

Hamzeh Almomani

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RESEARCH INTEREST

- Pharmaceutical marketing and promotion
- Behavioural pharmacy
- Healthcare Policy and Regulation

EDUCATION

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| Oct. 2019 – Oct. 2023 | PhD in Pharmacy - Pharmaceutical Marketing from University of Reading, UK. |
| Sep. 2015 – Jan. 2018 | MBA from University of Jordan, Jordan. |
| Sep. 2006 – Sep. 2011 | BPharm from Jordan University for Science and Technology, Jordan. |

WORK EXPERIENCE

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| Nov. 2023 – Present | Assistant professor, School of Pharmacy, University of Jordan |
| Jun. 2014 – Sep. 2019 | Supervisor in sales and marketing department, Hikma Pharmaceuticals, Jordan. |
| Dec. 2013 – Jun. 2014 | Medical representative, MS Pharma, Amman, Jordan. |
| Sep. 2012 – Dec. 2013 | Chief pharmacist, Pharma-town Pharmacy, Irbid, Jordan. |
| Sep. 2011 – Sep. 2012 | Staff pharmacist, Pharmacy One, Irbid, Jordan. |

WORKSHOPS AND TRAINING COURSES

- Leadership Programme at Henley Business School, Reading, UK.
- Marketing Communications: Digital, Social and Integrated.
- Digital Marketing course at Henley Business School, Reading, UK.
- Branding at Henley Business School, Reading, UK.
- Measuring marketing performance at Henley Business School, Reading, UK.
- Market Research course at Henley Business School, Reading, UK.
- A total of 27 (Reading Researcher Development Programme) courses at the University of Reading, UK. (e.g. Sourcing information for a literature review – information retrieval, presentation skills, time management, stress management, Creative Thinking and Problem Solving).
- A total of 8 training courses/ Hikma Pharmaceuticals Academy, Jordan. (e.g. Emotional intelligence, problem solving, communication skills, impactful presentation skills, social Intelligence, key account management, strategic selling skills, Advance selling skills).
- Teamwork course/ Better Business training centre, Jordan.

PUBLICATIONS

Published

- Oriakhi OJ, **Almomani H**, Patel N, Donyai P. The characteristics and operations of “online pharmacies” investigated in relation to medicines popularised during the coronavirus pandemic: a cross-sectional study. *Frontiers in Pharmacology*. 2024 Feb 20;15:1346604.
- **Almomani H**, Raza A, Patel N, Donyai P. Reasons that lead people to buy prescription medicines on the internet: a systematic review. *Frontiers in Pharmacology*. 2023 Aug 31;14:1239507.
- Alshurideh MT, Al Kurdi B, **Almomani H**, Obeidat ZM, Masa'deh R. Antecedents and consequences of relationship quality in pharmaceutical industries: A structural equation modelling approach. *PLoS One*. 2023;18(1):e0279824. Published 2023 Jan 20. DOI: 10.1371/journal.pone.0279824
- **Almomani H**, Patel N, Donyai P. News media coverage of the problem of purchasing fake prescription medicines on the internet: thematic analysis. *JMIR formative research*. 2023 Mar 21;7:e45147.
- **Almomani H**, Patel N, Donyai P. Reasons that lead people to end up buying fake medicines online: a qualitative interview study. *JMIR Formative Research*. 2022 Nov 14. DOI: 10.2196/42887
- **Almomani H**. Relationship quality as predictor of B2B customer loyalty in the pharmaceutical sector: evidence from Jordan. *Journal of Relationship Marketing*. 2019 Apr 3;18(2):108-23. DOI: 10.1080/15332667.2018.1534062

Accepted for publication

- **Almomani H**, Abbadi I, Alshuraideh MT. The role of empathy and relationship quality in building customer loyalty in community pharmacies: Evidence from Jordan. *Jordan Journal of Pharmaceutical Science*. Feb, 2024.

TEACHING EXPERIENCE

- Pharmaceutical Marketing 1
- Pharmaceutical Marketing 2
- Seminar in Biopharmaceutics and Clinical Pharmacy
- Research Project

POSTGRADUATE STUDENTS SUPERVISION

Serving as the primary supervisor for two master's students since February 2024. Open to take on additional students.

AWARDS

A full scholarship from the University of Jordan to pursue a PhD in Pharmacy at the University of Reading, UK.

MY PhD THESIS

My PhD dissertation comprises a collection of published papers, consisting of three published studies in which I investigated and analyzed e-consumer behaviour regarding the purchase of fake medicines on the internet.

Thesis Title: Buying Fake Medicines on the Internet: An Analysis of E-Consumer Behaviour".

CONFERENCES

- Oral Presentation: "Understanding the Motives Behind Purchasing Fake Medicines Online: Interview Study" at Health Services Research and Pharmacy Practice (HSRPP), University of Bradford, UK, April 2023.
- Oral Presentation: "Analyzing Reasons for Online Purchase of Counterfeit Medications: Multisource Data Analysis" at Doctoral Research Conference (Three Minute Thesis Competition – 2nd place), University of Reading, UK, June 2022.
- Oral presentation: "Why People Buy Fake Medicines Online: Thematic Analysis of Newspaper Articles" at Health Services Research and Pharmacy Practice (HSRPP), University of Reading, UK, April 2021.

MEMBERSHIPS

- Royal Pharmaceutical Society RPS, London, UK
- Jordan Pharmacists Association JPA, Amman Jordan

LANGUAGE

- Arabic (Mother language)
- English (Fluent)
- French (Fair)

HOBBIES

- Photography
- Football
- Table tennis

REFERENCES

Professor Parastou Donyai, School of Pharmacy, King's College London, UK.

Email: parastou.donyai@kcl.ac.uk

Professor Muhammad Turki Alshuraideh, School of Business, University of Jordan, Amman, Jordan.

Email: m.alshurideh@ju.edu.jo

Dr. Nilesh Patel, School of Pharmacy, Reading, UK.

Email: nilesh.patel@reading.ac.uk

N.B: Supporting Documents, certificates and references are available upon request.