



C.V – Dr. Sam A. F. ALFOQAHA

Personal Information

Date of Birth: 19th December, 1974

Nationality: Palestinian

Marital status: Married

Address: Toulkarem, Palestine

Email: Sam60082@hotmail.com
Sam@najah.edu

Tel: +972 (09) 234 5113

Mobile: +972 (0) 599426273

Education & Qualifications

2003-2007: Ph.D. in Marketing, Amman Arab University for Graduate Studies, Amman – Jordan.

Thesis Title: "Building an Evolutionary Model for the Retailing Trade Structure and Its Future Trends In Jordan".

2001-2003: M.Sc. in Business Administration, AL-Quads University, Jerusalem- Palestine.

1995-2000: B.A. in Business Administration, An-Najah National University, Nablus- Palestine.

1995: Certificate of General Secondary Examination (Tawjehee), An-Nahdah Secondary School, Toulkarem – Palestine.

Work Experience

Jan. 2019 – 2022: Chairman, Departments of Communication and Digital Marketing; and Business Administration, Faculty of Economics and Social Sciences, An-Najah National University, Nablus – Palestine.

Oct. 2014 – Jan. 2019: Associate Professor, Department of Marketing, Faculty of Economics and Social Sciences, An-Najah National University, Nablus – Palestine.

Aug. 2008 – Sept. 2014: Assistant Professor, Department of Marketing, Faculty of Economics and Social Sciences, An-Najah National University, Nablus – Palestine.

Jan. 2011 – Jan. 2014: Director of Public Relations Department, An-Najah National University, Nablus – Palestine.

Aug. 2008 – Dec. 2010: Chairman, Department of Marketing, Faculty of Economics and Social Sciences, An-Najah National University, Nablus – Palestine.

2007: General Director for the Directorate General of Administrative Development, Ministry of Planning, Ramallah – Palestine.

Publications

- ***Journal Articles***

Alfoqahaa S., (2023). **Entrepreneurial attitudes among youth in Palestine: An analysis of some psychological factors and entrepreneurial skills.** Journal of Administrative and Economic Sciences, Vol. 16, No. 2, pp. xxx.

Alfoqahaa S., and Nour, AN. (2022). **The performance of higher education institutions in the Arab world from a strategic perspective: challenges and possible solutions.** Journal of the Association of Arab Universities For Researches of Higher Education, Vol. 44, No. 1, pp. 1-12.

Alfoqahaa S., and Nour, AN. (2022). **The economic consequences of university e-learning during COVID 19 Pandemic.** Al-QUDS Journal for Academic Research, Vol. 1, No. 1, pp. 22-39.

Alfoqahaa, S., (2022). **The Effect of Retailing Prices Aspects on Consumers Price Sensitivity: An analytical study of a sample of Palestinian electronic shoppers.** Zarqa Journal for Research and Studies in Humanities. Accepted for publication.

Alfoqahaa, S., (2021). **The role of industrial clusters in achieving sustainable economic development in Palestine.** Journal of Economics and Development, Vol. 7, No. 1, pp. 6-15.

Alfoqahaa, S., & Jones, E. (2020). **Leading at the edge of chaos: historical perspectives on the qualities of leadership for cultural diversity and**

conflict resolution. International Journal of Public Leadership, Vol. 16 No. 2, pp. 217-248.

Alfoqahaa, Sam, (2018), "**Critical Success Factors of Small and Medium-Sized Enterprises in Palestine.**" Journal of Research in Marketing and Entrepreneurship, Volume 20, Issue 2, pp. 170-188.

Alfoqahaa, Sam, (2018), "**Causes of Customers' Intentions to Churn their Current Bank in Palestine: Testing the Mediating Role of Customers' Satisfaction.**" An-Najah University Journal for Research – Humanities, Volume 30, Issue 11, pp. 2006-2042.

Alfoqahaa, Sam, and Jones Eleri, (2017), "**Conceptualizing the Role of Leadership for Cultural Diversity Through Linking Chaos and Complexity Theories.**" International Business Management, Volume 11, Issue 4, pp. 885-894.

Alfoqahaa, Sam, (2015), "**Economics of Higher Education Under Occupation: The Case of Palestine.**" Journal of Arts and Humanities, Vol. 4, No. 10, pp. 25-43.

Alfoqahaa, Sam, and Asafi, M. (2015), "**Factors Affecting the Adoption of Sustainable Marketing by Food industrial Companies in Palestine**", Jordan Journal of Business Administration, Volume 11, Issue 2, pp. 381-409.

Alfoqahaa, Sam, & Atout, S. (2014), "**The Effect of Marketing Expenditures on the Financial Performance of Banks & Insurance Companies Listed on the Palestine Securities Exchange**", An-Najah University Journal for Research - Humanities, Volume 28, Issue 7, pp. 1565-1590.

Alfoqahaa, Sam, (2013), "**The Role of Perceived Information Value as A mediator Variable of the Relationship Between Consumers Membership in Virtual Communities and Online Shopping Intentions in Palestine**", Jordan Journal of Business Administration, Vol. 9, Issue 2, pp. 294-320.

Alfoqahaa, Sam, (2013), "**Adoption of Strategies for Excellence in Learning and Teaching & their Role in Achieving Sustainable Competitive Advantage for Institutions of Higher Education: An-Najah National University as a Case Study**", The Arab Journal for Quality, Best Practice and Excellence, Vol. 1, pp. 41-65.

Alfoqahaa, Sam, (2012), "**The Impact of Customers Impressions of Service Encounters with Optometric Services on Trust and Word of Mouth**", Arab Economic and Business Journal, Vol. 10.

Alfoqahaa, Sam, (2012), "**Factors Affecting Customers Satisfaction with Islamic Banking Services in Palestine**", Jordan Journal of Business Administration, Vol. 8, Issue 2, pp.236- 263.

Masud E., & Alfoqahaa, Sam, (2011), **“The Role of Leadership in Learning Organizations: A comparative Study of Palestinian and Jordanian Corporations”**, Journal of Accounting Thought, Vol. 15, Issue 1, pp. 143-167.

Alfoqahaa, Sam, (2011), **“The Impact of Customers Information Management on Organizational Performance and Competitive Advantage: A Field Study of Palestinian Corporations”**, An-Najah University Journal for Research - Humanities, Volume 25, Issue 1, pp. 0221-0254.

Alfoqahaa, Sam, (2010), **“Situational Dimensions of Customers Complaining Behavior when dissatisfied with banking services in Palestine”**, An-Najah University Journal for Research - Humanities, Vol. 24, Issue 9, pp. 2657-2690.

Alzaher, M., & Alfoqahaa, Sam, (2011), **“Factors Affecting the Prices of Industrial Companies Stocks Listed on the Palestine Securities Exchange: An applied Study 2004-2008”**, Mu'tah Journal for Research and Studies, Volume 26, Issue 7, pp. 383-414.

Masud E., & Alfoqahaa, Sam, (2010), **“Information Technology & its Influence on Customer Preferences of Commercial Banks in Jordan”**, Egyptian Journal for Business Studies, Vol. 34, Issue 2, pp. 191-212.

- ***Conference participation & research presentations***

Alfoqahaa, S. (2023). **“Fear and Panic Buying Behavior Associated with the Outbreak of COVID-19 Pandemic in Palestine.”** In: Alareeni, B., Hamdan, A. (eds) Explore Business, Technology Opportunities and Challenges After the Covid-19 Pandemic. ICBT 2022. Lecture Notes in Networks and Systems, vol 495. Springer, Cham. https://doi.org/10.1007/978-3-031-08954-1_95

Alfoqahaa, Sam, (2021), **"The performance of higher education institutions in the Arab world from a strategic perspective: challenges and possible solutions"**. *Research presented to the Third International Conference on Strategic Awareness and Governance, 6th-7th December 2021, University of the Middle East – Jordan.*

Alfoqahaa, Sam, (2021), **"The role of Palestinian universities' in reducing the social anxiety associated with the early stages of COVID 19 pandemic"**. *Research presented to the International Scientific Conference entitled: “The role of Arab Universities in Facing the Challenges of the Coronavirus*

Pandemic- Research Efforts and Awareness”, held under the auspices of the Association of Arab Universities , Virtual conference on 7th June 2021 .

Alfoqahaa, Sam, (2020), "**Social media networks as a strategic leverage for public relations management: Content analysis of social distribution theory**". *Research presented to the conference on “Challenges of Digital Public Relations in the Modern Era and their Implications on the Political, Social and Economic Reality,” An-Najah National University, Nablus – Palestine, March 7th, 2020.*

Alfoqahaa, Sam, (2019), "**Conceptualizing Marketing for the Poor in the Palestinian Market**". *Research presented to the second conference on "Toward A comprehensive Vision for Sustaining Economic Infrastructure in Palestine", An-Najah National University, Nablus – Palestine, April 10th, 2019.*

Alfoqahaa, Sam, (2018), "**Analyzing factors hindering industrial clusters from contributing to the achievement of sustainable economic development in Palestine**". *Research presented to the first conference on "Sustainable Development in a Changing Environment", An-Najah National University, Nablus – Palestine, April 25th, 2018.*

Alfoqahaa, Sam, (2018), "**The effect of psychological factors on youth attitudes toward entrepreneurship in Palestine**". *Research presented to the "Eleventh International Scientific Conference "Entrepreneurship and Sustainability in the Business Sector", Philadelphia University, Jordan, 16 - 17 April, 2018.*

Alfoqahaa, Sam, (2017), "**Analyzing the economic impact of e-learning**". *Research Presented to the Second International Conference for Learning and Teaching in the Digital World\Smart Learning. An-Najah National University, Nablus, Palestine, March 29, 2017.*

Alfoqahaa, Sam (2014), "**The requirements for the Arab countries to benefit from WTO membership: Proposed accession of Jordan to the Gulf Cooperation Council as a case study**", *Research Presented to The 10th International Scientific Conference on "Exploring The Future Of The International Trade In The Light Of The World Trade Organization. ISSN 2072-8867. Zarqa University, Zarqa – Jordan. December 3^{ed}- 4th, 2014.*

Alfoqahaa, Sam, and Asafi, M. (2014), "**Factors Affecting the Adoption of Sustainable Marketing by Food industrial Companies in Palestine**", *Research Presented to The 8th International Scientific Conference Contemporary Business Environment Strategies: Novel Visions and Ever-changing Ideas. Faculty of Administrative and Financial Sciences, Philadelphia University, Amman-Jordan, 03 - 92 April, 2014.*

Alfoqahaa, Sam, (2012), **“Adoption of Strategies for Excellence in Learning & Teaching & their Role in Achieving Sustainable Competitive Advantage for Institutions of Higher Education: An-Najah National University as a Case Study”**, *Research Presented to The First Scientific Conference on "Higher education strategies and HR planning", Co-organized by the Arab administrative development organization with the Cairo University, Association of Arab Universities, and The Hashemite University. Held at The Hashemite University, Jordan, 24-26 April, 2012.*

Going Global 2012, *International educational conference, hosted by the British Council, London, UK, 13-15 March 2012.*

Alfoqahaa, Sam, (2011), **“Food Deserts & Deprivation in Palestine”**. *Research presented to the First Scientific Conference on "Consumer Protection", An-Najah National University, Nablus – Palestine, 16 March 2011.*

Alfoqahaa, Sam, (2011), **“The dimensions of consumer protection and their commercial & planning implications: The case of Palestine”**. *Research presented to the Conference on "promoting Palestinian products", Qalqelia, Palestine, 28 July 2011.*

Masud E., and Alfoqahaa Sam, (2009), **“Information Technology & its Influence on Customer Preferences of Commercial Banks in Jordan”**. *Research presented to the Conference at the Mamoun Private University for Science and Technology, The First Scientific Conference, entitled: "The banking system in the Arab World: Reality and Prospects", Aleppo 28th - 29th October 2009.*

Alfoqahaa, Sam (2008), **“The Role of Japanese Universities in Enhancing the Japanese Tolerance and Sensitivity to Other Nations Cultures”**. *A research paper presented at the Middle East Group Study Program 2008, Study Program from 10 to 29 November 2008. "Development and Societies", Sponsored by JAPAN FOUNDATION, Tokyo, Japan, November 28, 2008.*

Training Workshops & Seminars

- Training Workshop on **“EON Reality’s EON-XR Educator Course**. *Najah Virtual Augmented Reality Center, An-Najah University. 13-14 October, 2022.*
- **Training Program on “21st Century Skills”**. *An-Najah’s Center for Excellence in Learning and Teaching March, 2022.*
- Training Workshops on **“Moodle; Designing An E-course Using Techniques of E-learning; and Applications of Mind Maps in**

Learning. *Delivered by Centers of E-learning and Excellence in Learning and Teaching, at An-Najah University. 14-16 Jan, 2014.*

- The Second PFDP National Roundtable Seminar titled “**Principles and Methods of Project Evaluation**”, *AMIDEAST, 22 -23 October, 2011 in Bethlehem.*
- Training workshop on “**Fundraising Challenges and Strategies for your University**”, *Higher Education Support Program, CENTRAL EUROPEAN UNIVERSITY, AMIDEAST. 2010/2011 Workshop Series, Higher Education Policy and Management. Ramallah, Palestine, 25-27 July, 2011.*
- Doctoral Research Seminar and Lecturing on “**Leadership for Cultural Diversity**, *Co-organized by EMUNI with the University of Cyprus, held in Portorož, Slovenia, 2 - 22 May, 2010.*
- Training Workshop on “**Developing A programme and Its Intended Learning Outcomes (ILOs)**”, *Held at An-Najah University in Cooperation with the Accreditation and Quality Assurance Commission (AQAC) and the British Council, 3-4 April, 2009.*

- **Scholarships and Fellowships**

Erasmus+ programme KA1 International credit mobility, Funded by EU, Staff mobility for teaching, Masaryk University, Brno, Czech Republic, *16- 22 April, 2017.*

Zamalah (Fellowship) Scholarship, Awarded by Bank of Palestine and Welfare Association for Academic and Professional Development. Fellowship at the University of Glasgow, Scotland, UK , *10th June, to 10th August, 2014.*

Erasmus Mundus Scholarship, Funded by EU, Joint Teaching & Research Fellowship, Cardiff Metropolitan University, UK, *4 August, to 4 September, 2013.*

- **Professional Affiliations and Consultancies**

- Member of Editorial Board of An-Najah University Journal for Research – Humanities, 2018 – Present.
- **National Carton Industries Co. (NCI)**. Board Member; January 2011 – Present.
- The **International Arab Conference On Quality Assurance in Higher Education (IACQA)**, The Association of Arab Universities, Member of the Technical Committee; November 2011–Present.
- **Euro-Mediterranean University (EMUNI)**, Portorož, Slovenia, Member of the Organizing Committee of the Annual Student

Conference (EMUNI Research Souk) for Three Years (2009-2012).

Areas of interest and training experience

Developing marketing plans, conducting marketing research and market studies, socioeconomic development, multiculturalism and training in business ethics, strategy and leadership.

Languages

Arabic: Mother tongue.

English: Fluent.

Computer skills

Microsoft Office, SPSS & Ms-Project software applications.

References

Mr. Najeh Abdul –Qader Sawafta, Marketing Department, Faculty of Economic and Social Studies, An-Najah National University, Nablus– Palestine. P.O. Box 7. Phone (work): +972 (09)-23 45 113 Ext.4436. Mobile: +972 (0) 599374300. E-mail: najehaq@najah.edu

Prof. Sami Mohammad AL-Jaber, Ex-vice president for academic affairs, An–Najah National University, Nablus– Palestine.
Department of Physics, College of Sciences. P.O. Box 7. Phone (work): + 972 (09)-23 45 113 Ext.3420. Mobile: + 972 (0) 599 30 34 38. E-mail: Jaber@najah.edu

Mr. Mahdi H. Al-Masri, Chairman of National Carton Company, (NCI), and the Deputy General Manager for AL-Ayyam company & newspaper. Ramallah, Palestine. Tel: + 972 (02)-2987341. Mobile: + 972 (0)599360600. Email: mmasri@al-ayyam.com