

Dr. Rand Irshaidat

Surname:	Irshaidat
First Name:	Rand
Date of Birth:	5 Feb 1981
Academic Qualification:	<ul style="list-style-type: none"> - PhD in Political Science / Political Marketing, University of York, UK (2010) - MSc in Marketing Management, University of Surrey – Surrey European Management School, UK (2003) - BSc in Marketing, University of Jordan, Jordan (2002)
Venia Legendi (qualification to teach):	Qualified to teach in the fields of Marketing, Political Science, Political Marketing, Branding, Public Diplomacy, International Marketing
Further Qualifications:	<ul style="list-style-type: none"> - Reporters Workshop Certificate, Higher Media Council, Jordan (2004) - Total Performance Scorecard Certificate, Team Engineering and Management Consulting, Jordan (2005) - Customer Relationship Management CRM Training Program Diploma, Arab Academy of Banking and Financial Sciences & Institute of Banking and Financial Training, Jordan (2006) - Project on Middle East Democracy (POMED) Conference, Washington, D.C., USA (2009) - ATLAS.ti 8 Windows-GMT - MAXQDA Qualitative Analysis Software (2020, 2021) - Academic Development of Faculty Members (2022) - Quality Assurance (2024) - Building Academic Profile on LinkedIn (2025)
At the Higher Education Institution since:	2024 – Present (Associate Professors: The University of Jordan)
Level of Employment:	Associate Professor; Chair of the Department of International Relations and Diplomatic and Regional Studies (2025–present)
Teaching Focus:	Political Marketing, Public Diplomacy, IR Theories, Research Methods
Interdisciplinary Aspects:	Integrates marketing concepts with political science and diplomatic studies; applies marketing strategies in political campaigns and nation branding

Activities in the Areas:	<p>Further Education: Academic development, qualitative research software training, research methods</p> <p>Research: Political marketing, psychology of marketing, political marketing communication, public diplomacy</p> <p>Consultancy: Expertise in political marketing and political communication consultancy implied through academic and publication work</p>
How are personal research activities reflected in teaching activities?	<p>The emphasis in specialization and research interest is political marketing, which deploys marketing strategies and schemes in the fields of politics and international relations. Research tackles various aspects of political marketing including political marketing communication, political marketing management, political branding, political marketing orientation, public diplomacy, political marketing ethics, political marketing psychology, persuasion, and so on. This is reflected in various taught courses including Public Diplomacy, Negotiations, Theories of International Relations, Diplomacy, Theories of Conflict, and so on. Diplomatic Studies is an interdisciplinary program and is deeply entrenched in various political and international relations theories and conducts. The teaching paradigm heavily utilizes case studies analysis and conceptual analysis. The teaching philosophy is based on Socratic teaching method that is based on discourse and application, while emphasizing the role of theory for solid specialization.</p>
Work experience – General:	<p>Academic positions:</p> <p>Associate Prof. University of Jordan 2024/2025-Present</p> <p>Associate Prof. Princess Sumaya University for Technology 2014-2024</p> <p>Assistant Prof. Philadelphia University 2011-2014</p>
Activities as an Expert:	<p>Conducts ongoing reviews in high-rank Journals</p> <p>Lectures</p> <p>Conferences</p> <p>Committees member</p> <p>Department Chair</p>
Publications:	<p>Sallloum F, Irshaidat, R. (2025), "A Qualitative Examination of the Role Played by the Placebo Effect in Channeling Perceptions Through eWOM" in "Advances in Communications and Media Research", Nova Science Publishers, Inc: USA (Book Chapter)</p> <p>Irshaidat, Rand, (2025), "<i>Political Marketing As a Campaign Strategy</i>" In "<i>Routledge Handbook of Political Campaigning</i>" (Book Chapter)</p> <p>Irshaidat, R., et al. (2024), "A Quantitative Analysis of Persuasion Resistance by Jordanian Youths: Persuasion Knowledge Model and Facebook Advertisements", <i>The 10th International</i></p>

	<p><i>Conference on Advanced Intelligent Systems and Informatics:</i> Conference Paper</p> <p>Irshaidat, Rand (2023), 'Marketing Case Studies: Linking Theory to Practice', Academica Press: Washington – London (Book)</p> <p>Tokajian, Cynthia & Irshaidat, Rand, (2021) "A Qualitative Study of Advertising Art: Awareness and Adoption of Art in Advertisements within a Jordanian Context", <i>Journal of Promotion Management</i>, 27(3): pp. 359-398</p> <p>Irshaidat, Rand. (2019), "Interpretivism vs. Positivism in Political Marketing Research", <i>Journal of Political Marketing</i>, 22 (2): pp. 126-160 10.1080/15377857.2019.1624286</p> <p>Irshaidat, R., (2017), "Interpretivism vs. Positivism in Political Marketing Research", 4th Academic International Conference on Multidisciplinary Studies and Education (AICMSE) Boston: Conference Proceeding</p> <p>2016 Irshaidat, R. (2016). Selling America: Political Marketing and US Public Diplomacy in the Arab World. LAP Lambert Academic Publishing: Germany. (Book)</p> <p>Khasawneh, Mohammad., & Irshaidat, Rand. (2016). Empirical Validation of The Decomposed Theory of Planned Behaviour Model Within the Mobile Banking Adoption Context. <i>International Journal of Electronic Marketing and Retailing</i>, 8(1), 58-76.</p> <p>Hashem, Tareq, Irshaidat, Rand , (2014), "The Influence of Political - Legal Forces on Jordanian Industrial Exports in the Private Sector", <i>International Journal of Marketing Studies</i>, Vol. 6, No. 1 "Irshaidat.Rand , Hashem.Tareq., (2013), "The Perception of Jordanians on Political Marketing" <i>European Journal for Social Sciences</i>, Vol. 37 No. 4</p>
Memberships:	-----
International experience in – Corporate Management:	Marketing Researcher, Jordan Kuwait Bank (2004–2006); Assistant Relationship Manager, Standard Chartered Bank (2003–2004); Internship at HSBC (2002); Internship at Jordan Times Newspaper (2005)
International experience in – Academic Activities:	Participating in regular academic reviews Participating in internatiol conferences Participated in an international handbook
Personal Background / Experience:	Comes from an interdisciplinary background that combines marketing and politics. Interested in conceptual and theoretical analysis. Developed an academic book that concocting hypothetical pedagogical case studies in various aspects of marketing to link theory to practice.

As someone who was exposed to the British academic system, Dr. Rand am a firm believer in providing the student with intensive literature in terms of theories, strategies, philosophies, etc. These theoretical frameworks however must be solidified with application, in a mode that links theory to practice. Thus, coupled with thorough explanation to the literature, designated case studies are distributed on students in the form of discussion groups to invite application to knowledge on one hand, and interaction among peers on the other. Once interaction takes place, the literature becomes clearer in light of continuous discussions, and new scopes of application come to mind through brainstorming. The case studies embody contemporary dilemmas current companies face, both internally and externally. Consequently, any contribution to knowledge by students is strongly encouraged, due to the fact that solving the case study requires the activation of deconstruction, analysis, and applying theories on matters under investigation. This contribution often takes place through debates, discussion, comparisons, simulation, criticism, etc. The development of the aforementioned skills is also measured in exams through the presence of a case study section. Moreover, the emphasis on linking theory to practice is further endorsed through assignments or projects that require students to develop new ideas on which literature is to be applied. The perspective revolves around the importance of generating knowledgeable graduates, who are also capable of assessing situations with prudence, and asserting suitable theories when action is needed in the field. With both theory and application are acquired, the merit of specialization is evident. Having spent 15 years in academia, the approach of blending theory with practise, intensive case studies, and focusing on rich theoretical base when approaching knowledge has bestowed positive feedback by students on theoretical and practical levels.

On a research level, Dr. Rand is interested in conceptual analysis and qualitative research. The emphasis in research is political marketing. Nonetheless, research interests encompass psychology, ethics, political theory, and interntional relations.

Other:	
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