

# ***DR. FIRAS J. AL-SHAKHSHEER***

DEPARTMENT OF HOTEL AND TOURISM MANAGEMNT  
PETRA COLLEGE FOR TOURISM AND ARCHAEOLOGY  
AL-HUSSEIN BIN TALAL UNIVERSITY (AHU)

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## ***PERSONAL INFORMATION***

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- Date of Birth March 9<sup>th</sup>, 1978
- Nationality Jordanian
- Cell phone +962-775708942
- E-Mail [Alshakhsheer.f.j@gmail.com](mailto:Alshakhsheer.f.j@gmail.com)
- Marital Status Married

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## ***ACADEMIC QUALIFICATIONS***

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- **Ph.D. in Financial Management - Hotel Finance & Accounting.** (2006 - 2011)  
**Thesis Title:** "Financial Structure Decisions of Private Hotels: Evidence from Jordan".  
Lincoln Business School  
The University of Lincoln - U.K
- **M.Sc. in Business Administration.** (2000 - 2003)  
Dissertation Title: "Performance Evaluation in Jordanian Commercial Banks.  
Faculty of Economics & Administrative Sciences.  
Yarmouk University - Jordan
- **B.Sc. in Business Administration** (1996 - 2000)  
**Dissertation Title:** "Strategic Planning in Commercial Banks: Evidence from Jordan".  
Faculty of Economics & Administrative Sciences.  
Yarmouk University - Jordan

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## ***TEACHING EXPERIENCE***

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- **Associate Professor in Hotel Finance & Accounting** (2018 - Present)  
Department of Hotel & Tourism Management  
Al-Hussein Bin Talal University  
Ma'an, Jordan
- **Assistant Professor in Hotel Finance & Accounting** (2011 - 2018)  
Department of Hotel & Tourism Management  
Al-Hussein Bin Talal University  
Ma'an, Jordan
- **Lecturer in Tourist Guiding** (2011 - Present)  
The National Tourist Guide Training Program  
Al-Hussein Bin Talal University  
Ma'an, Jordan
- **Business Administration Instructor** (2004 - 2005)  
Department of Business Administration  
The University of Jordan  
Amman, Jordan

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## **ACADEMIC EXPERIENCE**

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- **Dean Assistant for Development Affairs and Quality Assurance** (2022 - Present)  
Al-Hussein Bin Talal University  
Ma'an, Jordan
- **Head of Hotel & Tourism Management Department** (2018 - 2019)  
Al-Hussein Bin Talal University  
Ma'an, Jordan
- **Head of Hotel & Tourism Management Department** (2015 - 2016)  
Al-Hussein Bin Talal University  
Ma'an, Jordan

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## **PROFESSIONAL EXPERIENCE**

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- **Marketing & Sales Manager** (2003 - 2004)  
Qwara Ceramics Factory  
Amman, Jordan
- **Sales Manager** (2001 - 2003)  
Laurel Furniture Manufacturing Est.  
Irbid, Jordan
- **Sales Representative** (1997 - 2001)  
Laurel Furniture Manufacturing Est.  
Irbid, Jordan

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## **PUBLISHED RESRACH**

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- Al-Shakhsheer, F.J., Al-Ababneh, M., Habiballah, M. & Hsieh, M-T. (2022). "The Influence of Related Product Diversification on the Competitiveness and Revenue Generation Potential of Individual Hotels: Empirical Evidence from the Jordanian Hotel Industry". *Business Management Dynamics*, 12(2), 18-38.
- Al-Ababneh, M.M., Al-Shakhsheer, F.J., Habiballah, M.A. & Al-Badarneh, M.B. (2022). "Assessing the Impact of the COVID-29 Pandemic on Tourism Workers' Health and Well-being in Jordan". *Tourism & Management Studies*, 18 (2), 19-38.
- Al-Ababneh, M., Al-Shakhsheer, F.J., Al-Badarneh, M.B & Masadeh, M. (2022). "The Role of Total Quality Management Practices in Improving Service Recovery Performance through Service Innovation in Jordan's Five-Star Hotels". *African Journal of Hospitality Tourism and Leisure*, 11(1), 169-189.
- Al-Ababneh, M., Masadeh, M., Al-Shakhsheer, F.J. & Habiballah, M. (2018). "The Impact of Internal Service Quality on Job Satisfaction in the Hotel Industry". *Research in Hospitality Management*, 8(1), 55-62.
- Habiballah, M., Al-Shakhsheer, F.J., Al-Sabi, S., & Masadeh, M. (2018). "Food Safety Training: A Study of Food Handlers Working in Hotels in the North of Jordan". *European Scientific Journal*, 14(26), 127-148.
- Al-Ababneh, M., Al-Sabi, S., Al-Shakhsheer, F.J., & Habiballah, M. (2018). "Mediating Role of Empowerment between Total Quality Management and Service Recovery Performance in the Hotel Industry". *Journal of Spatial and Organizational Dynamics*, 6(3), 286-313.
- Al-Shakhsheer, F.J., Habiballah, M., Al-Ababneh, M. & Al-Sabi, S. (2017). "Financial Implications of Competitive Pricing Strategies: Evidence from the Jordanian Hotel Industry". *Business Management Dynamics*, 7(5), 16-26.
- Al-Shakhsheer, F.J., Habiballah, M., Al-Ababneh, M. & Alhelalat, J. (2017). "Improving Hotel Revenue through the Implementation of a Comprehensive Dynamic Pricing Strategy: A Conceptual Framework and Empirical Investigation of Jordanian Hotels". *Business Management Dynamics*, 7(6), 19-33.
- Habiballah, M., Al-Shakhsheer, F.J. & Al-Ababneh, M. (2017). "Restaurant Employees' Food Handling Practices in Irbid City, Jordan". *Journal of Tourism and Hospitality Management*, 5(1), 81-89.
- Al-Ababneh, M.; Al-Sabi, S., Al-Shakhsheer, F.J. & Masadeh, M. (2017). "The Influence of Employee Empowerment on Employee Job Satisfaction in Five-Star Hotels in Jordan". *International Business Research*, 10(3), 133-147.

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### ***RESEARCH INTERESTS***

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- Revenue Management.
- Product Diversification.
- Entrepreneurial Finance.
- Capacity Management.
- Strategic Management.
- Total Quality Management.
- Hotel Competitiveness.
- Human Resources Management.
- F&B Management.
- Business Economics.

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### ***MODULES TAUGHT (UNDERGRADUATE AND POSTGRADUATE STUDENTS)***

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- Financial Accounting.
- Managerial Accounting.
- Financial Management.
- Cost Accounting.
- Asset Management.
- Entrepreneurial Finance.
- Revenue Management.
- Financial Analysis.
- Quantitative Analysis.
- Project Management & Feasibility Study.
- Risk Management.
- Business Economics.
- Operations Management.
- Business Statistics.
- Principles of Management.
- Hotel Housekeeping.
- Human Resources Management.
- Purchase Management.
- Marketing Management.
- Consumer Behavior.
- Research Methodology.
- Business Communication Skills.
- Marketing Researches in Tourism.
- Hotel Management.
- Tourism Management.
- Room Division Management.
- Tourism Marketing.
- Research Methods and Graduation Project.
- Management of Travel and Tourism Companies.
- Front Office Management.
- Computer Applications in Hotels.
- Tourism Guidance

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### ***PROFESSIONAL SKILLS***

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- Academic & Administrative Skills.
- Curriculum Development.
- Financial Consultancy.
- Practical Accounting.
- Training & Lecturing Skills.
- Study Plans Development.
- Ad hoc Review Skills.
- Feasibility Studies Preparation.
- Education Quality and Accreditation.
- ICDL (Word, Excel, PowerPoint, Publisher).
- SPSS (Various Types of Quantitative Analysis).
- AMOS Program (Structural Equation Modeling).
- Computerized Accounting Software.
- Tourism Field Skills.

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### ***COMMITTEE MEMBERSHIP***

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- Member, University Council, Representative of Petra College, AHU, (2015, 2018, 2020 & 2022).
- Member, Petra College Council, AHU, (2015, 2017, 2019, 2020 & 2021).
- Member, Petra College Graduate Studies Committee, AHU, (2019, 2020, 2021 & 2022).
- Member, Master's Dissertation Examination Committee, Inside/Outside AHU, (2020 & 2021).
- Member, Selection Committee for the National Tourist Guide Training Program, Nominated by AHU for the Ministry of Tourism and Antiquities- Jordan, (2017 & 2020).
- Member, Organizing & Scientific Committee, several Conferences, Symposiums and Workshops, Inside/Outside AHU, (2015 & 2018).
- Member, Curriculum & Study Plans Development Committees for Bachelor of Hotel Management Program, Bachelor of Tourism Management & Technical Diploma in Culinary Arts, Petra College, AHU, (2012 & 2017).
- Member, Curriculum & Study Plans Development Committee for Master of Tourism Management, AHU, (2015 & 2017).
- Member, Graduation Projects Discussion Committee, Petra College, AHU, (2012, 2013, 2014 & 2015).

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### ***LANGUAGE PROFICIENCIES***

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- Fluent in Arabic; writing, reading & speaking (Native).
  - Excellent in English; writing, reading & speaking.
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