



EDUCATION



- ❖ Ph.D. in Business Administration from Poona University, India, 1991. Thesis was coded by Analysis of the Psychological Impact of and Creativity in Advertising with Special References to T.V. Advertisements by Indian Companies.
- ❖ M.Com. from Poona University, India, 1987: Personal Management and Industrial Relations.
- ❖ B.S. in Industrial Chemistry- Marathwada University, India, 1984.

PROFILE

Offering over 3 decades of experience in academia and business consulting across diverse industries, specializing in business administration and management.

Dedicated to advancing educational excellence and administrative leadership in the field of business management within reputable academic institutions, targeting for impactful contributions to student development and institutional growth.

CONTACT

Personal Data

Date of birth: July 26th, 1963

Marital status: Married

Nationality: Jordanian

Contact

Address: Ajloun

Phone: +962795508606

WORK EXPERIENCE

- ✓ Associate professor, faculty of business administration, Ajloun national university Joined on 11th October 2025
- ✓ Associate Professor, American University in the Emirates, College of Media & Mass Communication (CMMC) Jul'21-Jun'23, Dubai, UAE.
- ✓ Associate Professor, Institute of Management Technology, Business School-Dubai Sep'19-Jun'21, Dubai, UAE.
- ✓ Certified Trainer by Arab Administrative Development Organization (ARADO), League of Arab States, Sharjah, UAE.
- ✓ Associate Professor, Fujaira University, College of Business Studies ,Mar'19-Mar'20, Fujaira UAE.

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m.khanfr@anu.edu.jo
Languages
Arabic.
English.

- ✓ Associate Professor, Skyline University College, College of Business Studies, Sep'18-May'20, Sharjah UAE.
- ✓ Associate Professor, Deputy Dean of College of Business Studies, Acting Dean ,Al-Ghurair University, Aug'06-Jul'14 Dubai, UAE.

PROFESSIONAL ACTIVITIES

- ❖ Possess a wide array of key skills and competencies, including educational leadership, curriculum development, and student mentorship.
- ❖ Extensive experience in curriculum development, instructional design, and student mentoring, dedicated to cultivating a supportive and inclusive academic community that promotes student success and faculty development.
- ❖ Showcasing a high level of expertise in business consulting, providing valuable perspectives on market trends and contributing to strategic decision-making processes with insightful recommendations.

SKILLS

- ✓ **Analysis & Problem-Solving.**
- ✓ **Communication skills.**
- ✓ **Computer skills.**
- ✓ **Ability to work under pressure and keeping team work spirit.**

REFEREED INTERNATIONAL JOURNALS

- ❖ "The Effect of Electronic Integrated Marketing Communication on Consumer Purchasing Behavior of Mobile Services: A Case Study from Jordan" - Accepted by the Journal of Infrastructure, Policy, and Development (June 2024).
- ❖ "Analysing the Impact of the Marketing Mix on Consumer Buying Decisions of Durable Goods in Amman, Jordan. Accepted by IANNA JOURNAL OF INTERDISCIPLINARY STUDIES, SCOPUS Indexed. (May 2025)
- ❖ "New Dimensions of Business Excellence" accepted by the International Journal of Arts & Sciences (IJAS) academic disciplines held at Harvard University- 2011.
- ❖ "How does Advertising treat Convenience as Necessity" accepted by 9th EBES,Conference – Rome, Italy. 2012

TEACHING EXPERIENCE

Operation Management | Business Leadership | Business Ethics
Business Research Methods | Organizational Behavior | Strategic
Management | Principles of Advertising | Integrated Marketing
Communication | Service Marketing and Management | Human
Resources Management | International Business | Introduction to
Business | Marketing Management (MBA) | Marketing research
Principles of Management | Principles of Marketing | Business
Business Marketing | Marketing strategy | Consumer behavior
Marketing | and Digital Marketing | Macro Economics.