

# AL-AHILIYYA AMMAN UNIVERSITY

## MAGAZINE

MONTHLY



## The International Conference on Emerging Trends in Digital Business 2022

August - 2022

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# The Future of Innovative Education in Learning Environments

Individuals who can use critical and creative thinking abilities to solve challenges as a team are in high demand. The way knowledge is acquired, constructed, and shared has radically changed as a result of technological advancements. When it comes to education, it is debatable whether it is capable of producing critical and innovative thinkers who can meet the needs of today's and tomorrow's social and economic worlds.

On the other hand, computers and smart devices are putting in risk the integrity of knowledge and judgement of information by compromising instructors' authority in the classroom and altering how instructors are seen. As a result, titles like guide, facilitator, and coach have begun to sound similar to the word teacher. It is common knowledge that schools and universities serve as students' learning settings. However, how much students learn and how much of the information is supplemented by ICTs is unknown.

Technological tools and smart devices have grown far too quickly in an age when people are constantly surrounded by technology at work, at university, and everywhere else. The advancement of everyday electronic gadgets has outpaced the advancement of educational research and pedagogical techniques that include educational technologies. As a result, knowing the benefits of employing technology in education can help to assure innovation in educational activities.

As a result, educational innovation must be treated with caution. Creative learning environments are becoming a requirement for novel learning settings and revised tactics for successful technological adaptation to education, resulting in innovative learning environments. Along with curricula, the role of the teacher, and teacher training, innovation is critical in altering and reconstructing learning environments.



Chairman of Board of Directors

*Maher Hourani*

Dr. Maher Ahmad Hourani



# From Our President

As we end this summer semester, I want to celebrate all the success and diligence that we have encountered throughout the previous months from our Students and Staff Members, and may the light of goodness glow upon us all, filling us with gratitude, persistence and happiness.

For nearly 32 years, Al-Ahliyya Amman University has been earning the respect and loyalty of tens of thousands of students, parents and alumni. It is where you will find exceptional experiences that allow you to grow, develop, explore new interests and fully realize your potential. Producing career-ready graduates has always been central to our mission. Through a process that includes career exploration and professional preparation, we connect you with career paths and foster the skills and mindset needed for professional advancement. When you walk across the stage as a graduating senior at commencement, you will have more than just a degree from Al-Ahliyya Amman University, you will have career direction and the confidence needed for success in your chosen field.

I encourage you to visit our beautiful campus, meet our Students and Faculties, and see for yourself the outstanding opportunities, activities and facilities that Al-Ahliyya Amman University offers.

**President**

Prof. Sari A. Hamdan

[president@ammanu.edu.jo](mailto:president@ammanu.edu.jo)





## Al-Ahliyya Amman University holds a seminar on Traffic Safety in cooperation with the Public Security Directorate



The Deanship of Student Affairs at our University held an awareness seminar under the title “Traffic Safety” in cooperation with the Public Security Directorate represented by the Community Police Department (CPD) and the Jordanian Traffic Institute (JTI). The Seminar took place at the Hourani auditorium with the participation of more than 100 students from various faculties.

Dr. Khaled Al-Sheyyab, the Assistant Dean of Student Affairs started the seminar by welcoming the officers of the Public Security Directorate and all attendees. Dr. Al-Sheyyab emphasized the willingness and eagerness of all national security

services to provide a safe and secured life; and from here, the need arises to spread continuous awareness lectures carried out by the CPD and the JTI in the field of public and traffic safety.

Captain Motaz Al-Majali from the Traffic Institute underlined the importance of all Jordanian society in having sufficient awareness of the dangers that may threaten public and traffic safety through certain committed practices during graduation ceremonies, such as bullets shooting and walking on the roads which puts the lives of citizens in risk.

Moreover, Captain Nour Al-Din Al-Othman from the CPD also highlighted the main cause of traffic accidents, which is the human element, representing 98% of the causes of traffic accidents in Jordan. Hence, stressing the need to spread full awareness among all vehicle drivers on safe driving, periodic maintenance of vehicles and most importantly speed control.

Major Eng. Mohammed Al-Daboubi from the JTI concluded the seminar by emphasizing drivers ethics, commitment to speed limits and the importance of surveillance camera on roads to control speed violators and ensure traffic safety.





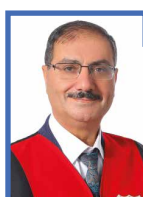
# The Academic Formations for the academic year 2022 – 2023 issued by our Board of Trustees



**Prof. Musleh  
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Vice President for  
Academic Affairs and  
Dean of Law Faculty



**Prof. Anas Al-Soud**  
Vice President for  
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**Prof. AbdelSalam  
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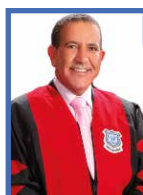
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**Prof. Mustafa Al-Atiyat**  
Acting Dean of Student  
Affairs



**Dr. Iyad Sha'aban**  
Assistant President for  
Administrative Affairs

# Prof. Yogesh Dwivedi gives a lecture on “**Excellence in Publications**” to our academics





# AAU graduates students of the training Diplomas

Prof. Musleh Al-Tarawneh, our Vice President, sponsored the graduation ceremony of the Training Diplomas organized by the Consulting & Continuing Education Center and Amman Gate Academy in the fields of “Graphic Design & Animation”, “Medical Records Management & Secretariat Work” and “English Language”. Students are certified by completing 300 training hours over nine months qualifying them to merge in the marketplace as well as enhancing their skills & knowledge.



Prof. Sari Hamdan, our President, sponsored the graduation ceremony of the Training Diplomas organized by the Consulting & Continuing Education Center and Jump Academy in the fields of “Comprehensive Personal Trainer” and “Comprehensive Athletes Nutrition”. In these training Diplomas, the students complete 300 training hours over nine months under the supervision of skilled lecturers and trainers. Hence, Jump Academy is an educational innovative institute founded and directed by Mrs. Fatin Tuffaha, specialized in providing physical education and sports courses accredited internationally.

Global Engagement Center (GEC)



# A delegation from Al-Zahra College from Oman visits Al-Ahliyya Amman University



A delegation from Al-Zahra College for female students in the Sultanate of Oman visited our campus, where the college is linked by an academic agreement with our University according to which the Diplomas, Bachelor's and Master's degrees issued by the college are approved and accredited by AAU.

Mr. Hussain Al-Saleh, Chairman of the Board of Directors, accompanied by Dr. Muslim Al-Ma'ani, Dean of the College along with heads of departments came with the aim of activating the academic evaluation of the College by our University and implementing the academic standards adopted by our institute. In addition to connecting the College library with the electronic research sources available at our University, classifying the courses according to the requirements of the Omani Authority for Academic Accreditation and the quality of education as well as strengthening research cooperation.

The visit included a tour around the University accompanied by Prof. Ala'a Al-Hourani, Dean of Graduate Studies and Dr Iyad Sha'ban, the Assistant President for Planning, Development and Quality.







# AAU celebrates the success of its International Conference on Emerging Trends in Digital Business for the year 2022

The Global Engagement Center organized a booming Conference on the emerging trends in digital business in collaboration with our Business School, which took place in the Movenpick Hotel Amman for two fruitful days and included 20+ research papers by international and local academic researchers covered in six diverse tracks as follow:

**Track 1: The Future of Digital Business Ecosystem, chaired by Dr. Ahmad Abu Orabi**

**Track 2: Innovation & Entrepreneurship, chaired by Dr. Hazar Hmoud**

**Track 3: Social Media and Digital Marketing, chaired by Dr. Husam Yaseen**

**Track 4: Banking & Fintech Technologies, chaired by Dr. Riyad Darwazeh**

**Track 5: Smart Cities and Digital Transformation, chaired by Dr. Aimee Jacobs**

**Track 6: Transforming Human Resources Management, chaired by Dr. Zeyad Al-Khazali**



The opening panel session, which covered answers and resolutions in the areas of Blockchain & Banking, Big Data, Metaverse, challenges & opportunities in the Internet Revolution and the perspective of the MENA region on Digitalization and Future Trends in the e-business. This panel included top-notch keynote speakers from around the globe and was moderated by Prof. Anas Al-Soud.

- **Prof. Roman Beck** from the IT University of Copenhagen, Denmark.
- **Assoc. Prof. Stephen Gulliver** from the University of Reading, United Kingdom.
- **Assoc. Prof. Aimee Jacobs** from California State University, USA.
- **Assoc. Prof. Ahmad Ghazawneh** from Halmstad University, Sweden.
- **Assoc. Prof. Mutaz Al-Debei**, Dean of AAU Business School, Jordan.

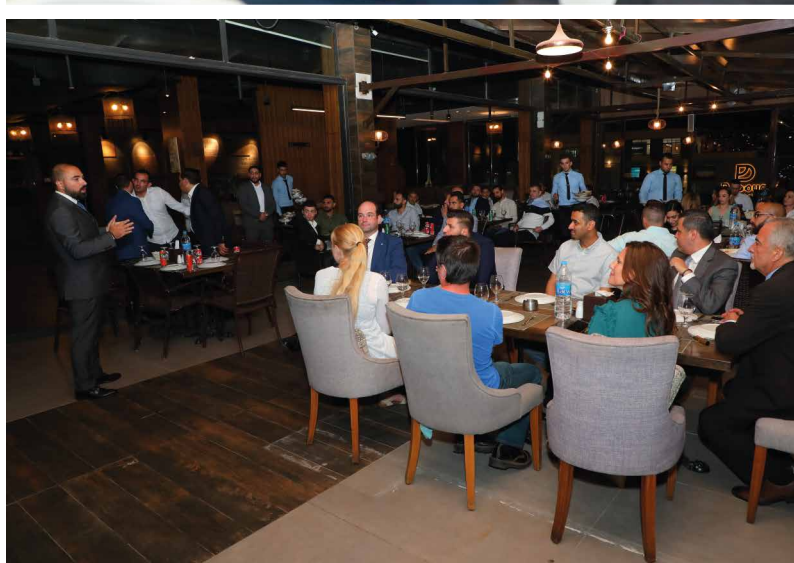
In addition, Istanbul Medipol University participated with a number of academic researchers under the supervision of the Dean of Business School, Prof. Gökhan Silahtaroglu as well as Prof. Anas Al-Soud as the Panel Moderator and Dr. Mutaz Al-Debei, dean of our Business School.

The two days successful conference ended with a ceremony that included presentation of certificates to honor the participants for their achievements and contributions.

The ICDB will be taking place on its second edition in Turkey hosted by Istanbul Medipol University.









# Graduation Projects for our Architecture Students among the Best Top 100 Projects in the World

Our Architecture Department at our Architecture & Design Faculty achieved a global accomplishment by including two graduation projects of its students' in the top 100 list of graduation projects for the year 2021 worldwide through the International "Tamayouz Excellence Award" Competition for Architectural Graduation Projects.

The listed graduation projects were:

- "Transcendence to Democracy: Power of Message Freedom of Speech" project by Eng. Maryam Al-Abed under the supervision of Dr. Saba Al-Nseirat
- "ATEEQA – Al Baqa'a Environmental Education Center" project by Eng. Teeba Thiyab under the supervision of Dr. Shaden Abu Safiyeh

It is noteworthy that the Tamayouz Excellence Award has recently launched the "Best Graduation Projects Worldwide Platform" as part of this initiative to highlight the outstanding projects prepared by architecture students from all around the world. This platform consists of a database that will annually cover and display the top 100 projects submitted to the Tamayouz Excellence Award for Architectural Graduation Projects.





# Organizational Design for Quality of Life and Sustainability



Dr. Rasha Qawasmeh

Quality of life (QoL) in an organization refers to systems and structures maintained by the management to make the workplace environment conducive to employees' maximum productivity. It results from human resource management (HRM) efforts that enable employees to participate in shaping the organizational environment, methods, and outcomes. A design for QoL creates synergies between the policies and processes of an organization to enhance its business culture. This develops a supportive environment to enhance employee behaviors.



Sustainable development is an overarching objective of HRM in the current corporate dynamics as it affects the quality of an organization's relationship with stakeholders. Organizational management must design and implement systems to exploit its resources productively and sustainably. The concept of sustainability exists at the strategic and operational levels of organizations. It is perceived from the perspective of the triple bottom lines: the people-social equity bottom line, the planet-environmental bottom line, and profit-the economic bottom line. Although all three bottom

lines are important for the success of organizations, research excessively favors the economic and environmental aspects of sustainability, with minimal interest in social sustainability involving employees, customers, and local communities. From a business perspective, social sustainability refers to the understanding of the impact of corporations on people and the executive actions to maximize the positive effects and minimize or eliminate the negative ones.

My last Published paper with my colleagues Dr. Hakem Sharari and Dr. Abdullah Helalat was about “Organizational Design for Quality of Life and Sustainability” Published in Journal of Legal, Ethical and regulatory issues to investigate the organizational design for employee QoL and sustainability, the summary of the published article was as the following:

The concept of sustainability exists in the business and management literature and is studied from the economic, environmental, and social perspectives. While the economic and environmental perspectives are sufficiently researched, less attention is paid to social sustainability. This paper investigates the impact of organizational design for quality of life (human development, artefacts, fair payment, values, health and wellness) on employee sustainability (job performance, job motivation, job commitment, job retention). Results showed that organizations should improve employee sustainability by investing in the appropriate values, physical artefacts, and health and wellness programs. Results also showed that the key elements defining quality of life within a workplace affect employee job performance, motivation, commitment, and retention. The paper, accordingly, recommends organizations adopt approaches to design their work environments (creating proper artefacts, investing in health and wellness programs, providing sufficient payments, helping employees develop their careers) to enhance employee sustainability. The paper contributes to understanding the relationship between the organizational design for quality of life and employee sustainability.

# Our Alumni..

## Our Pride

### Nasser Saimeh

Local & Regional Marketing Manager at MedLabs Consultancy Group

Nasser Saimeh has been working in corporate communications, advertising, and marketing and media fields for more than 14 years.

Mr. Nasser holds a BA degree in Marketing from Al-Ahliyya Amman University. In addition, he obtained different certificates in the fields of media, leadership, self-development and management. His involvement in the industry for such a period led to a solid base of knowledge with the capability of proposing creative ideas that gives the organization a competitive edge.



His experience in different fields from Marketing companies to Construction, Real Estate development and Engineering consultancy moving forward to the Medical industry, granted him with diversity in thinking and implementing different successful marketing campaigns.

Currently, Mr. Saimeh is the Local & Regional Marketing Manager at MedLabs Consultancy Group, the largest medical laboratories chain in the region, responsible for all marketing activities, social media, public relations and corporate marketing as well as business development.

During his path, he always believed in entrepreneurship and its key role in the economy, where he utilized his expertise to write articles about personal development, which were published in Al Wakeel News and AlGhad Newspaper.

It is worth mentioning that Mr. Nasser founded “ALaundry” in 2017, the first dry clean mobile application in the region. In 2020, he founded KAVY Coffee; the first coffee sachets concept in Jordan made from real coffee & recyclable materials and had the honor to meet her Majesty Queen Rania and explain the business concept.



# GEC Team



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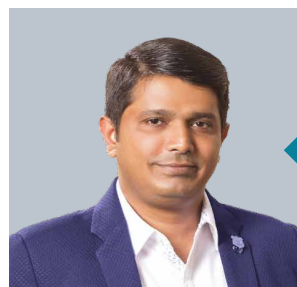
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