of agricultural risk on local communities.
4. Follow the recommendations of parliament on the Fund.

1\4\2012 – 27\8\2012 Head of Studies and Strategic Planning (SSP) Food security project .
Implemented by UNDP and MOA.

Tasks were:

1. Coordinate the work of working-committees on 5-year food security strategy.
2. Preparation socio economic studies .

3. In collaboration with Division team prepare plans and framework and the procedures for the action plan.
4. Implement the action plans as schedules in annual work plan.
5. Collect required data from secondary and primary sources and conduct analysis on food security issues and development.
6. Contribute to Division periodical progress reports and annual work plans.
7. Conduct field visits and submit back to office report on results-based performance indicators and target, problems identified and lessons learned.
8. Identifying and setting the priorities and setting the goals for Program annual work plan.
9. Identify and designing the key indicators, to record and report progress on results of the Program. Also steer the process for designing the format of such progress reports.
10. Identify for Directorate staff training in food security and propose capacity development plan.
11. Cooperate in identifying the key performance questions and parameters for monitoring and evaluation of Program results-based performance and comparing it to targets. Design the format for such performance reports.
12. Review documents and prepare summaries and concept papers for management.
13. Cooperate in identifying the criteria for quality data and the methods of collecting it and the degree to which it will provide good baseline statistics for impact evaluation.

14. Contribute to division's periodical progress reports including monthly, quarterly, bi-annual and annual reports.
15. Assist the M & E Directorate in the preparation of the M & E planning and participate in joint monitoring and evaluation missions.
16. Document the successful cases and the lesson learnt.

6/2/2010- 31/3/2012: Ahead of Monitoring the execution of stockholders supporting actions (MESSA) section Directory of Monitoring and evaluation, Ministry of Agriculture, Amman – Jordan.

Tasks were:

1. Deepen the relationship between the public and the private sector.
2. Find all the aspects of cooperation between the public and the private sector and international organizations.
3. Plans to Monitoring the execution of stockholders supporting actions with the institutions of public and private sectors in cooperation with the relevant departments.
4. Collection of action plans and budgets supporting agencies.
5. Collection of annual reports of achievement and the cumulative points of support on the development of the agricultural sector.
6. Monitor the implementation of decisions of the councils and steering committees.

7. Monitoring of the departments and administrative units involved in the provision of various proposals for the development of legislation related to the agricultural sector.
8. Coordination with non-governmental organizations (NGOS).
9. Coordination with the prime minister (Government performance administration) to work on the development strategy of the Ministry of Agriculture.

11/1/2004 - 13\ 2\ 2008 Monitoring and Evaluation and Environmental Public Awareness Specialist. Ministry of Agriculture, Amman - Jordan

Tasks were:

1. Monitor and evaluate the implementation of all project activities.
2. Writing monthly and yearly monitoring and evaluation reports.
3. Establish Farmers Range Cooperatives.
4. Introduce the Range reserves concepts to the farmers and how to implement this concept.
5. Coordinate the partnership between the farmers and the Ministry of Agriculture concerning rangeland.
6. Introduce the small productive projects concept to the farmers and help them in implementing this concept.

18/6/2003- 11/1/2004 Socio – Economist Range Rehabilitation Project.

International Fund for Agricultural Development (IFAD) / Ministry of Agriculture Rewashed – Jordan.

Tasks were:

1. Establish Farmers Range Cooperatives.

2. Introduce the Range reserves concepts to the farmers and how to implement this concept.
3. Coordinate the partnership between the farmers and the Ministry of Agriculture concerning rangeland.
4. Introduce the small productive projects concept to the farmers and help them in implementing this concept.

3/8/1996- 17/6/2003 Socio-economist / GIS Technician, Desertification Project, Ministry of Agriculture, & ICARDA, Amman, Jordan.

Tasks were:

A) - Socio-economist

1. Coordinate with the institutions and NGO's concerned with forestry, ranges, desertification, water harvesting and germplasm.
2. Contact farmers and held meetings with them individually and as groups to discuss with them various aspects of their needs and problems.
3. Coordinate field days to transfer new techniques and good practices to farmers.
4. Working together with farmers in implementing new techniques concerning range and animal feed.
5. Collect data on the above-mentioned subjects in various forms (spreadsheets, lists, etc.); In addition, presenting them to decision makers in report forms.
6. Entry of the data into the computer and analyze these data.
7. Coordinate and organize all meetings, conferences and workshops as pertains to the project.

8. Assist the Regional Expert in various tasks (studies, field days meeting with farmers...etc).
9. Conduct field tours and meetings with farmers as needed.

B) - Monitoring and Evaluation

1. Monitor and evaluate the implementation of all project activities.
2. Writing monthly and yearly monitoring and evaluation reports.

C) - GIS Technician:

- Work on application of the ARCVEIW and the ARCINFO.

15/7/1995- 31/5/96 Marketing Manager (Chicken & Table Eggs), Al- Adjure Farms, Amman, Jordan.

1. Prepare draft farm budget.
2. Negotiate and sell poultry and eggs to store and customers.
3. Collect purchase money from customers.
4. Keep records of the activities.

1/4/1996- 2/8/96 Researcher At the Higher Council of Science and Technology, Amman, Jordan.

“Scientific and Technological Needs of Jordan Project”:

1. Interview and collect pertinent data from various public institutions.
2. Interview and collect relevant data from private sector establishments and companies.

7/10/1995- 31/5/1996 Teacher at ministry of education, in Mahes School & Seafea School.

Committees and government posts

- 1- Prime Minister: Ahead of the Technical Committee of the national agenda data update project update and modify the national agenda.
- 2- Ministry of Environment: Coordinator - to develop the center of the environment.
- 3- Ministry of Planning: Coordinator - Developer of the program of development of the governorates of Jordan.
- 4- Ministry of Industry and Trade: Focal point - the center of investment.

Training Experiences

2008-2010 : Training Committee. Al Hussein bin talal university :-

- 1- Marketing Strategy
- 2- Communications Skills
- 3- Marketing A to Z

2012-2014 : (CARDNE) (JICA) :-

- 1- Capacity Development for Agriculture and Rural Development in the Republic of IRAQ
On Training Course in Empowerment of Rural Women in Small Agricultural Project
Loan Management.
- 2- Marketing Management.

Published Research in Refereed Journals:

1. Abu-ELSamen, Amjad., Akroush, Mamoun., AL-Khawaldeh, Fayez. and AL-Shibly, Motteh. (2011), Towards An Integrated Model of Customer Service Skills and Customer Loyalty: The Mediating Role of Customer Satisfaction, International Journal of Commerce and Management, Vol. 21, No. 4, pp. 349-5.

2. Akroush, Mamoun., Abu-ELSamen, Amjad., AL-Shibly, Motteh. and AL-Khawaldeh, Fayez. (2010), Conceptualization and Development of Customer Service Skills Scale: An Investigation of Jordanian Customers, International Journal of Mobile Communications, Vol. 8, No. 6, pp. 625-653.
3. Akroush, Mamoun., AL-Shibly, Motteh. and AL-Khawaldeh, Fayez. (2005), The Relationship between the Services Market and Customer Satisfaction Study, financial and Commercial Studies Magazine, Cairo University.

Taught Marketing Modules: Undergraduate

Undergraduate Programme: BSc/ Marketing and Business Administration:

Marketing Strategy	Principles of Marketing
New Product Development & Management	Marketing Research
Marketing Management	International Marketing
Advertising and Promotion Management	Tourism Marketing
Financial Services Marketing	Distribution Channels Management
Services Marketing	Sales Management
Consumer Behavior	Personal Selling
International Business	Price policies

Delivery and Teaching Methods:

1. Lecturing and Teaching
2. Critical Thinking and Research
3. Case Study and Braining Storming
4. Visiting Sites

Conferences, Workshops and Seminars Participation:

- SERMANTEQ – Workshop for Mediterranean Trainers , GRENoble – FRANCE 27 TO 31 JULY 2009.
- 5-9/6/2011 (20 hour) *Leadership skills and change management - National Institute for Training*
- 4-8/4/2010 (30 hour) *Support decision-making mechanisms in public sector institutions by Government performance administration / Prime Ministry collaboration with the National Institute for Training*
- 30/5-3/6/2010 *Training course entitled "National Information System (in order to strengthen the capacity of the Ministry of Agriculture to establish a bank for agricultural information by (FAO) AND MOA.*
- 17/6/2007 -31/8/2007 course in " data statistic analysis" SPSS programme in Jordan university.
- 1/6/2004-31/1/2005 workshops by CAREL on :-
 - 1- *PRA Implementation. (JORDAN)*
 - 2- *Range Land Management (SYREA)*
 - 3- *Water Resources Management. (JORDAN)*
 - 4- *Trainer Training. (JORDAN)*
- 6-10/12/2004 *Cost Benefit Analysis Capacity Building Workshop* by organized for the initiative for Dryland management multilateral working group on the environment and the University Reading /UK.