Dr. Salsal Sadek Kanaan

PhD in Business Administration (Supply Chain Management)

Associate Dean for Academic and Administrative Affairs, College of Administration and Economics, Al-Mamoon University, Baghdad, Iraq

Academic rank: Lecturer (Mudarris), equivalent to Assistant Professor · Nationality: Syrian · Date of birth: 11 May 1990 · Marital status: Married

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Professional Profile

Supply chain management academic with a PhD in Business Administration and experience across university leadership, teaching, research and industrial operations. Currently Associate Dean at Al-Mamoon University, following a term as Head of the Finance and Banking Department and service on the university's Purchasing and Supply Committee.

Teaches supply chain, logistics, inventory, management, marketing, statistics and research methods at undergraduate and postgraduate levels in Iraq and Syria, including English-language readings courses. Publishes on supply chain integration, artificial intelligence in supply chain visibility, and digital transformation in Scopus-indexed journals.

Brings three years as Operations Manager of a 132-employee manufacturing plant with three production lines, running an ISO 9001:2015 quality management system, plus experience in feasibility studies, project coordination and academic journal management.

Education

PhD in Business Administration (Supply Chain Management), Tartous University, Syria — 2016–2019

- Grade: 90% (Excellent)
- Dissertation: The Role of Supply Chain Integration in Firm Performance: A Survey of Pharmaceutical Companies in Syria

MSc in Business Administration, Tartous University, Syria — 2013–2016

- Grade: 88.8% (Excellent)
- Thesis: The Role of Administrative Leadership in Crisis Management: A Study of Tourism Organizations on the Syrian Coast

BSc in Economics (Business Administration), Tartous University, Syria — 2008–2012

- Grade: 82.82% (Very Good)

Academic Leadership and Administration

Associate Dean for Academic and Administrative Affairs — College of Administration and Economics, Al-Mamoon University, Iraq — Sep 2026–Present

- Lead academic planning: develop the college's teaching plans, coordinate class timetables, and oversee each department's implementation of the plans.
- Manage final examinations, including the receipt and handover of examination papers and the release of grades.
- Chair the college's disciplinary committee and various administrative committees.
- Supervise student activities and student psychological counseling.

Head of Department, Finance and Banking — Al-Mamoon University, Iraq — Sep 2025–Sep 2026

- Led a department of about 345 students and 10 faculty members, managing its academic and administrative affairs, official correspondence and records.
- Supervised the Student Information System (SIS) and kept student and course data up to date.
- Coordinated examination committees and assigned a liaison member to each committee.
- Oversaw implementation of the Bologna Process and monitored students against its academic requirements.
- Resolved student issues related to attendance, registration and examinations.
- Prepared periodic reports and official memoranda for the College Deanship and relevant authorities.
- Organized practical training for students at institutions related to the specialization.
- Supervised student volunteer campaigns for community service, and organized student trips and activities.
- Coordinated agreements and conferences with Malaysian universities on behalf of the University Presidency.

Member, Purchasing and Supply Committee — Al-Mamoon University, Iraq — Sep 2025–Sep 2026

- Designed the university's purchasing procedure.
- Tracked purchasing requirements across departments.
- Worked with about 20 suppliers a year: contacted them, solicited quotations and explored the market.
- Coordinated with the Finance Department and the warehouses.

Bologna Process Implementation — Al-Mamoon University, Iraq — 2023–2025

- Member of the university's Central Committee for the Bologna Process.
- Direct supervisor of Bologna Process implementation in the Accounting Department.

Teaching Experience

Lecturer, Department of Business Administration — Al-Mamoon University, Iraq — Nov 2023–Sep 2025

- Courses: Supply (Logistics) Management; Inventory Management; Principles of Management; Principles of Marketing; Marketing Research; Principles of Statistics I and II; Research Methodology and Ethics; Readings in Management (English); Readings in Finance and Banking I and II (English); Computer Applications.
- Supervised 4–5 undergraduate graduation project groups each year.
- Served on examination committees and invigilation.
- Member of the Scientific Committee and the Academic Advising Committee, Department of Finance and Banking.

Faculty Member, Department of Business Administration — Tartous University, Syria — 2022–Oct 2023

- Courses: Modern Trends in Marketing (Master's level); Supply Chain Management; Quality Management; Administrative Development; Financial Management; Customer Service; Business English IV; Human Resource Management; Economic Feasibility Studies.
- Taught at the postgraduate level.

Lecturer, Faculty of Tourism — Tartous University, Syria — From 2015

- Courses: Cost Accounting; Crisis Management; Tourism Market Research; Tourism Marketing.

Selected Publications

Articles in Scopus-indexed journals

1. Jebur, M. A., Kanaan, S. S., & Assaad, A. S. (2026). Analysing the critical role of data governance in shaping Iraq's smart city future. *International Journal of Business Information Systems*, *51*(8), 1–18. https://doi.org/10.1504/IJBIS.2026.153752
2. Assaad, A. S., & Kanaan, S. S. (2025). Supply chain integration based on big data, Internet of Things, marketing intelligence, and knowledge sharing: A case study of Snowa Company in Iran. *Supply Chain Forum: An International Journal*. https://doi.org/10.1080/16258312.2025.2513214
3. Kanaan, S. S., Zreqa, W., Mhanna, B., Assaad, A., & Ali, H. (2025). The impact of artificial intelligence on supply chain visibility and decision-making. *International Journal of Logistics Systems and Management*.
4. Assaad, A., Kanaan, S. S., & Ghanem, L. (2025). Sustained competitive advantage based on Internet of Things, marketing intelligence, customer experience management, and innovation capability: A case study of Snowa Company. *International Journal of Business Excellence*.
5. Omran, W., & Kanaan, S. S. (2025). Determinants of engagement with health insurance mobile apps to enhance the quality of life. *International Journal of Applied Management Science*.
6. Mohammed, N. Q., Saadi, S. N., Mohammed, S. K., & Kanaan, S. S. (2025). The impact of virtual experience marketing in exploiting customer needs to enhance interaction and ensure brand loyalty: A case study of a home appliances and electronics company. *International Journal of Humanities Education*.

Book chapter

7. Assaad, A. S., Abdullah, S. N., Kanaan, S. S., & Mohssen, R. (2026). Assessing customer trust in AI-driven marketing: Strategies for enhanced customer experience. In A. S. Jaboob, N. A. Atshan, A. M. Baawain, & H. O. Abdullah (Eds.), *Mitigating risk and building customer trust through responsible AI practices in marketing*. IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-2600-1508-7.ch005

Other peer-reviewed articles

8. Alsaeedi, A. M. A., Kanaan, S. S., Mhanna, B., & Rashed, S. K. (2025). Auditor professional care in light of digitization and artificial intelligence and its impact on audit quality in Iraqi banks. *Journal of Warith Al-Anbiyaa University*, (105).
9. Kanaan, S. S., Mohammed, A. M., Rashed, S. K., Alsaeedi, A., & Ali, H. N. (2025). The role of program budgeting in developing performance efficiency in Iraqi government institutions. *Journal of Human Development and Education for Specialized Research*.
10. Kanaan, S. S. (2020). The impact of the ethical behavior of pharmaceutical company representatives on customer trust: A survey of pharmacists in Tartous. *Tartous University Journal*, *4*(6).
11. Kanaan, S. S. (2019). The impact of external supply chain integration on operational performance: A survey of pharmaceutical companies in Tartous. *Tartous University Journal*, (3).
12. Kanaan, S. S., Chiha, A., & Suliman, N. (2019). The impact of internal supply chain integration on company flexibility: A case study of the Golden Company. *Tartous University Journal*, *3*(1).
13. Kanaan, S. S., Chiha, A., & Suliman, N. (2018). The status of internal and external supply chain integration: A case study of KARPIEL Company. *Tartous University Journal*, *2*(1).
14. Kanaan, S. S., Chiha, A., & Suliman, N. (2017). The status of internal supply chain integration at Tartous Cement Company. *International Journal of Social Science and Economic Research*, *2*(1).
15. Kanaan, S. S., Chiha, A., & Suliman, N. (2017). The effect of the physical service environment on customer satisfaction: A survey of hotels in Tartous Governorate. *Tartous University Journal*, *1*(1).
16. Kanaan, S. S. (2016). The effect of incentives on job satisfaction: A case study of Tartous Cement Plant. *Al-Baath University Journal*, *38*.
17. Kanaan, S. S., & Dayoub, M. (2014). Preferred leadership traits from the perspective of administrators in tourism organizations in Tartous: An exploratory study. *Tishreen University Journal*, *37*(1).

Conferences

- Member of the Scientific Committee, Conference on the Role of Islamic Banking in Financing Development, Faculty of Economic, Commercial and Management Sciences, Tissemsilt University, Algeria (Aug 2025).
- Participant, First Annual Scientific Conference of Warith Al-Anbiyaa University: Challenges of Sustainable Development Partnerships in the Age of Artificial Intelligence, Kurdistan Region, Iraq (Apr 2025).

- Participant in three international online scientific conferences on research and development (Jul–Dec 2023).

Editorial and Professional Service

Managing Editor — Journal of Human Development and Education for Specialized Research, Malaysia — Jan 2025–2026

- Led the editorial team and assigned tasks.
- Managed the journal's online manuscript management system.
- Organized the journal's workshops and conferences.
- Worked toward indexing the journal in international databases, and promoted it across marketing channels.

Deputy Managing Editor — Journal of Human Development and Education for Specialized Research, Malaysia — 2022–2025

- Managed the online manuscript management system and contributed to workshops, conferences and indexing efforts.

Acting Managing Editor — Al-Sharai' Journal for Legal Studies, Baghdad, Iraq — Oct 2023–Sep 2025

- Worked to include the journal in citation indices such as the Arab Impact Factor.
- Handled manuscript acceptance and issued acceptance letters.
- Conducted similarity checks on theses and manuscripts using Turnitin.

Editorial Board Member — Research Journal of Business and Economics, Bluemark Publishers, London, UK — Oct 2023–Present

Reviewer — Al-Mamoon University Journal, Iraq

Workshop Facilitator — Delivered academic workshops on research methodology and scholarly publication skills

Vice Chairman — United International Training Council, Malaysia — 2023–2025

- Developed the council's management plans and directed its committees with the Chairman.
- Designed the election process for the scientific, advisory, external relations, quality assurance and media committees.
- Ran council meetings online and developed marketing plans with the team.

Graduate Studies Representative — National Union of Syrian Students, Tartous University — Apr 2015–Apr 2018

- Represented graduate students on the College Council.

Industry and Consulting Experience

Technical Project Manager (remote) — Mar7ba, Canada — Jan 2023–Apr 2023

- Led the editorial team of a content website.
- Managed the design of a real-estate e-commerce platform, an advertising mobile app and a digital game.

Feasibility Studies Expert — In collaboration with a UAE-based consultancy, Abu Dhabi, UAE — May 2022–Jan 2023

- Prepared feasibility studies for investment projects with a team of economic feasibility specialists.
- Included an expansion study for a vehicle maintenance center for Green Mountains Environmental Services.

Projects Coordinator and Sales Supervisor (remote, full-time) — DASTN IT Solutions, Berlin, Germany — 2021–2022

- Delivered technology projects (mobile apps, websites, desktop applications) by coordinating between the technical supplier and the client.
- Directed the sales team and managed social media outreach.
- Ran lead generation, gathered client requirements, and built proposals, quotations, timelines and checklists.
- Managed the contracting process.

Operations Manager (full-time) — The Innovative Company for Cosmetics Manufacturing, Tartous, Syria — Apr 2018–2021

- Supervised operations of a plant with 132 staff (administrative staff, doctors, sales representatives and production workers) and three production lines: creams, liquids and sanitizers, and shampoo.
- Implemented Board of Directors decisions and coordinated the plant's investment plan with the Board.
- Ensured the production plan was set with the Technical Manager, and that human and production resources were ready.
- Reviewed departmental reports, issued directives and held daily meetings with administrative staff.
- Ensured the quality management system was applied in line with ISO 9001:2015.
- Coordinated the accounting, marketing, production and warehouse managers.
- Held delegated authority over selected company accounts at Bank Bemo.

Marketer (part-time) — Syrian British Training Center (SBC), Tartous, Syria — Apr 2016–Apr 2017

- Marketed training courses to university students through social media, and took part in delivering courses.

Skills and Systems

- **Academic systems:** Student Information System (SIS); Bologna Process implementation; online journal management systems; Turnitin

- **Business systems:** Odoo ERP (sales of ERP solutions to business clients); Al-Ameen accounting software
- **Analysis and IT:** SPSS; ICDL
- **Management:** ISO 9001:2015 quality management; feasibility studies; project coordination; procurement procedures

Training

- Digital Teaching course, University of Technology, Iraq
- Market Skills Diploma
- Start Your Own Business program
- AI tools for scientific research (Schobot)
- Sixteen international online workshops on research management and scholarly publishing, Malaysian Institute of Science and Development (Aug–Sep 2023)

Languages

- Arabic: native
- English: intermediate (B1); preparing for IELTS

Awards

- Certificate of Appreciation, Dean of the College of Administration and Economics, Al-Mamoon University, for high results achieved by Finance and Banking students in the joint examination with private universities and Al-Iraqia University (May 2026)
- Certificate of Appreciation, President of Al-Mamoon University, for supporting and managing the Bologna Process and examination committees of the Accounting and Finance and Banking departments (Oct 2025)

References

Available upon request.