

Curriculum Vitae

1. Name Surname: Laith Tashtoush

2. Date of Birth: 16/06/1981

3. Title: Assist. Prof. Dr.

4. Education: PHD

Degree	Field	University	Year
Bachelor	Business Administration	Mu'tah University	2003
Master	Business Administration	Al-albayt University	2008
Doctorate	Business Administration	Near East University	2020
Post Graduate			

5. Academic Titles

Title	Department	University	Year/Period
Assistant Professor	Business Administration	Near East University	2024
Associate Professor			
Professor			

6. Graduate Theses Supervised

6.1. PHD Thesis's Supervised

- i. The Impact Of Artificial Intelligence On Marketing Strategies And Business Sustainability in SMEs in Nablus. (OMAYA_I_I TOFFAHA), July, 2026 (PhD Thesis).
- ii. The Influence Of Servant Leadership On Employee Performance: Building A Strong Organizational Trust, Identity, And Corporate Loyalty. (TARA KADER), February, 2026 (PhD Thesis).
- iii. The Role Of Psychological Readiness To Change And Organizational Culture On Employee Performance. Mediating Role Of Transformational Leadership In The

- South African Education Sector (Stewart MUSARAPASI), June, 2026 (PhD Thesis).
- iv. Empowering Rural Women Entrepreneurs in Pakistan Enhancing Access to Capital, Market Linkages, and Local Resources. (Zubaria Parvez) May, 2026 (PhD Thesis).
 - v. The Mediating Effect Of Human Capital In The Relationship Between HRM and Organizational Innovation: A Study Of The Banking Sector (HAVAL NAZHAD ABBAS AGHA) September 2025 (PhD Thesis).

6.2 Master's Thesis Supervised

- i. The Role Of Customer Reviews And Trust In Shaping Customer Purchasing Intention In Iraq. (ZAINAB ADIL). May 2026. (Master Thesis).
- ii. The Positive Impact Of Employee Diversity On Organizational Performance. (OUSMAN JALLOW). June 2026. (Master Thesis).
- iii. The Impact Of Political Instability On The Efficiency Of Public Service Delivery In The Niger Delta Development Commission: The Mediating Role Of Social Capital. (INNOCENT OSE UZEBU) June 2026. (Master Thesis).
- iv. The Impact Of Micro Finance And Economic Development On Small And Medium Enterprises. (MARIAMA KOROMA). January 2026. (Master Thesis).
- v. How Does Leadership Style Influence Employee Performance, Strategic Planning And Competitive Advantage In A Small And Medium sized Enterprise. (LOUIS AKHAMIOBA IBADIN). January 2026. (Master Thesis).

- vi.** The Benefits of Using Artificial Intelligence in Social Media Marketing by Using Data Quality as A Moderator, (ISLAM GASSAN ABDULAZEEZ) June 2025 (Master Thesis).
- vii.** Cryptocurrency: The Future of Finance, (Ayoola Olaoluwa IJAOLA) June 2025 (Master Thesis).
- viii.** Strategic Management of Sustainability: Impact of Sustainable Business Practices on Financial Performance in the Manufacturing Sector - A Comparative Study of Unilever and Nestlé (Nneka Vivian AKPA) June 2025 (Master Thesis).
- ix.** The effectiveness of applying the human resources strategy in government institutions and its relationship to employee performance and organizational performance (Hussein Abdul Rahim Freih) May 2025 (Master Thesis).
- x.** The impact of human resources management and its relationship to developing job performance in private universities in Karbala (MOHAMMED_ALI_MAL_ALLAH AL_FATLAH) May 2025 (Master Thesis).
- xi.** The extent to which human resources management strategies are applied to the performance of employees in the Ministry of Education (ABBAS_RAHEEM_NAWE ALBEHADILI) May 2025 (Master Thesis).
- xii.** The Role Of Project Management In Enhancing Job Satisfaction And Improving The Performance Of Private Educational Institutions (ABDULAZEEZ_DURAID_SAEED SAEED) May 2025 (Master Thesis).

- xiii.** The Role Of Visionary Leadership In Achieving The Competitive Advantage Through Strategic Vigilance Is An Exploratory Study Of A Sample Of Members Of The Zain Iraqi Communication Company (ABDULLAH_WALEED_AHMED AHMED) May 2025 (Master Thesis).
- xiv.** Business Models And Their Role In Enhancing Organizational Reputation Capital: An Analytical Study Of A Sample Of Private Colleges In Baghdad (SAAD_IBRAHIM_MOHAMMED MOHAMMED) May 2025 (Master Thesis).
- xv.** Customer Trust Affects Social Media Marketing and Online Purchase Intention: Case Study Of North Cyprus (N_FAMARA SYLLA) February 2025 (Master Thesis). **H**
- xvi.** Ethical Leadership; Navigating Ethical Complexity, The Imperative Of Ethical Leadership In Contemporary Organization In SME In Nigeria (IBOLO ERIC ANEGBODE) January 2025 (Master Thesis).
- xvii.** Harnessing Technological Innovation For Business Advancement (GODIA ALAKU EZKIEL) January 2025 (Master Thesis).
- xviii.** The Mediating Role Of Organizational Culture On Leadership Styles And Organizational Performance In Iraq Companies (ABDULLAH WISAM MUHI KANAAN) January 2025 (Master Thesis). **H**
- xix.** The Impact of Strategies of International Business on Organizational Performance (ARLONE MERVEILLE MALOYI MOUKIETOU) April 2024 (Master Project).

- xx.** The Impact of Digital Marketing on Sales Growth in Light of Modern Technology in Yemen (ABDULAZIZ AHMED HASAN GHILAN) January 2024 (Master Thesis).
- xxi.** The Effectiveness Of Different Entry Strategies For An African Company On The International Markets (JEMIMA MUSASA MUTOMBO) January 2024 (Master Thesis).
- xxii.** Effects of Currency Devaluation and Inflation Rates on International Business in Nigeria (VICTORIA UWA BENJAMIN) December 2023 (Master Project).
- xxiii.** The Effects of Transformational and Transactional Leadership Styles on Workers Productivity (SAMUEL CHUKWUEMEKA EKWURUKE) September 2023 (Master Thesis).
- xxiv.** An Investigation of The Impact of E-Commerce and Globalization on Firm Performance in Liberia (JOEL TOLKER) June 2023 (Master Thesis).
- xxv.** Factors Influencing the Growth of Small and Medium Enterprises: The Rise of Afghan Migrate Entrepreneurs in Turkey (MOHAMMAD ESSA ABDUL SALAM) June 2023 (Master Thesis).
- xxvi.** The Positive and Negative Effects of Globalization on International Communications in The Nigerian Economy (Janada Dorcas Samuel) June 2023 (Master Thesis).

- xxvii.** Import Substitution in Russia as a Consequence of Sanctions Against Russia (ALIONA MADJAR) May 2023 (Master Thesis).
- xxviii.** The Effects of Social Media Marketing on Brand Image and Brand Awareness in Liberia (PAULINE DOUPAH) May 2023 (Master Thesis).
- xxix.** Impact Of Employee Training and Employee Motivation on Employee Productivity: A Case of Pharmaceutical Industry (NADIA NSHOBOLE MUKUBAGANYI) January 2023 (Master Thesis).
- xxx.** The Effect of Startup Culture and Entrepreneurial Development on SME Performance in Liberia (JANICE-LOVE BROPLEH) January 2023 (Master Thesis).
- xxxi.** Examining The Effect of Transformational Leadership Style on Employee Satisfaction and Employee Performance in Liberia Water and Sewer Corporation (MARK CASSELL) January 2023 (Master Thesis).
- xxxii.** The Impact of Brand Awareness, Store Image, and Service Quality in Promoting Brand Equity in The Banking Industry of Sierra Leone (ABU BAKARR ALEX SESAY) August 2022 (Master Thesis).
- xxxiii.** The Impact of Cost of Cross-Border Smuggling on Economic Growth and Revenue Mobilization in Sierra Leone (SOLOMON YASKEY) June 2022 (Master Thesis).
- xxxiv.** The Role of Effective Human Resources Management on Employee Motivation and Employee Satisfaction in The South Eastern Part of Nigeria (SUSAN NKECHI ELEKWACHI) June 2022 (Master Thesis).

- xxxv.** The Impact of Leadership Styles on Employee Job Satisfaction and Organizational Performance During Covid-19 (NASSIA SAFA ROBLE MOUSSA) June 2022 (Master Thesis).

- xxxvi.** Assessing The Contributions of Human Resource Management Practices on Organizational Performance of Industrial Sectors in Sierra Leone- West Africa (SAHR MOSES LEBBIE) June 2022 (Master Thesis).

- xxxvii.** The Impact of Relationship Marketing on Customer Loyalty in The Banking Sector of Rwanda (CEDRICK MUKUNZI) May 2022 (Master Thesis).

- xxxviii.** The Impact of Social Media on Small and Medium Business Enterprises Performance in Northern Cyprus (CHIKENDU KENECHUKWU CHIOMA) May 2022 (Master Thesis).

- xxxix.** The Impact of Advertisement on Consumer's Buying Behavior in Navi Mumbai (SUNAINA THAKURI) January 2022 (Master Thesis).

- xl.** The Impact of International Trade on Economic Growth in Nigeria (1980-2019) (DANIEL_GAYFLOR FLOMO) December 2021 (Master Thesis).

- xli.** The Mediating Role of Service Quality on Corporate Social Responsibility and Customer Citizenship Behavior of Telecommunication Companies in Gambia (Fatoumatta Jallow) May 2021 (Master Thesis).

7. Publications

7.1. Articles published in peer reviewed international journals (SCI, SSCI Arts and Humanities)

- i. Toffaha, O., & Tashtoush, L. (2026). The Impact of Artificial Intelligence on Marketing Strategies and Business Sustainability. *Sustainability*, 18(9), 4319. <https://doi.org/10.3390/su18094319>. (SSCI)
- ii. Musarapasi, S., Zihni Eyupoglu, S., & Tashtoush, L. (2026). Enhancing high school teacher performance: Psychological readiness to change, organisational culture, and transformational leadership. *South African Journal of Education*, 46(1), 1. <https://doi.org/10.15700/saje.v46n1a2599>. (SSCI)
- iii. Parvez, Z., Ertugan, A., & Tashtoush, L. (2026). Gender-sensitive legal reforms and socio-cultural interventions as a pathway to rural women's entrepreneurial empowerment in Pakistan. *Women's Studies International Forum*, 117, 103330. <https://doi.org/10.1016/j.wsif.2026.103330>. (SSCI)
- iv. Kader, T., Eyupoglu, S. Z., & Tashtoush, L. (2025). Unveiling the Impact of Servant Leadership on Employee Performance: The Role of Organizational Trust in Mobile Telecom Providers in Iraq. *Sustainability*, 17(19), 8958. <https://doi.org/10.3390/su17198958>. (SSCI)
- v. Agha, H.N.A.; Eyupoglu, S.Z.; Tashtoush, L. (2025). The Relationship Between Human Resource Management Practices and Organizational Innovation: The Mediated Role of Human Capital Within the Banking Sector in North Iraq. *Sustainability*, 17, 6330. <https://doi.org/10.3390/su17146330>. (SSCI)
- vi. Kwakye, Sabina, Ahmet Ertugan, and Laith Tashtoush. 2024. "Navigating Purchase Intentions: The Influence of Reviewers' Comments Moderated by Risk

- and Trust" Behavioral Sciences 14, no. 7: 552.
<https://doi.org/10.3390/bs14070552>. (SSCI)
- vii. Harb, H. K., Eyupoglu, S. Z., & Tashtoush, L. (2023). The Relationship Between Administrative Empowerment and Organizational Commitment: The Mediating Role of Job Satisfaction Amongst Academic Staff in Higher Education. SAGE Open, 13(4). <https://doi.org/10.1177/21582440231218229>. (SSCI)
 - viii. L. Tashtoush. (2023)." The Impact of Relationship Marketing on Customer Loyalty in the Banking Sector," 2023 4th International Conference on Data Analytics for Business and Industry (ICDABI), Sakhir, Bahrain, pp. 224-233. (SCOPUS)
 - ix. L. Tashtoush and A. F. Assi, (2022)."The Impact of Service Quality on Corporate Social Responsibility and Customer Citizenship Behavior in Telecommunication Companies," 2022 International Conference on Data Analytics for Business and Industry (ICDABI), Sakhir, Bahrain, pp. 608-616, doi: 10.1109/ICDABI56818.2022.10041474. (SCOPUS)
 - x. Tashtoush, L., & Eyupoglu, S.Z. (2020). The relationship between human resource management practices and organisational citizenship behaviour. South African Journal of Business Management, 51(1), a1726. <https://doi.org/10.4102/sajbm.v51i1.1726>. (SSCI)

7.2. Articles published in other peer reviewed international journals

- i. Tashtoush, L. (2026). The Mediating Role of Work Motivation on Organisational Commitment and Organisational Citizenship Behaviour. Management and

Economics Review, 1(1), 88–102.
<https://doi.org/DOI:%252010.24818/mer/2026.01-06>. (Google Scholar)

- ii. Tashtoush, L. (2022). The Impact of COVID-19 Pandemic on the Relationship between Supply Chain Strategy and Organizational Performance. Asian Journal of Economics, Finance and Management, 7(1), 1-17. Retrieved from <https://globalpresshub.com/index.php/AJEFM/article/view/1497>. (Google Scholar)
- iii. Tashtoush, L. (2021). The Role of Information Systems Capabilities in Enhancing the Organizational Performance. Journal of Information Systems and Informatics, 3(2), 303-328. <https://doi.org/10.33557/journalisi.v3i2.129>. (Google Scholar)
- iv. Tashtoush, L. (2021). The Effect of Social Media on Consumer Buying Behavior in Commercial Banks. Saudi Journal of Business and Management Studies, 6(2), 28-38. <https://doi.org/10.36348/sjbms.2021.v06i02.001>. (Google Scholar)

Patents

8. Membership in scholarly institutions

- i. Reviewer at Future Business Journal
- ii. Reviewer at Discover Sustainability
- iii. Reviewer at BMC Health Services Research
- iv. Reviewer at SN Business & Economics
- v. Reviewer and Article Editor on SAGE Open (SSCI)
- vi. Reviewer at Geological Journal (SSCI)
- vii. Reviewer at Gondwana Research (SSCE & SCOPUS)
- viii. Reviewer at Business Process Management Journal (SSCI & SCOPUS)
- ix. Reviewer at CMC-Computers, Materials & Continua (SCI & SCOPUS)
- x. Reviewer at Chinese Management Studies (SSCI)
- xi. Reviewer at Humanities and Social Sciences Communications

- xii. Member of the Editorial Review Board of the scientific e-journal Virtual Economics. (SCOUPS, WOS)
- xiii. Gondwana Research Editorial Manager. (SCIE, SCOPUS)

12. Courses taught over the last two academic years

Academic Year	Term	Course Name	Hours/week		Number of Students
			Theoretical	Applied	
25-26	Fall	Introduction to Business	3		132
		International Business (Master)	3		25
		Trade Agreement	3		35
		Public Administration	3		32
		Organizational behavior	3		58
	Spring	Introduction to Business	3		38
		Cross-Cultural Communication	3		42
		Advanced Data Analysis (PHD)	3		5
		International Business	3		45
		Public Administration	3		34
	Summer	Organizational behavior	3		8
24-25	Fall	Introduction to Business	3		151
		International Business (Master)	3		25
		Trade Agreement	3		18
		Strategic Management	3		17
		Organizational behavior	3		43
	Spring	Introduction to Business	3		64
		Cross-Cultural Communication	3		28
		Advanced Data Analysis (PHD)	3		3
		International Business	3		35
	Summer	Cultural Issues in Management (Master)	3		6