

ABDEL MONIM SHALTONI

Academic Qualifications

2002-2006: PhD , University of Birmingham (UK)

Specific subject: E-marketing

Thesis title: *An investigation into the organizational orientation towards e-marketing.*

Supervised by Prof. Douglas West

1999-2000: Master of business administration (MBA), University of Leicester (UK)

Specific subject: Marketing

Thesis title: *Internet-based business to customer e-commerce*

1995-1999: BA in Business administration, University of Jordan

Present position

- **Alfaisal University (Riyadh-KSA), (since 2014)**

Associate Professor of Marketing.

Main responsibility: lecturer

Other responsibilities:

- *Director of the undergraduate program.*
- *Leader of the marketing concentration.*
- *Chair and member of different committee at the college and campus wide levels, including, but not limited to:*
 - *College council, member*
 - *Recruitment committee, member*
 - *Undergraduate committee, chair*
 - *Graduation committee member*
 - *Appeal committee, member*
 - *Research committee*



Previous positions

- **University of Petra (Jordan), (2007- 2014).**

Assistant professor of marketing and e-business.

Main responsibility: lecturer.

Other responsibilities:

- *Establishing the e-business department.*
- *Chair and member of different committee at the college and campus wide levels, including, but not limited to:*
 - *University council, member*
 - *College council, member*
 - *General counselor of students' scientific societies.*
 - *College and university website committee, chair*
 - *Central committee for e-learning, member*
 - *Managing e-exams at the college level.*
 - *Member of the college central committee for quality assurance and head of several subcommittees.*
 - *Head and member of several committees at the department level.*



- **University of Westminster (UK), Marketing department**

Title: Research associate (2002-2003)

Responsibilities: undertaking research project, in addition to part time teaching of bachelor students.



Before Academia:

- **Future applied computer technology (Software house)**

Title: Business development manager (2001-2002), Main responsibility: opening new markets at the international level, particularly in the banking sector.



- **Clicomm**

Title: marketing manager, (2000-2001), Main responsibility: managing the marketing activities for a web development startup.



Other work experiences

- Consultancy and training in the fields of marketing and e-business in Jordan and the Middle East. This includes training owners of SMEs about applying e-commerce to improve their businesses. Details in consultancy and training section.
- Part time lecturer, University of Jordan, MBA and undergraduate courses (2013-2014).
- Participating in several workshops and TV interviews.
- Frontline/cash operator, Burger King (Leicester, UK), (2000).
- Computer assistant, University of Leicester (UK), (1999-2000).

Summary of teaching and research philosophy statement

I have been fortunate to have a wide variety of experiences throughout my academic career. Studying and teaching in different cultures (Europe and the Middle East) shaped my *teaching philosophy*. Briefly, as a teacher, I see myself providing two functions: a guide and a friend. *As a guide*, I lead my students through their course of study. My role is to make them interested in the course through showing how important it is. I explain main concepts, accompanied by examples, and hear from them. I like to have an interactive classroom, between me and the students or between the students themselves. I try to make an environment where students feel safe and interested to make a comment or ask a question. When planning a curriculum, I am always flexible to the different learning styles. Feedback from my students plays a major role in the development I have undergone since I began teaching. As a friend, I show concern when I notice bad performance, I do not hesitate to ask why he/she does not look happy in the class, I joke with them about football or movies, BUT at the same time, I draw limits which they always respect. Alongside teaching, managerial responsibilities come at different levels. I was involved in different experiences as a decision maker or coordinator (e.g. college and university council, head of the website committee, establishing new courses and departments). Nevertheless, I always find comfort in the hour or two spent with my students. *This is why I am a lecturer.*

As an academic, *I consider research to be the cornerstone of my career.* My first effort was during the MBA degree when I prepared a “mini” thesis about internet based B2C e-commerce. Since then, I started to enjoy research particularly if the contribution to the knowledge is valuable and practical implications are clear. When I think of any project, my first criterion is to have a personal interest in it. Nevertheless, I don’t mind working with colleagues if their topics are exciting and close to my knowledge domain. Briefly, my main research interests focus on e-marketing practices and decisions, particularly from organizational perspectives. Another field that attracts me is e-marketing education practices. I am also interested in marketing in developing countries. I published several papers in international journals and conferences that addressed the above stated-areas. I also obtained research funding for several research projects and conducted research for consulting purposes. Such efforts enriched my insights since they are directly related to the business environment and decision making-process. With regards to the future research agenda, I am planning to continue in the current research areas and expand them to new ones, particularly marketing communications. I am also very interested in the domain of ethics in marketing, especially pricing and promotion.

I taught several marketing and e-business courses at both the postgraduate and undergraduate levels. In particular, I enjoy teaching e-marketing, integrated marketing communications and marketing research.

<i>Course</i>	<i>Notes</i>
<ul style="list-style-type: none"> • E-marketing • Marketing research • Marketing management • Principles of marketing • Principles of E-business • E-commerce • Services marketing • Health services marketing • Consumer behavior • International marketing • Marketing information systems • New product development • Sales management • Marketing communications • Marketing channels • Customer relationship management 	<ul style="list-style-type: none"> ❖ <i>Teaching method includes interactive lectures, case studies, individual and group assignments, simulations, guests/experts from industry.</i> ❖ <i>Exams are in both traditional and electronic formats. Learning management systems (mainly blackboard) are constantly used.</i> ❖ <i>Teaching/exams are in English at the postgraduate levels (MBA and Master of Marketing) and mix of Arabic and English at the undergraduate level.</i>

Publications

Journals and book chapters

- In the pipeline (expected 2024):
 - Still in its prime: E-marketing orientation impact on business performance. Under review. *Journal of Business and Industrial Marketing*
 - From conspicuous to luxury consumption: Conceptual domain and research implications. Under review. *Journal of brand management*
 - Online Reviews versus Advertising: Customers' Trust Perspective. Final stage, to be submitted to the journal of advertising research in January 2023.
- Alyousef, M. B., Weiger, W. H., & Shaltoni, A. (2023). Drivers of electric vehicle adoption: the moderating role of technological innovativeness. *Management & Sustainability: An Arab Review*. VOL. PP (TBD)
- Coletti, P., Aichner, T., & Shaltoni, A. M. (2023). Online Shopping Preferences in Mass Customization: A Comparison Between 2008 and 2021. *In Mass Customization and Customer Centricity: In Honor of the Contributions of Cipriano Forza* (pp. 151-177). Cham: Springer International Publishing.
- Zacca, R., Kafaji, M., & Shaltoni, A. M. (2022). The interaction effect of leadership support on the EO - innovative performance relationship. *The International Journal of Entrepreneurship and Innovation*.
- Alshurideh, M., Kurdi, B. A., Shaltoni, A. M., & Ghuff, S. S. (2020). Determinants of pro-environmental behaviour in the context of emerging economies. *International Journal of Sustainable Society*, 11(4), 257-277.
- Aichner, T., Shaltoni, A.M., (2019). The Impact of Perceived Advertising Creativity on Behavioural Intentions and Quality Perceptions in Mass Customization. *International Journal of Industrial Engineering and Management*. 10 (2), pp. 131-138
- Aichner, T., & Shaltoni, A. M. (2019). Making market research work in Saudi Arabia. *International Journal of Market Research*. 61(1), 10-11.
- Shaltoni, AM. West, D. Alnawas, I. Shatnawi, T (2018). Electronic Marketing Orientation in the SMEs context. *European Business Review*. 30 (3), pp. 272-284
- Aichner, T. Shaltoni, AM. (2018) , Marketing of specialised products and services to consumers with disabilities: exploring the role of advertising, country-of-origin, and e-commerce, *The International Review of Retail, Distribution and Consumer Research*, 28 (2), pp. 115-136.
- Sarstedt, M. Bengart, B. Shaltoni. AM, Lehmann, S (2017) The use of sampling methods in advertising research: A gap between theory and practice. *International Journal of Advertising*. 37 (4), pp. 650-663
- Shaltoni, AM (2017). From websites to social media: Exploring the adoption of Internet marketing in emerging industrial markets, *Journal of business and industrial marketing*, 32(7) pp.1009-1019.
- Pinar, M. Wilder, C Stuck, M and Shaltoni, AM (2017). Effects of Gender, Occupational Stereotyping and Culture on Perceived Service Quality in Anglo-Saxon and Middle Eastern Cultures, *Services Marketing Quarterly*, 38(2), pp. 57-73.

- Shaltoni, AM (2016). E-marketing education in transition: An analysis of international courses and programs. *The International Journal of Management Education*. 14 (2) pp.212-218
- Shaltoni, AM, Khraim, H., Abuhamad, A., & Amer, M. (2015). Exploring students' satisfaction with universities' portals in developing countries: A cultural perspective. *The International Journal of Information and Learning Technology*, (previously campus-wide information systems 32(2) pp.82 - 93.
- Alshrideh, M, Shaltoni, AM, & Hijawi, D. (2014). Marketing Communications Role in Shaping Consumer Awareness of Cause-Related Marketing Campaigns. *International Journal of Marketing Studies*, 6(2) pp.163-168.
- Abuhamad, A, Shaltoni, AM (2013). Open Innovations and International Collaboration in the Context of Emerging Economies, *International Journal of Business and Management*,8 (8). pp.12-21
- Shaltoni, AM & West, D.C, (2010). The measurement of e-marketing orientation (EMO) in business-to-business markets, *Industrial Marketing Management*, 39 (7), pp.1097-1102.
- Shaltoni, AM, (2009), impacts of technological, organizational, and external contexts on internet marketing adoption: An empirical examination, In Grea, R (ed). *Advances in technology and innovation in marketing*. New Delhi: Macmillan, pp. 26-35
- Shaltoni, AM, (2006) e-Marketing Adoption in Organizations, In Gray, C and Zappala, S (ed.) *Impact of E-commerce on Consumers and Small Firms*, London: Sage, pp. 129-138

Conferences

- Shaltoni, A. M., & Aichner, T.(2021) perceived usefulness and willingness to rely on advertising vs electronic word of mouth. 9 International Conference on Mass Customization and Personalization – Community of Europe, September 23-25, pp. 212-216 , Serbia
- Shaltoni, A.M (2019) E-payment evolution from a marketing perspective: The cases of Jordan and Saudi Arabia. *Jordan Blockchain & Fintech Summit*. 12-14/March. Jordan
- Shaltoni, AM. and Shaltoni, A (2018), Luxury consumption and luxury marketing: Exploratory study in the Kingdom of Saudi Arabia, *First marketing forum*, October 28-29, Riyadh KSA
- Shaltoni, AM. (2017) Online reviews systems in the service sector: An exploratory investigation from the Saudi market, *8th Global Islamic Marketing Conference*, pp.326-330 May 3-5, Alanya, Turkey
- Shaltoni, AM (2015) Antecedents of e-marketing orientation in SMEs: An exploratory study. *The Conference for PLS Users*, June 16-19, Seville, Spain.
- Pinar, M. Wilder, C Stuck, M and Shaltoni, AM (2014), Examining the Effects of Gender and Occupational Stereotype on Perceptions of Service Quality in Different Cultures, *Marketing Management Association's 2014 Spring Conference (Competitive Track)*, March 26-29, Chicago, IL
- Shaltoni, AM, Pinar, M. , (2013) The Impact of Gender Similarity/Dissimilarity on Perceptions of Service Quality: An Evidence from Jordanian Students, *Euro-American Conference for Academic Disciplines*, Bad Hofgastein, July, 6-8 Austria,
- Shaltoni, A.M (2011) E-marketing education: Defining the limits, *7th International Conference on Business, Management and Economics*, Turkey, pp. 552-561. October 6-8, Izmir, Turkey

- Shaltoni, A.M, (2004) The Role Of E-marketing Resources in Improving Marketing Information System, In proceedings of the annual conference of Information System and their Roles in Developing and Expanding Business Firms, November 3-5, Zarqa, Jordan,
- Shaltoni, A.M, (2003) A theoretical investigation into the factors impacting e-marketing adoption in commercial organizations, In proceedings of the Annual Conference of the International Association for Research in Economic Psychology, e-commerce workshop, September, 11-13, Rimini, Italy

Research grants

- Research grants including full support of international conferences participation:
 - Alfaisal university research grant, 3/2022, 42000 SAR, Title: Examining the Effects of Gender Similarity on Service Quality Perception
 - Alfaisal university research grant, January/2018, 28000 SAR, Title: Examining Luxury Consumption In The Saudi Context: A Cultural Perspective
 - GDRG external research grant, 237000 SAR, joined this research project in February 2018 as a part of the research team. Title: Modeling Performance of Organizational Innovation and Leadership to Achieve Corporate Strategic Objectives within KSA
 - Alfaisal university research grant, 2016, 29000 SAR. Topic: online review systems in the service sector.
 - Faculty for factory program 2014, \$3800. Topic: Interactive marketplace for the Jordanian industrial sector.
 - University of Petra (2013), \$2000. Topic: Gender Similarity/Dissimilarity and Perceptions of Service Quality.
 - Scientific research support fund (2012-2013), \$14000. Topic: Jordan touristic destinations on the internet. Was not pursued, career change.
 - University of Petra, (2011), \$2000. Topic: e-marketing education.
 - University of Westminster, (2004), \$1800. Topic: e-marketing adoption.

Other research related experiences

- Currently, reviewer and editorial advisory board member in:
 - Journal of advertising research, editorial advisory board.
 - European business review, reviewer.
 - International Journal of Islamic Marketing and Branding, reviewer.
 - The Journal of Amity Business School, editorial board.
- Member in:
 - Elmar (Electronic marketing), American marketing association.
 - International Islamic Marketing Association.
 - Marketing in Asia Group (MAG).
- Reviewer, chair and co-chair in several international conferences sessions.

Details to be provided upon request

Consultancy and Workshops/training

- Consultancy project for Amman chamber of industry. The output was a comprehensive report that provided analysis and recommendations for improving the online presence of Jordan industrial sector through the development of interactive marketplace (2013-2014).
- Consultancy project for the Jordanian tourism sector, in cooperation with scientific research support fund. The output was a roadmap to attract more visitors to touristic destinations in the north of Jordan (2011-2012).
- Consultancy assignments for several private companies (mainly SMEs) in the fields of marketing and e-business (2008-2014).
- E-learning trainer, (training the trainers initiative) to enhance the learning culture in Petra University, certified by the University of Leiden (NL) (2008).
- E-business development activity (EBDA), in cooperation with the European commission, training the trainer initiative (2001-2003). This was a national project to improve the e-business involvement levels in the private sector (2001-2002).
- Training/workshops attended include, but are not limited to:
 - Smart-PLS, Seville, Spain 2016
 - Applying for research funds (European commission initiative such as Erasmus Mundus and FP7), (2013).
 - Statistical methods in social sciences (2012).
 - Curriculum development, University of Petra (2008).
 - Several training sessions/workshops on Microsoft office applications (2008-2012).
 - Several training sessions/workshops on basic and advanced statistical methods (2004-2013).
 - Blackboard and Moodle training (2010-2012).

Achievements/recognitions

- College of Business advisory Council Award for “Outstanding Undergraduate Teaching”, sponsored by KPMG (2021-2022)
- Alfaisal University Faculty Award for Research Excellence (2018-2019).
- College of Business advisory Council Award for “Outstanding Undergraduate Teaching”, sponsored by KPMG (2017-2018)
- Alfaisal University, Employee of the year, College of Business (2015)
- University of Petra recognition certificate for successfully establishing the MBA program and the E-business department, (2011-2012).
- University of Petra recognition certificate for successfully transforming the majority of traditional exams into electronic versions, (2009-2010).

- University of Petra recognition award for achieving excellence at the national level for 4 consecutive semesters, marketing department (\$2000) (2008-2010).
- Best trainer in e-business certificate, Amman chamber of industry and European commission, Ebda project (2001-2002).
- University of Petra full PhD Scholarship (\$145000), ranked first among 20 candidates (2002).
- University of Jordan Distinction (Ranking: fifth) (1999).
- University of Jordan, Vice president of student council, representing over 25000 students (1998-1999).
- Distinguished student full financial scholarship, secondary education, Amman (\$1100) (1995).
- Achieving excellence in student evaluation, 85-95% overall satisfaction (since 2009).
- Most importantly, students who achieved success in their professional life locally and internationally, currently in touch with many of them.

Others

- Member of several committees at the higher education accreditation commission in Jordan *.
- External examiner and member of the discussion committee for master degree students*.
- Expert of MS office applications (word, power point ...etc) and statistics software (SPSS and SmartPLS).
- Excellent oral and written communication skills in both English and Arabic, Basic German.

**Details and references are provided upon request*

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