



# Noor Jayousi

Lecturer

Main department: Management and Marketing

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Nationality: Jordan

## BIOGRAPHY

A lecturer in marketing at University of Bahrain (UOB) teaching fundamentals and an overview of marketing principles. Prior to joining UOB I worked as a marketing specialist at Origin Training Center, a leading company in Human Capital Development in the GCC and the MENA region. I hold a BSc. with honors in Marketing from Princess Sumaya University for Technology - Jordan, and an MSc. in Advanced Marketing Management from Lancaster University - United Kingdom.

## TEACHING DOMAINS

- Management and Marketing

## EDUCATION

Highest degree :

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| 2017 | Master, Business administration, Marketing, Lancaster University, Great Britain  |
| 2016 | Bachelor, Business administration, Marketing, Princess Sumaya University for Technology (PSUT)Princess Sumaya University for Technology (PSUT), Jordan |

## CERTIFICATES

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| 2018 | Diploma in Digital Marketing, Digital Marketing Institute, Ireland |
| 2016 | Academic Writing Workshop, Lancaster University, Great Britain     |

## PROFESSIONAL EXPERIENCE

### Academic experience

Since 2018 Lecturer, University of Bahrain, Bahrain

### Professional experience

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| 2017 - 2018 | Trainer and consultant, Origin Training Centre, Bahrain  |
| 2015 - 2016 | Promoter and coach: capacity building in e-mrketing and social mediaPromoter and coach: capacity building in e-mrketing and social |

## PROFESSIONAL EXPERIENCE

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### Professional experience

media, Hashtat Consulting Firm, Jordan

Since 2014 Social media assistant, Queen Rania Center for Enterprenuership (QRCE), Jordan

## INTELLECTUAL CONTRIBUTIONS

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### Peer-reviewed Articles

JAYOUSI, N., "The Reconstruction of Family Identity through Food Consumption- The Case of Displaced Syrian Women in Jordan", *International Journal of Inspiration & Resilience Economy*, 2020, vol. 4, pp. 25-34