

Dr. Ayham A.M. Jaaron

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SUMMARY

Ayham Jaaron is currently an associate professor at the Industrial Engineering Department of An-Najah National University, Nablus, Palestine. He received his PhD degree (full time) in Manufacturing Engineering and Operations Management from the Wolfson School of Mechanical and Manufacturing Engineering, Loughborough University, England, UK in 2010. He was a full-time instructor at the Industrial Engineering Department of An-Najah National University, Nablus, Palestine from 2005–2007. Ayham is recognized for his expertise and contributions to the quality of education in Palestine. He led the largest ABET Accreditation project in the region for seven engineering programs simultaneously at An-Najah National University, that resulted in a successful ABET Accreditation process. He is extensively involved in drawing and planning quality assurance policies for academic programs. His research activities have focused on service operations, service quality, logistics, resource utilization, organizational resilience, and human aspects of motivation in the manufacturing and service sectors.

CURRENT POSITION

- Associate Professor of Industrial Engineering. Industrial Engineering Department, An-Najah National University, Palestine, April 2018-Present.

EDUCATION

- PhD. Manufacturing Engineering and Operations Management, Loughborough University, United Kingdom, July 2007 – July 2010
To develop a methodology for the implementation of lean thinking in manufacturing support services that could leverage the level of affective commitment among frontline employees in this type of service departments.
- MSc. Engineering Management, UET-Lahore, Pakistan, 2002 –2004
- BSc. Mechanical Engineering, UET-Lahore, Pakistan, 1998 – 2002

POSITIONS HELD

- Assistant Professor of Industrial Engineering. Industrial Engineering Department, An-Najah National University, Palestine, August 2010-March 2018.
- Director of Quality Assurance Unit, An-Najah National University, August 2014- August 2016.
- Director of ABET Center, Faculty of Engineering and Information Technology, An-Najah national University, April 2011-January 2017.
- Director of Institutional Research Unit, An-Najah National University, August 2014- August 2016.
- Head of Industrial Engineering Department, An- Najah National University, September 2011 – July 2014.
- Postdoctoral Research Fellow, Manufacturing Organization Research Group, Loughborough University, UK, May 2010 – August 2010.
- Instructor, Industrial Engineering Department, An-Najah National University, Palestine, January 2005 - June 2007.

TEACHING AREAS:

- Total Quality Management, Operations Research, Operations Management, Lean manufacturing, Production Management, Strategic Management, Supply Chains, Project Management.

COURSES TAUGHT (2010-2016):

Registered	Academic Year	Course Title
56	2011/2010	Engineering Management (3/61472)
20	2011/2010	Procurement and Contracting Management (1/465533)
11	2011/2010	Strategic Decision Making (1/465452)
1	2011/2010	Graduation Project (1)(1/65583)
9	2011/2010	Graduation Project (1)(1/65591)
10	2011/2010	Graduation Project (2)(4/65592)
46	2011/2010	Operations Research (1/65413)
54	2011/2010	Decisions Analysis (1/65517)
14	2011/2010	Strategic Decision Making (1/465452)
23	2011/2010	Engineering Project Management (1/465511)
8	2012/2011	Graduation Project (2)(2/65592)
19	2012/2011	Total Quality Management (1/65531)
18	2012/2011	Strategic Decision Making (1/465452)
3	2012/2011	MSc Thesis Supervision (1/40999998)
52	2012/2011	Operation Research(65413)
17	2012/2011	Engineering Project Management (1/465511)
3	2012/2011	Graduation Project (1)(2/65583)
8	2012/2011	Graduation Project (1)(4/65591)
7	2012/2011	Graduation Project (2)(1/65592)
54	2013/2012	Operations Research(1/65413)
25	2013/2012	Engineering Project Management (1/465511)
5	2013/2012	Graduation Project (1)(1/65583)

10	2013/2012	Graduation Project (2)(2/65592)
41	2013/2012	Total Quality Management (1/65531)
31	2013/2012	Strategic Decision Making (1/465452)
21	2014/2013	Operations Research (1/65413)
41	2014/2013	Operations Research (2/65413)
28	2014/2013	Engineering Project Management (1/465511)
3	2014/2013	Thesis Supervision (40999998)
37	2014/2013	Total Quality Management (1/65531)
26	2014/2013	Strategic Decision Making (1/465452)
3	2015/2014	Thesis Supervision (40999998)
45	2015/2014	Operations Research (1/65413)
46	2015/2014	Operations Research (2/65413)
22	2015/2014	Engineering Project Management (1/465511)
24	2015/2014	Total Quality Management (1/65531)
29	2015/2014	Strategic Decision Making (1/465452)
3	2015/2014	Thesis Supervision (36/40999998)
47	2016/2015	Operations Research (1/65413)
20	2016/2015	Engineering Project Management (1/465511)
3	2016/2015	Thesis Supervision (40999998)

REVIEWER OF JOURNALS

- **Journal of Cleaner Production.** Elsevier, Current impact Factor (IF) 5.759.
- **International Journal of Operations and Production Management (IJOPM).** Emerald Publisher, current Impact Factor (IF) 2.252.
- **International Journal of Production Research (IJPR).** Taylor and Francis Publishers, Current Impact Factor (IF) 1.693.
- **Journal of Operational Research Society (JORS).** Springer, current impact factor (IF) 1.225.
- **International Journal of Logistics Management (IJLM).** Emerald Publishers, Current Impact Factor (IF) 0.917.
- **International Journal of Productivity and Quality Management (IJPQM).** Inderscience Publishers, Current Impact Factor (IF) 0.4.
- **Systemic Practice and Action Research (SPAR),** Springer, current Impact Factor (IF) 0.667.

- **Africa Education Review.** Taylor and Francis, covered by Emerging Sources Citation Index (ESCI).
- **BMC Health Services Research.** BioMed Central, current Impact Factor (IF) 1.606
- **Operations Research and Decisions.** Wroclaw University of Technology.
- **An-Najah University Journal for Research – Natural Sciences.** Deanship of Scientific Research, An-Najah National University.

ADDITIONAL CAREER EXPERIENCE – SAMPLE OF

- **Quality Assurance Expert:** Quality Improvement Fund (QIF) - Education to Work Transition Project - Ministry of Education and Higher Education, funded by the World Bank for the project entitled: Linking with the Private Tourism Sector: The Tourism and Archaeology Department Curriculum Reform. 2014- 2016.
- **Quality Assurance Expert:** Quality Improvement Fund's (QIF) Education to Work Transition Project in partnership with the "Ministry of Education and Higher Education" and funded by the World Bank for the project entitled: Improvement of Students Skills towards Employment Enhancement. 2014- 2016.
- **Quality Assurance Expert:** Tempus Project: Knowledge of Recognition Procedures in ENPI Countries (RecoNow). 2014-2016.
- **Research Project Manager:** "A Systems approach for forward and reverse logistics design: maximizing value from customer involvement" in partnership with Vanguard Consultants and Loughborough University, England. October 2013- August 2014, Lloyds Banking Group, New Port, Wales, UK.
- **Research Project Manager:** "Supply Chain and Logistics Resilience as a Result of Applying the Vanguard Method to Business", in partnership with Vanguard Consultants and Loughborough University, England. January 2013- August 2013, Incommunities, Bradford, UK.
- **Research Project Manager:** Enhancing resources utilization: the application of lean thinking in service industries", in partnership with Vanguard Consultants and Loughborough University, England. May 2012- August 2012, Comserv & Multi trade Supplies, Portsmouth, UK.
- **Research Project Manager:** "Impact of Professional Training on Commercial/Freight Drivers in the Arab World", Jadarah Group, funded by International Road Transport Union (IRU). May 2015- May 2016.
- **Institutional Development Consultant:** worked on a number of administrative units' developments and capacity building projects at An-Najah National University.
- **Senior Strategic Planning Expert:** Strategic Planning Project for An-Najah National University, 2-14-2016. The project is mainly to come up with a 5-year strategic development plan for An-Najah National University (2016-2020) using stakeholder participation approach.
- **Academic Researcher:** Design, Manufacture, and Engineering Management Department (DMEM) of the University of Strathclyde, Glasgow, UK, 2006.
- **Academic Researcher:** Innovative Manufacturing and Construction Research Centre (IMCRC), Loughborough University, England, UK, 2011, 2012, 2013, and 2014.

TRAINING

- Creative Thinking, Loughborough University, UK, 30th Sep 2008 (1 day).
- Teaching skills- preparing to teach and promoting learning, Loughborough University, UK, October 2008 (3 days).
- World computer congress, Service Science Cross Sessions, Milan, Italy, September 2008 (4 days)
- 16th EPSRC Research Methodology Workshop, Cambridge University, 2008 (4 days)
- Doctoral Student Engagement with Industry, Second Industrial Doctoral Community Workshop, Newnham College, Cambridge University, UK, March 2009 (3 days).

PROFESSIONAL MEMBERSHIPS

- Palestinian Engineers Association- Jerusalem Centre.
- Institute of Industrial Engineers (IIE) - Professional membership. Georgia, USA. Member Number: 880142715.
- Production and Operations Management Society (POMS) – Regular POMS Membership. Florida, USA.

AWARDS

- **EPSRC full doctoral scholarship** award at Loughborough University, UK, PhD 2007-2010.
- **Tempus Individual Mobility Grant** (No. IMG-PS3019-2005): To co-operate on university/industry links and business incubator. Performed at Strathclyde University, UK, 2006.
- **Pakistani Ministry of Higher Education**, Partial Scholarship award, MSc. Engineering Management, 2002-2004.
- **Pakistani Ministry of Higher Education**, Partial Scholarship award, BSc. Mechanical Engineering, 1998-2002.
- **Academic Fellowship Program Fund (Zamalah)** awarded by Welfare Association and Bank of Palestine to conduct research at Loughborough University, UK.
- **An-Najah University Award for Scientific Research**, awarded by Deanship of Scientific Research, 2015.
- **Best Paper Award, IEOM 2016 International Conference, held in Malaysia, awarded by the IEOM Society, USA, 2016**
- **An-Najah University Award for Scientific Research**, awarded by Deanship of Scientific Research, 2017.

PUBLICATIONS

REFEREED JOURNALS:

1. Jaaron, A. and Backhouse, C. (2011) 'A methodology for the implementation of lean thinking in manufacturing support services', *International Journal of Services and Operations Management*, Vol.9, No.4, pp.389-410.
2. Jaaron, A. and Backhouse, C. (2011) 'A comparison of competing structural models in call centres: prospects for value creation', *International Journal of Services and Operations Management*, Vol.10, No.3, pp.294-315.

3. Jaaron, A. and Backhouse, C. (2011) 'Systems thinking for call centre service design: affective commitment implications in manufacturing enterprises', *The Service Industries Journal*, Vol.31, No.4, pp.613-628. DOI: 10.1080/02642069.
4. Jaaron, A. and Backhouse, C. (July-September 2011) 'Value-Adding to Public Services through the Adoption of Lean Thinking', *International Journal of Service Science, Management, Engineering, and Technology*, Vol.2, No.3, pp.33-50.
5. Jaaron, A. And Backhouse, C. (2012) 'The effects of lean thinking on service workers value productivity: a conceptual framework', *The International Journal of Quality and Innovation*, Vol.2, No.1, pp.1-17.
6. Haddad, T. and Jaaron, A. (2012) 'The Applicability of Total Productive Maintenance for Healthcare Facilities: an Implementation Methodology', *International Journal of Business, Humanities and Technology*, Vol.2, No.2, pp.148-155.
7. Jaaron, A.A.M. & Backhouse, C.J. (2014) 'Service organisations resilience through the application of the vanguard method of systems thinking: a case study approach', *International Journal of Production Research*, Vol. 52, No.7, pp. 2026-2041. DOI: 10.1080/00207543.2013.847291.
8. Jaaron, A. & Backhouse, C.J. (2014) 'Building Antifragility in Service Organisations: Going Beyond Resilience', *International Journal of Services and Operations Management*. Vol.19, No.4, pp.491-513. DOI: 10.1504/IJSOM.2014.065671
9. Jaaron, A., Backhouse, C.J., & Morton, S.C. (2014) 'Enhancing resource utilisation in service industries: the application of the Vanguard Method of systems thinking. *European Journal of Industrial Engineering*. Vol.8, No.6, pp.861-883.
10. Beshtawi, M. and Jaaron, A. (2014) 'Change management in telecommunication sector: a managerial framework'. *Review of Contemporary Business Research*. Vol. 3, No.1, pp.127-141.
11. Jabi, S. Y., & Jaaron, A.A.M. (2015) 'A Managerial Framework for the Adoption of Cloud Computing in the Public Sector of Developing Countries', *International Journal of Engineering Research and Management*. Vol. 2, No.5., pp.96-102.
12. Ghaben, R. and Jaaron, A.A.M. (2015) 'Assessing Innovation Practices in Project Management: the Case of Palestinian Construction Projects'. *International Journal of Innovation and Scientific Research*. Vol.17, No.2, pp.451-465.
13. Al-Haj Ali, A.M. and Jaaron, A.A.M. (2015) 'Developing Effective Risk Management Model: the Case of Palestinian Mobile Communication Organizations'. *International Journal of Engineering Research and Management*. Vol.2, No.9, pp.62-69.
14. Jaaron, A.A.M. and Backhouse, C. (2016) 'Operationalising "Double-Loop" Learning in Service Organisations: A systems Approach for Creating Knowledge'. *Systemic Practice and Action Research*. Vol.29, No.4, Online First. DOI 10.1007/s11213-016-9397-0
15. Jaaron, A.A.M. and Backhouse, C. (2016) 'A systems approach for forward and reverse logistics design: maximising value from customer involvement', *International Journal of Logistics Management*, Vol. 27, No.3, pp.947-971.

16. Masri, H.A. and Jaaron, A.A.M. (2017) 'Assessing green human resources management practices in Palestinian manufacturing context: An empirical study', *Journal of Cleaner Production*, Vol.143, No.1, pp.474-489. <http://dx.doi.org/10.1016/j.jclepro.2016.12.087>.
17. Jaaron, A.A.M. and Backhouse, C.J. (2017) 'Operationalising "Double-Loop" Learning in Service Organisations: A Systems Approach for Creating Knowledge', *Systemic Practice and Action Research*, Vol.30, No.4, pp.317-337.
18. Pham, D.T. and Jaaron, A.A.M. (2017) 'Design for Mass Customisation in Higher Education: a Systems-Thinking Approach', *Systemic Practice and Action Research*. DOI 10.1007/s11213-017-9426-7.
19. Issa, R. and Jaaron, A.A.M. (2017) 'Measuring e-learning readiness: the case of Palestinian public secondary schools', *International Journal of Technology Enhanced Learning* Vol.9, No.4, pp. 319-338.
20. Ghaben, R.K. and Jaaron, A.A.M. (2017) 'Identifying and assessing innovation factors in construction projects in Palestine: an empirical study', *Int. J. Project Organisation and Management*, Vol. 9, No. 4, pp.350–373.
21. Jaaron, A.A.M. and Backhouse, C.J. (2017) Operationalisation of service innovation: a systems thinking approach, *The Service Industries Journal*. Online first <https://doi.org/10.1080/02642069.2017.1411480>

BOOK CHAPTER:

- Jaaron, A. and Backhouse, C. (2011) 'Systems thinking for public services: adopting manufacturing management principles', In: Zokaei, A., Seddon, J., and O'Donovan, B. (ed.), *System Thinking: From Heresy to Practice*, London: Palgrave Macmillan.
- Jaaron, A.A.M. and Mahmoud, A.F.M. (2018) 'Learning by Doing: the Essence of Community-Based Learning at An-Najah National University, Palestine', In: Fernandes, A., Fardoun, H.M., Mok, M., and Downing, K.J. (ed.), *Future of Higher Education in the Middle East and Africa: QS Middle East and North Africa Professional Leaders in Education Conference*, Springer International Publishing AG.

REFEREED CONFERENCES:

1. Jaaron, A. and Backhouse, C. (2009) 'Affective commitment stimulation through systems thinking', *Paper presented at the 11th QUIS International Conference. Moving Forward with Service Quality. June 11-14, Wolfsburg, Germany.*
2. Jaaron, A. and Backhouse, C. (2009) 'Value adding to the manufacturing enterprise through the use of call centres', *Paper presented at the ICMI Call Center Demo & Conference, February 25-26, Miami, United States.*
3. Jaaron, A. and Backhouse, C. (2009) 'Organic structures in call centres: implications for affective commitment in manufacturing enterprises', *Paper presented at the First POMS-HK International Conference. December 30, POMS- Hong Kong Chapter, Hong Kong.*
4. Jaaron, A. and Backhouse, C. (2009) 'Systems thinking for call centre service operations: implications for affective commitment in manufacturing enterprises', *Paper Presented at the 19th International Conference of RESER. Public and*

Private Services in the New Global Economy, September 24–26, Budapest, Hungary.

5. Jaaron, A. and Backhouse, C. (2010) 'Lean Manufacturing in Public Services: prospects for value creation', *Paper presented at the First International Conference on Exploring Services Science, IESS*, February 17-19, Geneva, Switzerland.
6. Haddad, T. and Jaaron, A. (2012) 'Lean TPM for Healthcare facilities: An Implementation Methodology', Paper presented at the Third POMS-HK International Conference. January 5-6, POMS-HK Chapter, Hong Kong.
7. Jaaron, A. and Backhouse, C. (2012) 'The application of Vanguard Method to enhance service workers performance', Paper presented at the PMA 2012 Conference, July 11-13, Cambridge University, United Kingdom.
8. Jaaron, A. and Backhouse, C. (2012) 'Enhancing resources utilization in service industries: an economical crisis exit strategy', Paper presented at the 4th World Conference on Production and Operations Management (P&OM), July 1-5, University of Amsterdam, Amsterdam, Netherlands.
9. Jaaron, A., Halaweh, F., and Shahin, B. (2013) 'The role of ABET quality assurance in identifying engineering education deficiencies: A diagnostic tool', Paper presented at the fourth POMS-HK International Conference. January 3-4, POMS-HK Chapter, Hong Kong.
10. Jaaron, A. and Backhouse, C.J. (2013) 'Enhancing service organizations resilience through systems thinking', Paper presented at the 24th POMS Annual Conference. May 3-6, Denver, Colorado, United States.
11. Jaaron, A. and Backhouse, C.J. (2013) 'Systems thinking for service delivery design: a real time mass customisation model', Paper presented at the 7th IFAC Conference on Manufacturing Modelling, Management, and Control. June 19-21, Saint Petersburg, Russia.
12. Jaaron, A. and Backhouse, C.J. (2014) 'Mass customization in higher education: the advent of the vanguard method', Paper presented at the 25th POMS Annual Conference. May 9-12, Atlanta, Georgia, United States.
13. Jaaron, A. and Backhouse, C.J. (2014) '*Learning from chaos: the advent of antifragility in service organizations*', Paper presented at the POMS international Conference. July 21-23, Singapore.
14. Hamouz, A.; Jaaron, A.; Halawa, F.; Shaheen, B.; and Hmouda, M. (2014) 'The Impact of Effective Staff Involvement on the Successful Realization of ABET Requirements', Paper presented at the 14 AIChE Annual Conference. Nov 16-21 2014, Atlanta, USA.
15. Jaaron, A. and Backhouse, C.J. (2015) '*Building Self-Organizing Logistics Systems: Prospects for Reverse LogisticS*', Paper presented at the 5th International Conference on Industrial Engineering and Operations Management. March 3-5, Dubai, UAE.
16. Jaaron, A. and Ramahi, A. (2015) 'Minimizing ABET Review Process Uncertainty: the Role of Innovative Quality Assurance Tools', Paper presented at the 7th International Forum on Engineering Education. March 17-19, Sharjah, UAE.

17. Jaaron, A. and Backhouse, C.J. (2016) 'Activating Organizational Learning Capabilities through Service Operations Design', Paper presented at the 2016 International Conference on Industrial Engineering and Operations Management, 8-10 March, Kuala Lumpur, Malaysia.
18. Staiti, M.M.; Othman, M.; and Jaaron, A.A.M. (2016) 'Impact of Change Orders In Construction Sector In The West Bank', Paper presented at the 2016 International Conference on Industrial Engineering and Operations Management, 8-10 March, Kuala Lumpur, Malaysia.
19. Jaaron, A.A.M. and Backhouse, C.J. (2017) 'The impact of service operations design on service innovation: a systems approach', paper presented at the 24th EurOMA conference, 1-5 July, Edinburgh, Scotland, UK.
20. Zaid, A., Bon, A.T., and Jaaron, A.A.M. (2017) 'Green Human Resource Management Bundle Practices and Manufacturing Organizations for Performance Optimization', paper presented at the 6th international conference on global optimization and its application (ICoGOIA) 2017, 25 November 2017, Malacca, Malaysia.
21. Bon, A.T., Zaid, A., and Jaaron, A.A.M. (2018) 'Green Human Resources Management, Green Supply Chain Management Practices and Sustainable Performance', Paper presented at the International Conference on Industrial Engineering and Operations Management, 6-8 March, Bandung, Indonesia.

REFERENCES

Available upon request