

**ACADEMIC
CURRICULUM VITAE**

1. Name - Surname: Laith Tashtoush

2. Title: Assist. Prof Dr.

3. Educational Background: PHD in Business Administration

Degree	Department/Program	University	Year
Bachelor's	Business Administration	Mu'tah University	2003
Master's	Business Administration	Al-albayt University	2008
PhD	Business Administration	Near East University	2020

4. Master's / PhD Thesis

4.1.Master's Thesis Title and Thesis Advisor(s):

The Role of Information System Capabilities in Enhancing the Competitive Advantage Strategies in Jordanian Industrial Corporation: A Field Study.

4.2.PhD Thesis /Medical Specialty Thesis Title and Advisor(s):

Human Resource Management Functions and their Impact on Organizational Commitment and Organizational Citizenship Behavior in Jordanian Universities. Advisor (Prof. Dr. Şerife Eyüpoğlu)

5. Academic Titles:

Date of Assistant Professorship: **21/03/2024**

6. Supervised Master's and PhD Theses:

6.1. Master's Theses

1. The Benefits of Using Artificial Intelligence in Social Media Marketing by Using Data Quality as A Moderator, (ISLAM GASSAN ABDULAZEEZ) June 2025 (Master Thesis).

2. Cryptocurrency: The Future of Finance, (Ayoola Olaoluwa IJAOLA) June 2025 (Master Thesis).
3. 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).
4. Customer Trust Affects Social Media Marketing and Online Purchase Intention: Case Study Of North Cyprus (N_FAMARA SYLLA) February 2025 (Master Thesis). **H**
5. Ethical Leadership; Navigating Ethical Complexity, The Imperative Of Ethical Leadership In Contemporary Organization In SME In Nigeria (IBOLO ERIC ANEGBODE) January 2025 (Master Thesis).
6. Harnessing Technological Innovation For Business Advancement (GODIA ALAKU EZKIEL) January 2025 (Master Thesis).
7. The Mediating Role Of Organizational Culture On Leadership Styles And Organizational Performance In Iraq Companies (ABDULLAH WISAM MUHI KANAAN) January 2025 (Master Thesis). **H**
8. The Impact of Strategies of International Business on Organizational Performance (ARLONE MERVEILLE MALOYI MOUKIETOU) April 2024 (Master Project).
9. The Impact of Digital Marketing on Sales Growth in Light of Modern Technology in Yemen (ABDULAZIZ AHMED HASAN GHILAN) January 2024 (Master Thesis).
10. The Effectiveness Of Different Entry Strategies For An African Company On The International Markets (JEMIMA MUSASA MUTOMBO) January 2024 (Master Thesis).
11. Effects of Currency Devaluation and Inflation Rates on International Business in Nigeria (VICTORIA UWA BENJAMIN) December 2023 (Master Project).

- 12.** The Effects of Transformational and Transactional Leadership Styles on Workers Productivity (SAMUEL CHUKWUEMEKA EKWURUKE) September 2023 (Master Thesis).
- 13.** An Investigation of The Impact of E-Commerce and Globalization on Firm Performance in Liberia (JOEL TOLKER) June 2023 (Master Thesis).
- 14.** 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).
- 15.** The Positive and Negative Effects of Globalization on International Communications in The Nigerian Economy (Janada Dorcas Samuel) June 2023 (Master Thesis).
- 16.** Import Substitution in Russia as a Consequence of Sanctions Against Russia (ALIONA MADJAR) May 2023 (Master Thesis).
- 17.** The Effects of Social Media Marketing on Brand Image and Brand Awareness in Liberia (PAULINE DOUPAH) May 2023 (Master Thesis).
- 18.** Impact Of Employee Training and Employee Motivation on Employee Productivity: A Case of Pharmaceutical Industry (NADIA NSHOBOLLE MUKUBAGANYI) January 2023 (Master Thesis).
- 19.** The Effect of Startup Culture and Entrepreneurial Development on SME Performance in Liberia (JANICE-LOVE BROPLEH) January 2023 (Master Thesis).
- 20.** 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).
- 21.** 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).

- 22.** The Impact of Cost of Cross-Border Smuggling on Economic Growth and Revenue Mobilization in Sierra Leone (SOLOMON YASKEY) June 2022 (Master Thesis).
- 23.** 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).
- 24.** The Impact of Leadership Styles on Employee Job Satisfaction and Organizational Performance During Covid-19 (NASSIA SAFA ROBLE MOUSSA) June 2022 (Master Thesis).
- 25.** 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).
- 26.** The Impact of Relationship Marketing on Customer Loyalty in The Banking Sector of Rwanda (CEDRICK MUKUNZI) May 2022 (Master Thesis).
- 27.** The Impact of Social Media on Small and Medium Business Enterprises Performance in Northern Cyprus (CHIKENDU KENECHUKWU CHIOMA) May 2022 (Master Thesis).
- 28.** The Impact of Advertisement on Consumer's Buying Behavior in Navi Mumbai (SUNAINA THAKURI) January 2022 (Master Thesis).
- 29.** The Impact of International Trade on Economic Growth in Nigeria (1980-2019) (DANIEL_GAYFLOR FLOMO) December 2021 (Master Thesis).
- 30.** 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 International Peer-Reviewed Journals (SCI,SSCI, AHCI, ESCI, Scopus)

- Agha, H.N.A.; Eyupoglu, S.Z.; Tashtoush, L. The Relationship Between Human Resource Management Practices and Organizational Innovation: The Mediated Role of Human Capital Within the Banking Sector in North Iraq. *Sustainability* 2025, 17, 6330. <https://doi.org/10.3390/su17146330>. (SSCI)
- 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)
- 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)
- 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), Sakhr, Bahrain, pp. 224-233. (SCOPUS)
- 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), Sakhr, Bahrain, pp. 608-616, doi: 10.1109/ICDABI56818.2022.10041474. (SCOPUS)
- 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 International Peer-Reviewed Journals

- 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)
- 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)
- 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)

8. Administrative Responsibilities

- Assessment, Evaluation, and Appeals Commission

9. Memberships in Scientific and Professional Organizations

- i. Reviewer and Article Editor on SAGE Open (SSCI)
- ii. Reviewer at Geological Journal (SSCI)
- iii. Reviewer at Gondwana Research (SSCE & SCOPUS)
- iv. Reviewer at Business Process Management Journal (SSCI & SCOPUS)
- v. Reviewer at CMC-Computers, Materials & Continua (SCI & SCOPUS)
- vi. Reviewer at Chinese Management Studies (SSCI)
- vii. Member of the Editorial Review Board of the scientific e-journal Virtual Economics. (SCOUPS, WOS)
- viii. Gondwana Research Editorial Manager. (SCIE, SCOPUS)
- ix. Cognet Business & Management
- x. Humanities and Social Sciences Communications
- xi. Administrative Sciences
- xii. SN Business & Economics (SNBE)
- xiii. Editorial board member for the "Journal of Psychological Medicine"

10. Undergraduate and Graduate Courses Taught in the Last Two Years

Academic Year	Term	Course Name	Hours/week		Number of Students
			Theoretical	Applied	
23-24	Fall	Introduction to Business	3		151
		International Business (Master)	3		27
		Trade Agreement	3		18
		Public Administration	3		15
		Organizational behavior	3		61
	Spring	Introduction to Business	3		66
		Cross Culture Communication	3		25
		Advanced-Data Analysis (Master & PHD)	3		11
		International Business	3		45
	Summer	Cultural Issues in Management (Master)	3		7
24-25	Fall	Introduction to Business	3		120
		International Business (Master)	3		28
		Trade Agreement	3		18
		Organizational behavior	3		55
	Spring	Introduction to Business	3		75
		Cross Culture Communication	3		48
		Advanced-Data Analysis (Master & PHD)	3		3
		International Business	3		37
	Summer	Cultural Issues in Management (Master)	3		9