

HANEEN ALLATAIFEH

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I hold a Ph.D. degree in Business and Accountancy—Operation and Management Information System. I specialize in Innovation Management/ Digital Transformation.

Besides my several publications, I have solid experience in quantitative and qualitative research, although I prefer to refer to myself as a qualitative researcher.

I have several publications in top journals, in the field of innovation management. In addition, I have two book chapters and another paper under reviewing process in the same field.

Based on my previous work and academic experience, I have acquired a strong experience in research and data management, analysis, and visualization using different analytical tools – NVivo, RapidMiner, SPSS, Excel, and SQL.

I also have experience in teaching, I am a certified mentor and facilitator and I worked as a Tutor for an educational academy. Also, I have worked as a trainer in my position as a Data Associate at Amazon as well as my current position as a Senior Content Coordinator at Wajeez.

I am currently seeking an academic position in a high-profile university, where I can teach and pursue my research at the same time.

WORK EXPERIENCE

SENIOR CONTENT COORDINATOR, Wajeez 2021 – Present

- In charge of the work of 100 writers and 10 Editors; delegate tasks, organize work flow, monitor progress, and evaluate performance
- Manage and coordinate the content of an educational App
- Verify team's work and upload it to the system
- Hire and train new writers and editors
- Delegate tasks, set deadlines and monitor progress
- Review and analyse users review and optimize content to meet users' needs
- Serve as a communication point and organize the workflow across various departments

ML DATA ASSOCIATE, Amazon 2020 – 2021

- Promoted as a special matter expert and had eleven employees delegated to me to train and monitor them to improve their performance and verify their work quality
- Verified and adjudicated other DAs work on two workflow types
- Earned mentor and facilitator certificate and provided mentoring to other DAs and facilitated their understanding of the required work
- Trained, monitored and improved the KPI score of eleven data analysts
- Promoted as the owner of all RAMP projects: delegated tasks, declared deadlines, monitored work progress, provided

EDUCATIONAL BACKGROUND

➤ Ph.D., Business & Accountancy

University Malaya, 2016 – 2020

Thesis title: "Digital-Driven Innovation in Malaysian Information and Communication Technology Based Small and Medium Sized Enterprises"

➤ Ms., Business Administration

Yarmouk University, 2013 – 2016

Thesis title: "Technological Innovation and Strategic Performance: Case of Jordan".

GPA: Excellent 91.3%

➤ B.Sc., Pharmacy

Jordan University of Science and Technology, 2007 – 2013

ACADEMIC PUBLICATIONS

Approved:

- Allataifeh, H. and Moghavvemi, S. (2022). Innovation as a management question: can innovation be managed?,

mentoring and support, and ensured efficient and timely communication between contributors and clients

- Became in charge of direct communication between the data analysis team and the convention team, to clear analysts' questions and concerns regarding the guidelines and coordinate with the convention team on necessary changes and updates.
- Coordinated with other verifiers to improve the whole team data analysis quality and speed
- Dived deep through occurring issues related to the quality and speed of the ADS team: identified, and escalated issues and assessed the manager in taking decisions to resolve them
- Contributed to facilitating the work of other team members by organizing and highlighting work guidelines

RESEARCHER, (UVOCORP)

2016-2017

- Prepared ad-hoc reports, research and studies/analysis
- Assisted with preparing and publishing research
- Found, organized, cataloged, and reported credible information for other individuals' various projects and endeavours
- Conducted active and effective communication and involvement with clients
- Ensured punctual delivery of projects to clients
- Concurrently managed multiple projects with strict deadlines

RESEARCHER, (Jordan University for Science & Technology)

2013–2015

Project: introduction of Drug Kiosks into The Jordanian Market
Supervisor: Dr. Qais Aefan

- Coordinated and managed a team of researchers and monitored work progress
- Designed a survey in response to the project objectives
- Accurately and efficiently worked on collecting data from a sample of more than 1000 participants
- Analyzed data using Excel and SPSS software to complement data-driven insights
- Conducted active and effective communication and involvement with teammates
- Ensured punctual delivery of the project

PHARMACIST, Ra'eq Community Pharmacy

2014 – 2016

- Provided pharmaceutical care to patients
- Maintained confidential information, controlled medication, and required documentation
- Filled and verified prescriptions and counselled patients
- Provided prompt, efficient, and friendly customer service
- Assisted with ordering and merchandising medications

PRIVATE TUTOR, Science Academy

2013 - 2014

- Tutored eight students in topics ranging from biology to English literature
- Created study materials in a variety of academic subjects to help students improve their test scores

In Goi C. L., *Innovative Economic, Social, and Environmental Practices for Progressing Future Sustainability*, IGI Global

ISSN: [9781799895909](https://doi.org/10.1108/EJIM-05-2021-0270)

- Allataifeh, H. and Moghavvemi, S. (2022). Digitally-enabled innovation processes: the emergence of a new management logic, In Gupta V. & Gupta C., *Emerging Technologies for Innovation Management in the Software Industry*, IGI Global
ISSN: [9781799895909](https://doi.org/10.1108/EJIM-05-2021-0270)

Published:

- Allataifeh, H., Moghavvemi and S., Peerally, J. (2021). How does the digital innovation process unfold in practice? A novel third-generation and empirical based need-solution pairing model, *European Journal of Innovation Management*.
<https://doi.org/10.1108/EJIM-05-2021-0270>

- Allataifeh, H. and Moghavvemi, S. (2021). The Individual Dimension of Digital Innovation: The Altered Roles of Innovation Agents and Market Actors, *Sustainability*, 13(16), 8971;
<https://doi.org/10.3390/su13168971>

- Allataifeh, H., Al-Shaikh, F.N. (2020). Technological Innovation and Strategic Financial Performance: The Case of Jordan, *Middle East Journal of Management*, 7(3), 298-322.
<https://doi.org/10.1504/mejm.2020.107107T>

ACTIVITIES

- **REVIEWER IN IJPHM'S, RSAP & IJIS**

Emerald Publishing, 2018 - Present
Elsevier Journal, 2021 - present

- **REPORTER AND EDITOR AT KAFD**

Jordan University for Science and Technology, 2010

LANGUAGES

- Arabic: Native
- English: Fluent
- Spanish: Beginner
- Korean: Beginner

- Helped struggling student improve their test grades from failing to solid pass
- Identified the needs of learners and adapted course content and delivery style to meet their needs
- Assisted with homework and other class assignments
- Developed academic strategies to improve student self-sufficiency

CONFERENCES

➤ Participated in:

- Current Challenges; Opportunities and Threats Conference
Yarmouk University, Jordan– 2015

Paper: “Allataifeh, H. (2015). Contemporary and Post-Contemporary Organizations. Proceeding the 1st Conference of Business Administration, Yarmouk University”

➤ Attended:

- OIC Arab-Asia Trade Conference, Malaysia– 2019
- SME CEO Forum, Malaysia– 2018
- Pacific Asia Conference on Information Systems, Malaysia– 2017
- The Third Pharmaceutical Conference, Jordan– 2013
- Science Research Conference, Jordan–2012

➤ Malay: Beginner

VOLUNTARY WORK

- Pharmacist, Pharmaceutical Day Campaign
Al-Majdal pharmacy, Irbid, Jordan– 2013
- Volunteer In “Fina Al Kher” Campaign
Irbid, Jordan– 2013
- Volunteer In “Shabab for Life” Campaign
Irbid, Jordan– 2013

COURSES & WORKSHOP

➤ Management Courses

- Agile Management Value and Practice
Online Course, eLearning LinkedIn– 2021
- Digital Marketing Foundations
Online Course, eLearning LinkedIn– 2021
- Mentorship and Facilitation Certificate
Amazon– 2021
- Conflict Resolution Foundations
Online Course, eLearning LinkedIn– 2020
- Communication Foundations
Online Course, eLearning LinkedIn– 2020
- Managing Your Emotions at Work
Online Course, eLearning LinkedIn– 2020
- Leadership and Emotional Intelligence
Online Course, Indian School of Business– 2020
- Initiating and Planning Projects
Online Course, University of California– 2020
- Intelligence Tools for The Digital Age
Online Course, IE Business School– 2020
- Innovation by Design
Kuala Lumpur, Malaysia– 2017
- Time Management Series
Amman, Jordan– 2012
- Planning and Production
Amman, Jordan– 2012
- Defining Priorities
Amman, Jordan– 2012
- Organizing Working Space and Meeting Management
Amman, Jordan– 2012
- Introduction on Time Management

➤ Data Analysis Courses

- Business Analysis Extensive Program
Brainnlist, Berlin– 2021
- Google Analytics 4 (GA4) Essential Training
Online Course, eLearning LinkedIn– 2021
- SQL Essential Training
Online Course, eLearning LinkedIn– 2020
- Excel Skills for Business: Essentials
Online Course, Macquarie University– 2020
- Advanced Quantitative Method Workshop
Kuala Lumpur, Malaysia– 2017

➤ Amazon Courses

- Leadership Principles in Action - Module 1 - The Fundamentals – 2021
- Leadership Principles in Action - Module 2 - Customer Obsession – 2021
- Leadership Principles in Action - Module 3 – Ownership – 2021
- Leadership Principles in Action - Module 4 - Making Stronger Decisions – 2021
- ACES Failure Modes and Effects Analysis (FMEA) Training – 2020
- EHS Leadership Academy Module 1 – Fundamentals of EHS – 2020
- Prioritization Challenges (Module1 of 2) – 2020
- Prioritization Challenges (Module2 of 2) – 2020
- Amazon’s Peculiar Ways – 2020
- Ads Personal Data Guidelines – 2020

➤ **Other Courses**

- FRENCH LANGUAGE FAMILIARIZATION COURSE, L0/L1
AlQusour Academy, Jordan– 2015
- SPANISH LANGUAGE FAMILIARIZATION COURSE, L2
AWC, Alabama, USA– 2010
- SPANISH LANGUAGE FAMILIARIZATION COURSE, L2
AWC, Alabama, USA– 2010
- JUNIOR ACHIEVEMENT, LIFE PROJECT
Enjaz, Amman, Jordan– 2005
- ENGLISH LANGUAGE COURSE, L3
FCC, Farringdon, UK– 2003
- FIRST AID COURSE
FCC, Farringdon, UK– 2003

- Interrupting Unconscious Bias – Curriculum – 2020
- Amazon’s Leadership Principles – eLearning – 2020
- Ads Handling Training – 2020
- Is Management Right for Me? – 2020
- Alaska Ads – Value Stream Mapping – 2020

➤ **Pharmaceutical Courses**

- DERMA BOOTCAMP
Online Course, Label Academy– 2020
- EYE DROP BOOTCAMP
Online Course, Label Academy– 2020
- ACNE BOOTCAMP
Online Course, Label Academy– 2020
- PHARMACIST QUALIFICATION COURSE
Dawacom, Amman, Jordan– 2013

REFERENCES



Dr. Sedigheh Moghavvemi

Senior Lecturer [sedigheh@um.edu.my]
Faculty of Business and Accountancy,
University of Malaya



Prof. Noor Akma Mohd

Professor [akmasalleh@um.edu.my]
Faculty of Business and Accountancy,
University of Malaya



Prof. Fuad Alshaikh

Professor [eco_fshaikh@yu.edu.jo]
Faculty of Business Administration,
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Faculty of Pharmacy,
Jordan University of Science and Technology



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AlRaeq Pharmacy