



**DR. Ahmad
Yahia
Alomari**

**جامعة عجلون الوطنية
Ajloun National University**



 Abu Nseir, Amman

 a.omari@anu.edu.jo

 +962 78 090 3536

PROFILE

- ◆ A highly motivated academic with a Ph.D. in Business Administration from Okan University, Turkey. Specialized in business intelligence with a strong interest in integrating data-driven decision-making into modern business education. Skilled in teaching, research, and student engagement.

EDUCATION

- ◆ **Ph.D. in Business Administration with a specialization in (Business Intelligence)** – Okan University, Turkey (2023)
- ◆ **M.B.A. (Very Good)** – Al-Balqa Applied University (2015)
- ◆ **B.Sc. in Computer Information Systems (Good)** – Al al-Bayt University (2011)

Personal Data

- ◆ **Date of birth:** Mar 23th, 1989
- ◆ **Marital status:** Married
- ◆ **Nationality:** Jordanian
- ◆ **Address:** Amman
- ◆ **Phone:** +962780903536
- ◆ **Email:** a.omari@anu.edu.jo

WORK EXPERIENCE

- ◆ **Assistant Professor| Business and E-Commerce Department – Ajloun National University – Jordan**
October 2025 – Present
 - Teaching undergraduate courses in Business and E-Commerce.
 - Engaged in curriculum development and student mentoring.
- ◆ **Lecturer – General Statistics Department**
 - Taught business and data-related subjects.
 - Engaged in curriculum development and student evaluation.
- ◆ **Project Coordinator – GIZ Organization**
 - Managed project planning and reporting tasks.
- ◆ **Teacher – Ministry of Education**
 - Taught computer and business-related subjects at the school level.

SKILLS

- ◆ **Statistical & Data Analysis Tools:**
SPSS, STATA, R.
- ◆ **Business Intelligence & Data Visualization:** Power BI, Python, Microsoft Excel (Advanced), Tableau.
- ◆ **Database Management:** SQL, MySQL.
- ◆ **Programming Fundamentals:**
HTML, Java, C++, PHP.

Languages

- ◆ **Arabic:** Native
- ◆ **English:** Very Good (speaking, reading, and writing)
- ◆ **Turkish:** Good (speaking and reading)

Publications

- ◆ Digital Transformation and the Resilience of Home-Based Businesses: Evidence from Jordan.
- ◆ Effect of Search Engine Optimization (SEO) and the Website Experience on Enhances the Mental Image of Jordanian Consumers.
- ◆ Al-Omari, A.Y. (2023). The effect of business intelligence on the development of human resources in Jordanian banks. *International Journal of Multidisciplinary Research and Growth Evaluation*, pp. 864–871.
- ◆ The Role of Big Data and Analytics for Informed Policy Decisions and Decision Support Systems: Applications and Challenges.
- ◆ AI and Customer Journey Mapping: Optimizing Touchpoints for Enhanced Marketing Outcome.
- ◆ Al-Omari, A.Y., et al. The Impact of Incentives on the performance of employees in public sectors. *European Journal of Business and Management*, pp. 109–118.
- ◆ The Impact of Digital Transformation and Business Intelligence on Decision-Making in The National Council for Family Affairs in Jordan: Theoretical Framework.
- ◆ Assessing the Learning Organization Development in Jordanian Context: A Comparative Study of Small, Medium and Large Organizations.

TEACHING EXPERIENCE

- ◆ Principles of Management.
- ◆ Principles of Marketing.
- ◆ Digital Marketing.
- ◆ E-commerce.
- ◆ Decision Support Systems.
- ◆ Organizational Behavior.
- ◆ Human Resource Management.
- ◆ Business Ethics and Social Responsibility.
- ◆ Business Intelligence Systems.
- ◆ Principles of Management Information Systems.
- ◆ E-Management.
- ◆ Knowledge Management.
- ◆ Data mining
- ◆ C++ Programming
- ◆ Data Structures
- ◆ Information System
- ◆ Computer Fundamental
- ◆ Computer skill 1
- ◆ Computer skill 2
- ◆ Research Methods